

Download this handout and the presentation at: tunnel7.com/hcc-jun2013

Define the top 3-5 goals your business currently has:

Brainstorm 3-5 Facebook updates that support your goals:

Identify 3-5 people who would recommend you on LinkedIn:

Takeaways

- ★ Let your goals guide you
- ★ Social media is a conversation
- ★ Your website is the hub of your efforts
- ★ Become the expert in your field
- ★ Monitor successes and failures

Tips & Tricks

- ★ Use a tool to manage (Hootsuite)
- ★ Don't try to be perfect
- ★ Cross promote social media profiles
- ★ Use as consistently as possible
- ★ Try anything once, be creative!
- ★ Devote time to succeed with social media

Additional Resources

The Social Media Marketing Book
by Dan Zarella

Web Design and Marketing Solutions for Business
by Kevin Potts

The Social Media Bible
by Lon Sarko and David K. Brake