

Un-Packing Social Media

What are the 2 types of social media?

Personal Brand vs Company Brand:

Find your Audience:

(1) Search

(2) Connect

(3) Engage

Use of Platforms / Frequency of Posts

Facebook:	Personal Sharing, Search + Reviews	Recommending 1-3 posts/day
Twitter:	News Source	Recommending 10+ posts/day
LinkedIn:	Business Sharing, Search + Recommendations	Recommending 1-3 posts/day
Google+:	All of the above Search + Reviews	Recommending 1-3 posts/day
YouTube:	Video Credibility	Recommending 1/week
Pinterest:	DIY, Ideas, Keep of Things	Recommending 10 pins/week
Instagram:	Images, Video, Inspiration	Recommending 1/day

Types of Content

Next Steps: (pick 3 actions to implement)

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