

Edinburgh Social networker launches Social Media Consultancy 'Streets Ahead'

Well-known Edinburgh social networker, Dane Thomson, has officially launched his own social media consultancy, Streets Ahead, but with a very social difference.

This new consultancy based in Edinburgh is kicking off its launch with a 'Help Me, Help You' initiative. The purpose of this initiative is to transform and reinvest every social media work day commissioned in the month of December by paying clients into one hour of time helping a local charity with their social media free of charge.

Edinburgh, Lothians and Fife based charities personally or affiliates are being invited to register their interest for this generous initiative by simply emailing 'Help Me, Help You' to dane@streetsaheadsocial.com with the chosen charity to be decided by Friday 15th December.

Streets Ahead Social has a social and charitable origin story of its own. In the summer of 2017, Founder, Dane Thomson, took a novel approach to a 100 Streets challenge created by Scottish Rugby legend Scott Hastings and his wife, Jenny, to help raise awareness of mental health issues in professionals and promote good physical and mental health.



While walking the 100 streets across Edinburgh, the Lothians and Fife he engaged in 100 conversations about mental health with professionals from all walks of career life and gathered 100 signatures on his T-shirt. The campaign was a success and raised over £1,000 in just 7 days and was recently awarded

with a 'Individual Category' award win.

Founder, Dane has over four years hands-on social media experience, providing social media solutions for award-winning bid specialists, AM Bid Services, National Charity, Support in Mind Scotland as well as mighty small businesses RJA Coaching & Development, Creating Balance plus many more.

Founder Dane said : "The purpose of social media is being social and small businesses have an outstanding opportunity to be creative and to lead the way. I want to bring Streets Ahead Social on board to help them on that journey. I want to recapture the magic from my charity challenge week and merge together three personal and professional loves, being social, helping others and social media for the benefits of clients."

Streets Ahead Social will focus on bringing clients social media to life with down to earth advice, hands on strategy formation, fun content creation, tailored training overcoming the 'what now' after as well as targeted marketing and PR copy writing.

Further information can be found at www.streetsaheadsocial.com