**SMRA RULE BOOK**

Core Values

* Positive energy and expectancy
* High communication
* Open to feedback and growth-oriented
* Strong work ethic
* Team-player

Weekly Schedule

* Ensure alignment with your manager

Social Media Marketing Shift

* Shift Standards
  + Per Hour: 30 messages = 2 referrals generated
  + No personal social media usage during shift
* Shift Options

| **Two-a-Days** | **One Every “Other Day”** |
| --- | --- |
| Two shorter 15-30 min shifts spread out in a day | One 45 min-1.5 hr long shift |
| Manage outgoing messages in 1st shift and responses during later 2nd shift | Manage outgoing messages and responses in the same shift |

Recommended: Align shifts with high traffic periods to drive views and response rate

* **Clock-in**: Start Stopwatch
  + Post content on stories
  + Send outgoing messages
  + Respond to incoming messages
  + Update contact sheet: Handle – Phone number
* **Clock-out**: End Stopwatch
  + Send shift debrief on WhatsApp

| Stopwatch Screenshot & Screen Recording of DMs |
| --- |
| Network Targeted |
| Number of Messages Sent |
| Phone Numbers Created |

Receptionist Shift

* Standards
  + 25 calls = 2-3 PRs set per hour
  + PR Show: 30%
* **Clock-in**: Start Timer
  + Shift kick-off
  + Documents prepared:
    - Assigned PR List
    - PR Approach
    - PR Objections
    - The 5 Basics HO
  + Update group chat with PRs scheduled: Name – Interview Time
* **Clock-out**: End Timer
  + Send shift debrief on WhatsApp

| Timer screenshot |
| --- |
| List(s) Called |
| Number of Calls Made |
| Number of Interviews Scheduled |