

COMPLIMENTS OF



Social Media Strategy : What is your strategy?

Recommendations to start off with:

To start:

- Twitter
- Facebook FAN page (not personal page)
- LinkedIn

Expanding your strategy:

- Blogging (Wordpress or Blogspot)
- Youtube
- Slideshare
- Photobucket (to host images)
- Twitpic
- Bit.ly (to shorten urls and track clicks)

Recommendations on tools to manage accounts:

- Hootsuite
- Tweetdeck
- Igoogle dashboard for content research and brand tracking
- Twellow.com (yellow pages for twitter)
 - Use twellow to find people to follow and potential customers/ clients

Recommendations on analytics:

- Klout.com
- Tffratio.com
- Bit.ly (tracks clicks) (hootsuite keeps these stats for you if you use their shorteners)

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Simple plan:

- Twitter: post 7-10 times a day
(a mix between your content, comments, personality, retweets etc)
- Facebook Fanpage : post 1-2 times a day (could be same as a tweet) – however make sure you are not using twitter symbols on facebook
- LinkedIn: Post 1-2 times a day (could be same as a tweet) – however make sure you are not using twitter symbols on linkedin if at all possible.
- Blog: Post a blog once a week (minimum) this of course can become a source of your content over time.
- Youtube as needed: can assist in additional content for tweets and status updates with linked to Youtube videos.
- Slideshare as needed; can assist in additional content for tweets and status updated with links to your Slideshare presentations.

Keep a running list of your current “content” tweets posts and links to blogs and presentations. In order to repeat posts.

How often to repeat? You are able to repeat more on twitter than others.

Why? Because twitter posts disappear on a follower’s home feed screen, Facebook and LinkedIn you can see more the history of posts.

What to post?

- Mixture between personal, business activities, and content relevant to make you an “expert” or a valued connection in the social media world.
- Retweeting: don’t be afraid of a retweet. In twitter world this is very complementary; just make sure you are doing it properly with regards to giving credit where credit is due.
- Posting links to great blog posts you find of value and relevant to your industry or your clients. Followers will appreciate you passing on great content that can enhance their business / lives.
- Most important interact with your followers, don’t be afraid to be “social”!