



A Social Media Marketing Agency

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**February 2011** -- Social Mavens, a full-service, social media marketing organization, today announced it will provide social media support and advice to The Room to Dream Foundation, a Boston-based charity dedicated to creating healing environments in hospitals, communities and homes for children facing chronic illnesses.

To raise awareness of Room to Dream and its important mission, Social Mavens will:

- Create and refine Room to Dream's social media strategy;
- Manage all Facebook activity;
- Develop social media content; and
- Measure and analyze social media activity.

In keeping with Social Mavens' dedication to charitable causes, the firm is providing its services to The Room to Dream Foundation for free. As a business practice, Social Mavens donates its net profits to selected charities worldwide.

Increasing the online visibility of Room to Dream's is critically important to the charity because philanthropies are deriving an increasing amount of awareness and financial through their online presences.

"We're proud to support Room to Dream and to lend our services to its important work," said Walter Osterman, president of Social Mavens. "Social media, when used strategically, can be an incredible tool that delivers powerful results."

The Room to Dream Foundation focuses its services on children and families living in low- and moderate-income urban and suburban areas. In order to complete each renovation, we purchase all of the furnishings and supplies. Every purchase is tailored to the specific needs of a child or family. Through a caring staff of professional and amateur artists, interior decorators, and volunteers, we design and transform living spaces that give children and adolescents room to dream of a healthier future.

Social Mavens is a full service, social media marketing agency that manages all social media needs of its client. It conducts analysis, sets strategy, trains employees, drives implementation and maintains all social platforms, including but not limited to: Facebook, Twitter, YouTube, LinkedIn, blogs, videos, photography, electronic publishing and web design. Social Mavens' goal is to help clients maximize their growth and profitability by utilizing social media tools. [www.socialmavens.com](http://www.socialmavens.com)

