



# Social Media Strategy

## Creating an online business network

### WHAT ARE YOU GOING TO SAY? When and WHERE will you broadcast?

1. What to say? - choose a resource – broadcast
2. How much time? - How many posts will you do, how much time to dedicate
3. **INTERACT** - Plan response time to at least 5 – 7 posts daily
4. When? - What time of day and how much time can you dedicate
5. **PUSH** - How can you leverage your message? What networks will you use? Where is the hub?

### TIME ALLOCATION – DIVIDE INTO THIRDS

1. **CREATE** in your outlets – create content
2. **OBSERVE** – listen in other outlets
3. **PARTICIPATE** in other outlets - through comments, guest blogging, posting

### SET UP YOUR TOOLS

1. Select your profile photo
2. Write your bio – a 30-second commercial – an extended bio
3. Choose your social media and online networks:
  - a. Facebook.com
  - b. Twitter.com
  - c. LinkedIn.com
  - d. Wordpress.com
  - e. Blogger.com
  - f. Pinterest.com
  - g. Tumblr.com
  - h. Hootsuite.com
4. Set up accounts and complete your profiles
5. Update all online profiles
6. Update database – keep current
7. Invite friends, upload your database

### SET YOUR GOALS – KNOW WHAT RESULTS YOU WANT TO ACHIEVE

1. Build a community
  2. Distribute thought leadership
  3. Build brand and brand awareness
  4. Be known as an expert in your area
  5. Build relationships
  6. Get to know your prospects
  - 7.
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### BE CONSISTENT and AUTHENTIC

1. Set your daily goals and keep to them
2. Don't be discouraged with non-results, building an online presence takes time
3. Pick and choose your friends – the WHO is more important than the WHAT
4. Keep your personality
5. Don't be salesy

### NOTES:

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