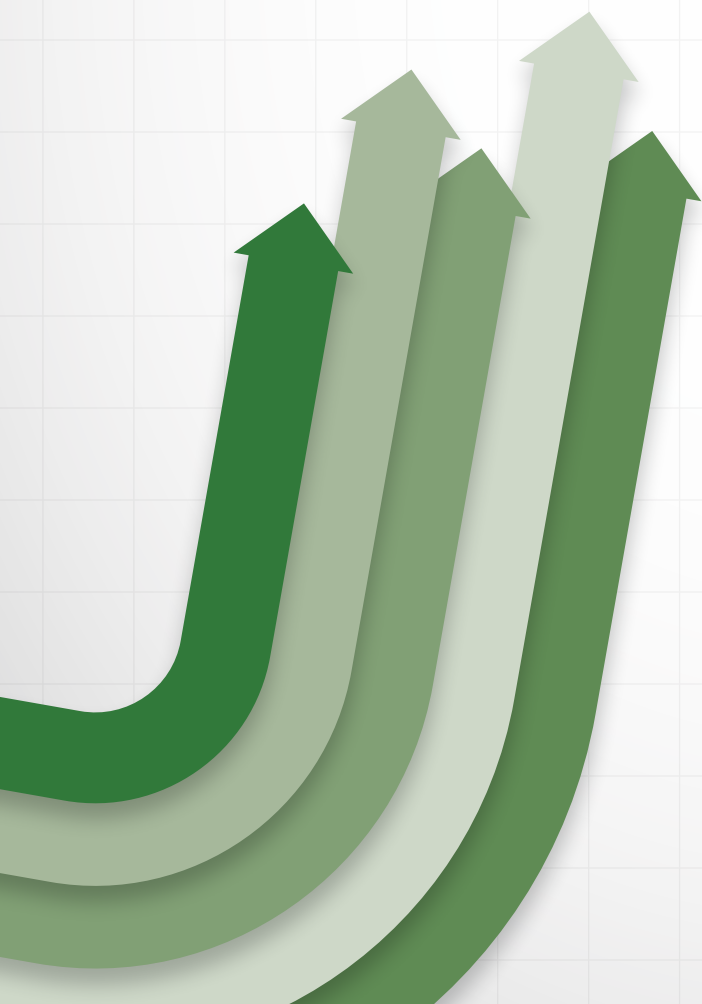


# impacts.social

## CREATING AND LEVERAGING SOCIAL IMPACTS TO IMPROVE HUMAN AND ENVIRONMENTAL HEALTH



There are plenty of experts out there in the **social media space**.

However, few are acquainted as we are with the content and characters that dominate in **human** and **environmental health fields**.

We employ an **integrated approach**, and focus on building on **online ecosystem**, rather than just focus on bits and pieces of the communications pie.

## Build and Develop Online Educational Ecosystem

- Assess content / social media assets needed to establish a massive online following
- Assemble an Online Ecosystem Matrix & Dashboard - metrics-driven social impact

## Strategic Communications, Partnerships, and Events

- Build or transform your website - hub of your online communications and key to a sustainable following
- Establish master narrative arc, timeline, and goals for consistent and compelling online communications presence
- Identify and engage supportive partners, allies, social media influencers - vital to expanding your following
- Create engaging social media content: banners, infographics, block-quotes, podcasts, live-casting interviews, and campaigns that leverage impact and following
- Produce national and local events leveraging engagement and gravitas, or seek opportunities to participate in existing events
- Access a talented and affordable team of programmers, graphic designers, etc.
- Develop high-level documents: case statements, funding proposals, brochures, and strategic plans
- Assist with cultivating partnerships, media, and speaking opportunities
- Engage with companies that want to leverage social impact
- Maximize Search Engine Optimization (SEO) for your website / brand

## Recent Projects

- Institute for Responsible Nutrition - Founded the IRN, built online ecosystem, three websites, and attracted a national and international base of >120,000 followers. Sample brochure and case statement. Merged the organization with another national nonprofit.
- Dr. Robert Lustig - Built online ecosystem, [www.robertlustig.com](http://www.robertlustig.com), produced or collaborated on numerous content related projects reaching millions, attracted >70K followers to date.
- Infographics - Real Food Poster, A Calorie is Not a Calorie, Fructose Restriction Study
- Hacking the American Mind - Executive Producer of half hour YouTube interview - <120K views in first month / attracting +2-3K views per day
- Advancement - Case Statement (IRN), Strategic Vision (HSF), Brochure (IRN)

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