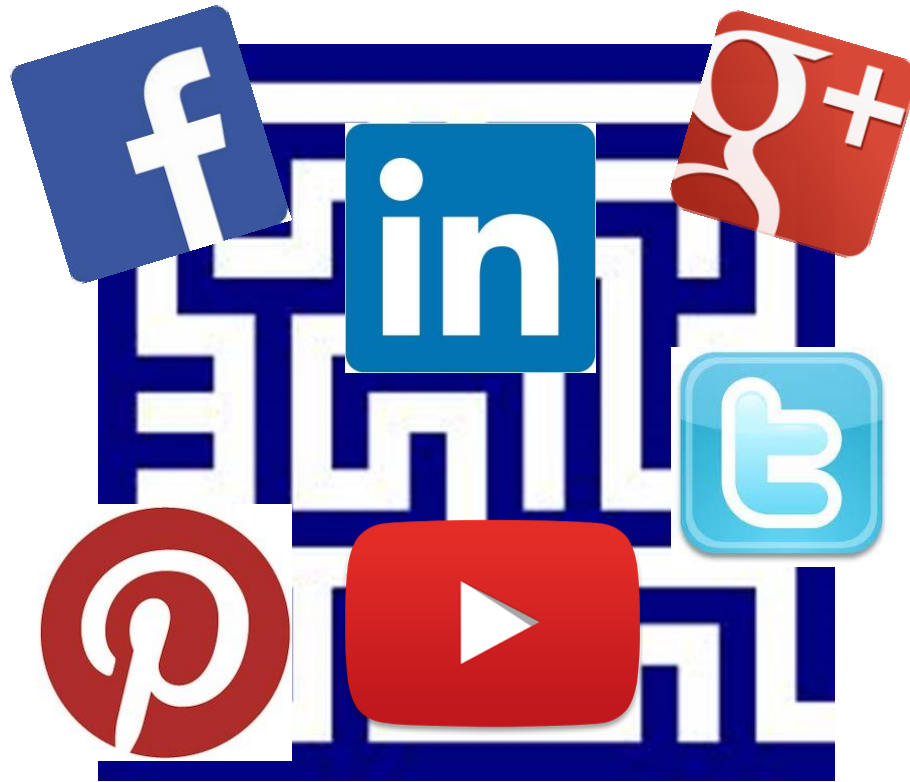


Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



Internet

Minute





Build Your Total Online Presence Using Social Media

4 BILLION



Build Your Total Online Presence Using Social Media

KEYWORDS



crowd

crowdfunding

crowder

crowder – Musician

crowder – Crowder College, College in Neosho, Missouri

crowded

crowdfire

Press Enter to search.

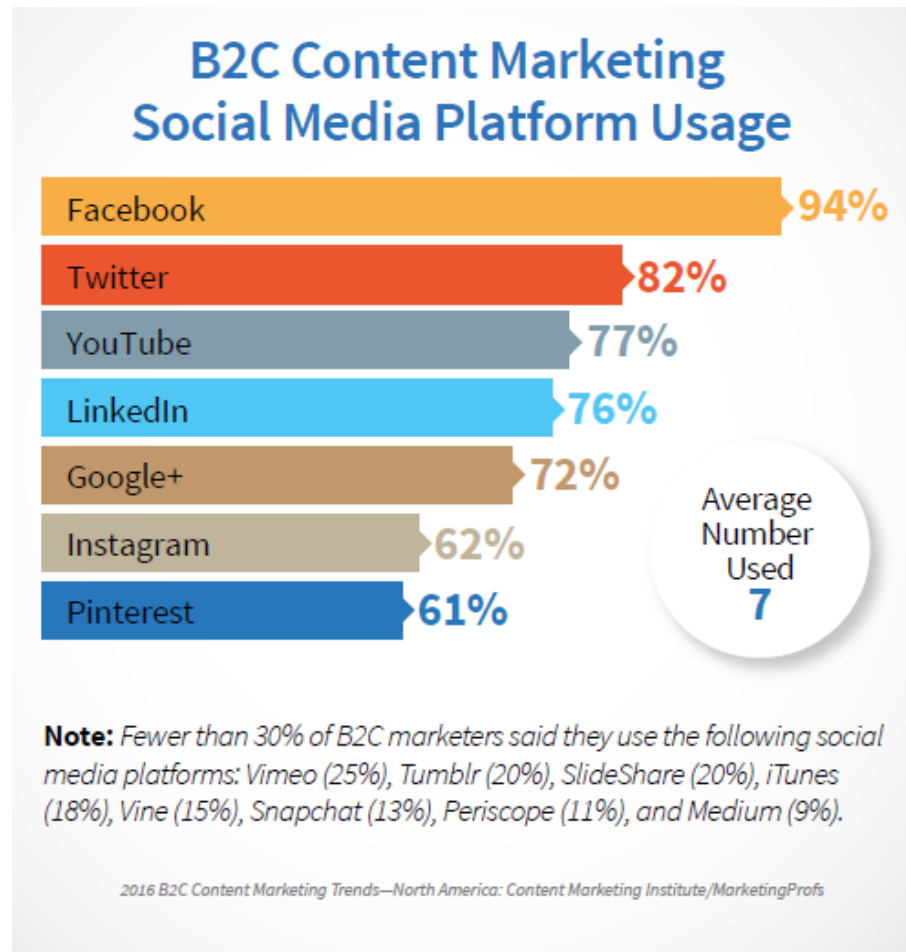


Build Your Total Online Presence Using Social Media

B2C & B2B



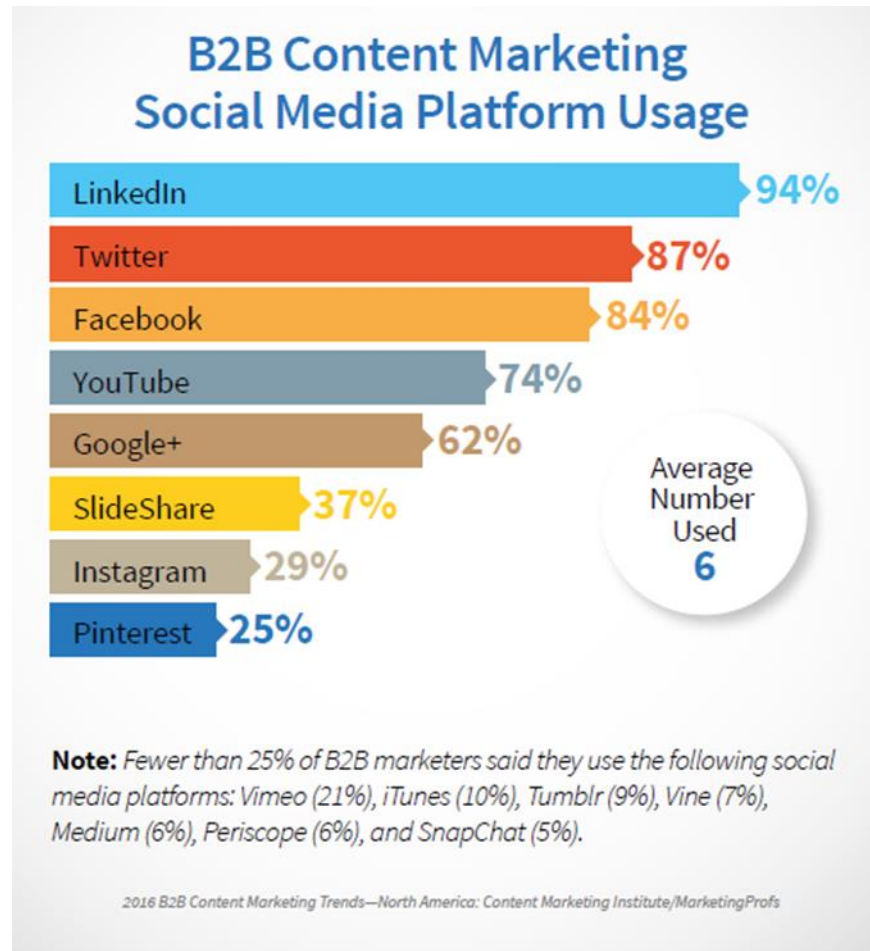
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Build Your Total Online Presence Using Social Media



**SOCIAL
MEDIA**

Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media

#1 Mistake in Social Media



Build Your Total Online Presence Using Social Media

5 step plan

1. Have Goals
2. Have a Strategy & Tactics
3. Have great Content
4. Distribution (Tools & Apps)
5. Monitor & Adjust (Be Flexible)



Build Your Total Online Presence Using Social Media

Be Tactical

- Define your topics
- Choose your social platforms
- Break them down into weekly articles
- Content is the fuel in Social Media



Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



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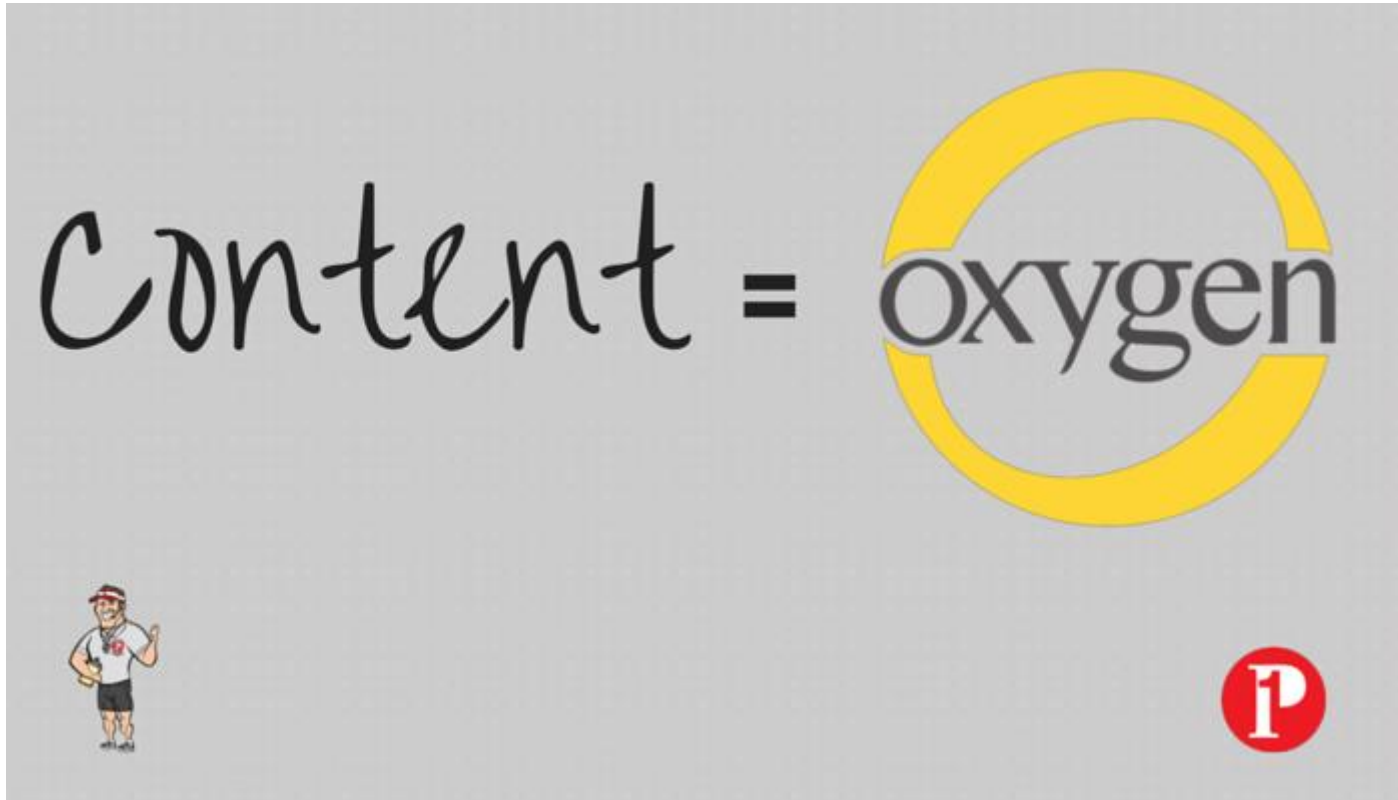


Build Your Total Online Presence Using Social Media

Pitch Your Campaign to Journalists



Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



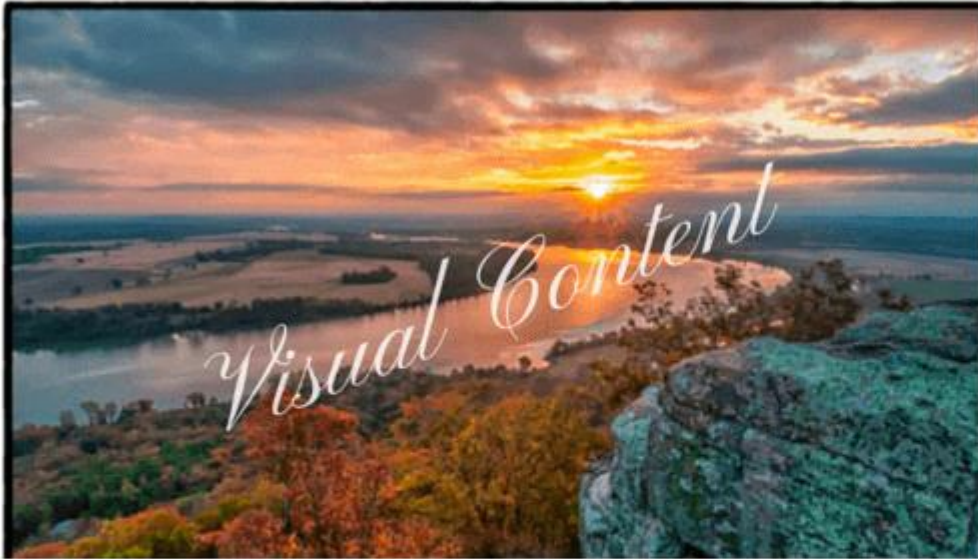
feedly

Build Your Total Online Presence Using Social Media

Visuals



Build Your Total Online Presence Using Social Media



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Newsjacking

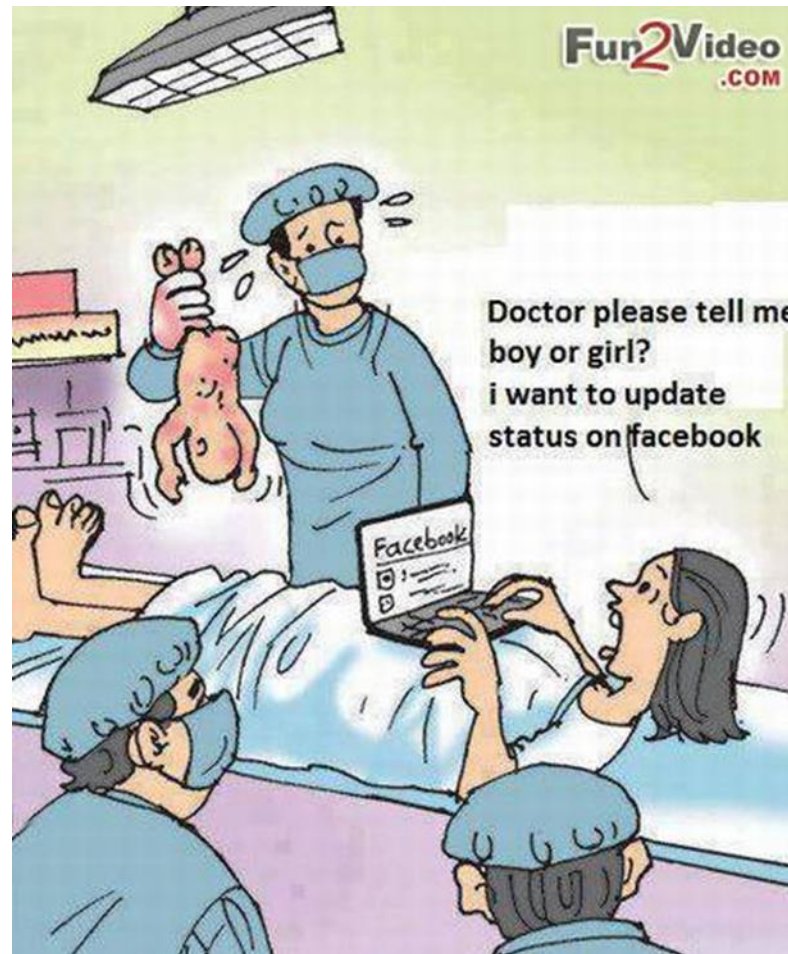
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Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure

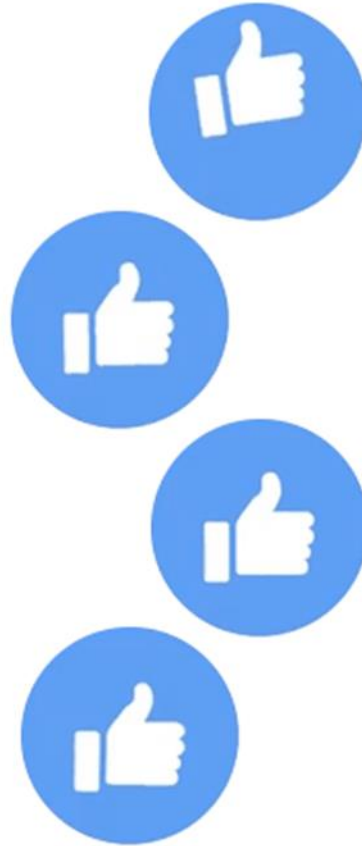


Entertainment



Cause or Community

Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



Like



Love



Haha



Yay



Wow



Sad



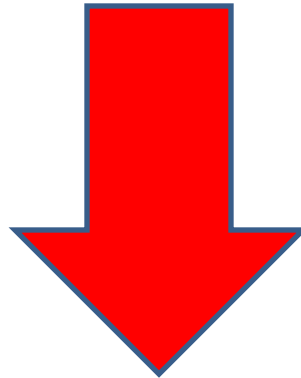
Angry

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1%



Build Your Total Online Presence Using Social Media



Page Messages Notifications **2** Insights Publishing Tools



SOCIAL MEDIA COACH
PREPARE1.COM
SPEAKING - CONSULTING - WORKSHOPS



Build Your Total Online Presence Using Social Media

Pay

to Play



Build Your Total Online Presence Using Social Media

Boost Post



Build Your Total Online Presence Using Social Media

Boost Post

AUDIENCE

- People who like your Page [?]
- People who like your Page and their friends [?]
- People you choose through targeting [?]

Audience 1

[Edit Audience](#) | [Create New Audience](#)

Location:
United States: Southaven (+25 mi) Mississippi; Bartlet...

Interests:
Search engine marketing, Chamber of commerce, Spa...

Age:
25 - 65+

BUDGET AND DURATION

Total budget ⓘ


\$20.00

[Terms & Conditions](#) | [Help Center](#)

DESKTOP NEWS FEED | **MOBILE NEWS FEED**

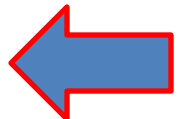
Prepare1 Sponsored · [Like Page](#)

Instagram now makes it easier to use multiple accounts. #instagram
<http://ow.ly/Y7wtz>



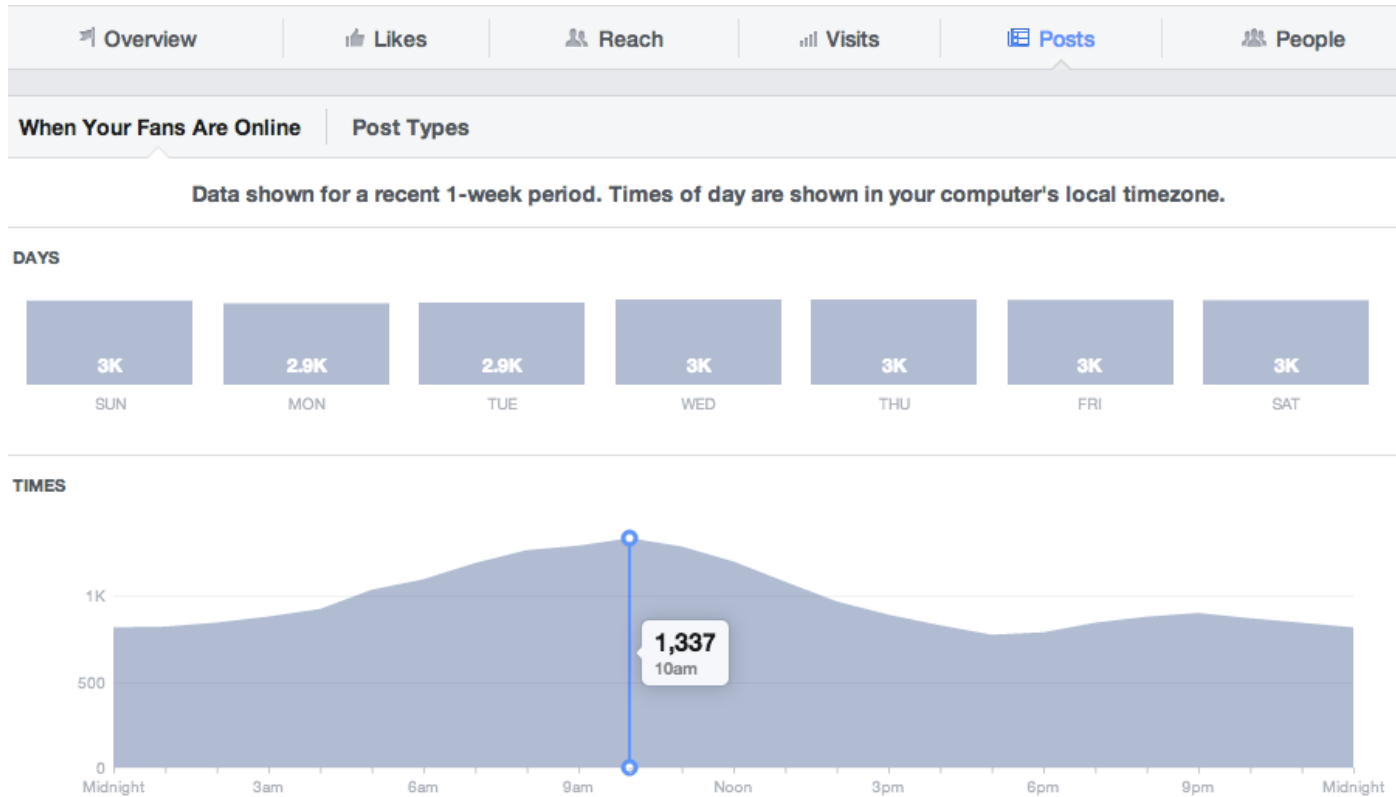
Instagram finally makes it easier to use multiple accounts
...and Social Media Managers everywhere rejoice!
SOCIAL.TECHCRUNCH.COM

[Cancel](#) [Boost](#)

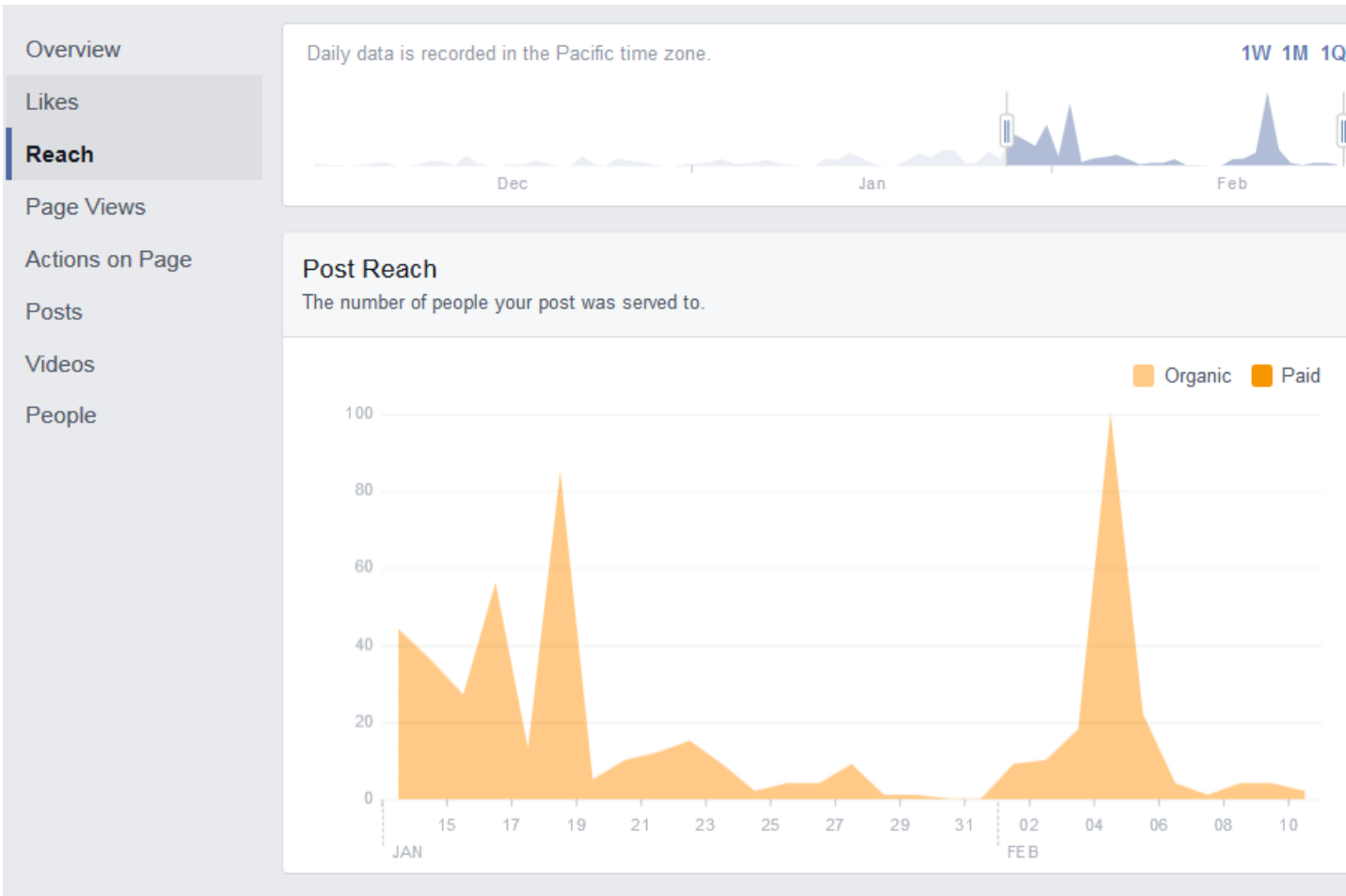
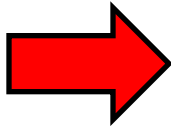


Build Your Total Online Presence Using Social Media

INSIGHTS



Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



People use Facebook at work and at home, on mobile and desktop.

Best Times to Post:



12:00–1:00 p.m. on Saturdays & Sundays

3:00–4:00 p.m. on Wednesdays

1:00–4:00 p.m. on Thursdays & Fridays



Build Your Total Online Presence Using Social Media

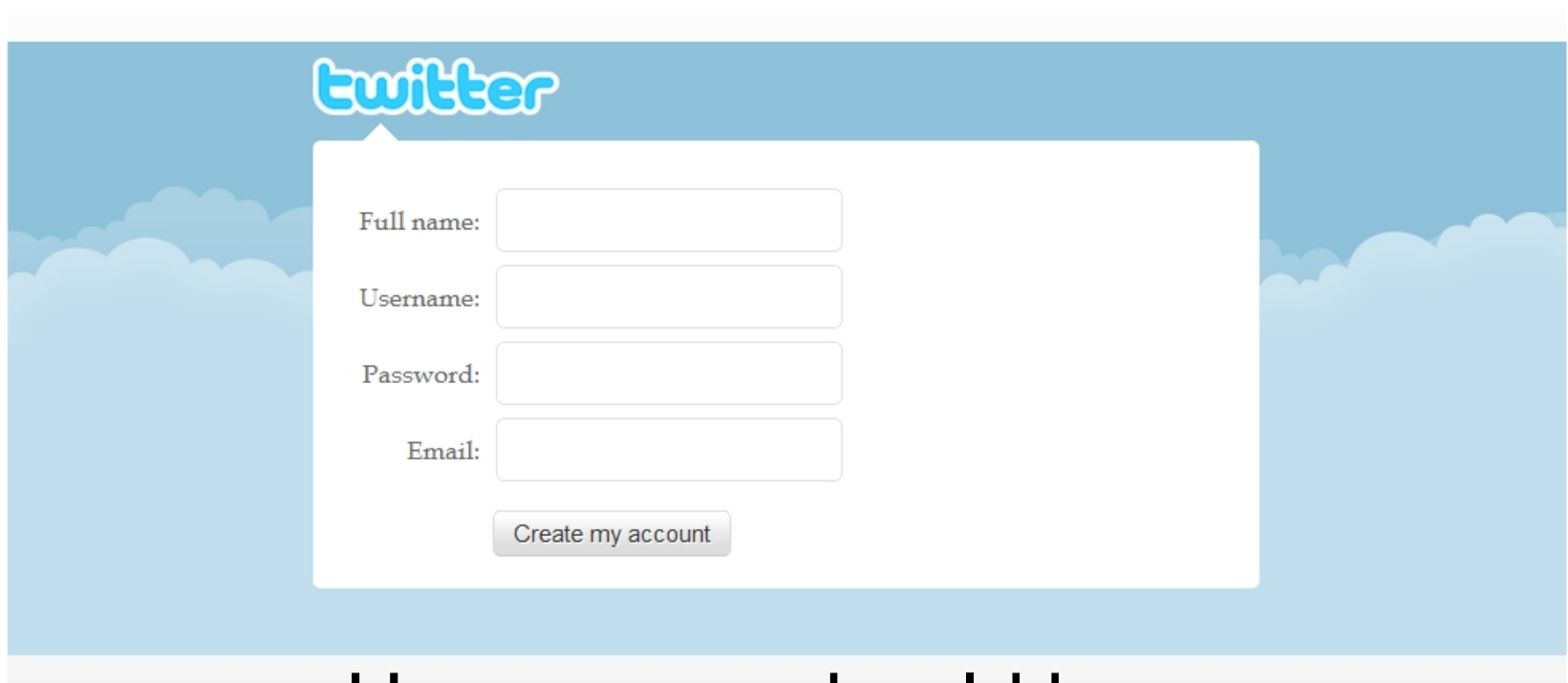


Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media

Twitter.com



The image shows a screenshot of the Twitter sign-up page. At the top left, the Twitter logo is displayed in blue. Below it, a white sign-up form is centered on a light blue background with a cloud pattern. The form contains four input fields: 'Full name:', 'Username:', 'Password:', and 'Email:'. Below these fields is a button labeled 'Create my account'.

Username should be less than 15 characters

Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media

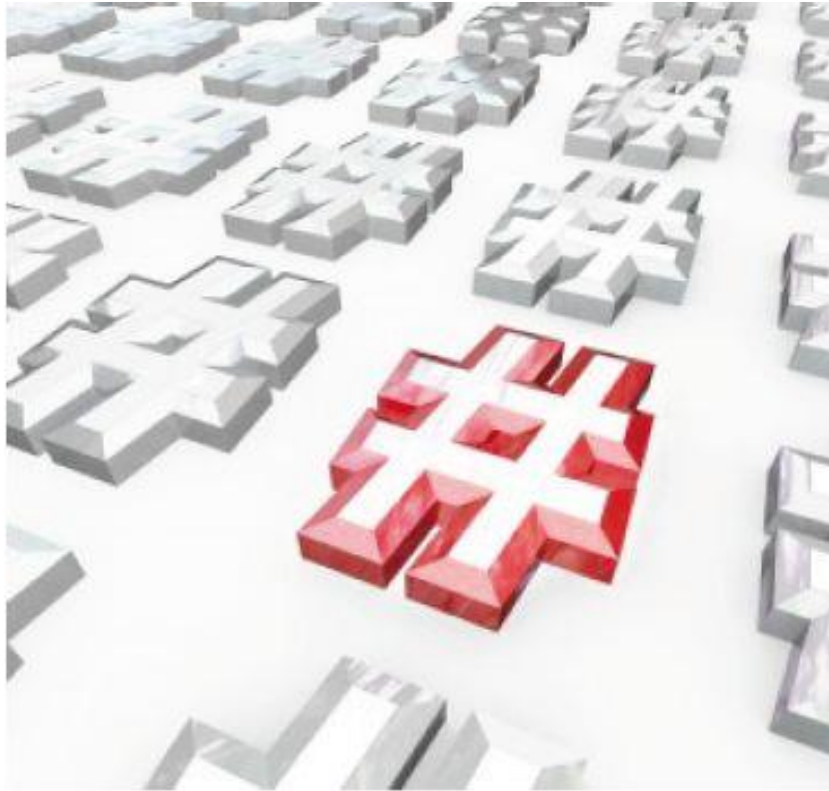


periscope

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Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media

Select a **Campaign Hashtag**

Make it Unique

- #chamber
- #memphis
- #business
- #smallbusiness
- #localbusiness



Build Your Total Online Presence Using Social Media

TIPS

- ✓ Post 5+ times a day
- ✓ Use # hashtags 1-2 per post
- ✓ Create List's to follow people



Build Your Total Online Presence Using Social Media



Twitter is used at work and at home, usually during down times like commutes and breaks.

Best Times to Post:



12:00–3:00 p.m. on
Mondays through Fridays

5:00–6:00 p.m. on Wednesdays

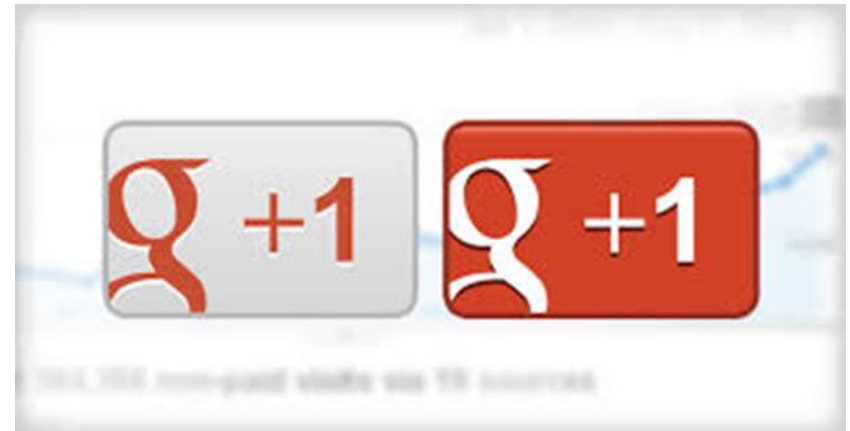


Build Your Total Online Presence Using Social Media

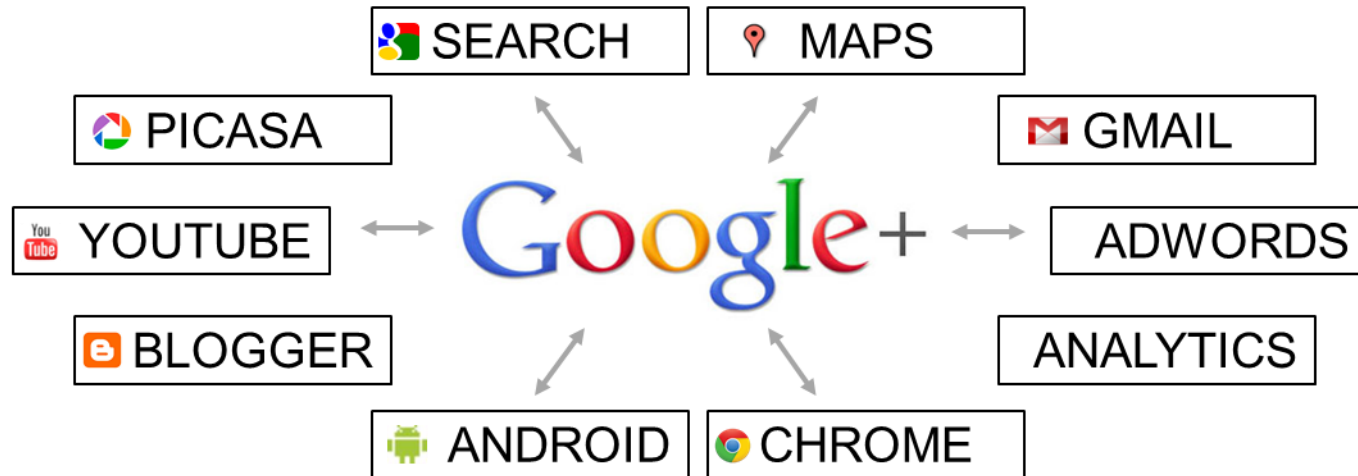
OOPS...



Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



Google+ brings more social into other services, such as YouTube and Chrome, and will activate social data across other Google products that millions are already using.

Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media




Build Your Total Online Presence Using Social Media

TIPS

- ✓ Fill out your Google+ Account
- ✓ Fill out your Google+ Local Info
- ✓ Post #hashtags when you post
- ✓ Use links in your about section back to website



Build Your Total Online Presence Using Social Media



The infographic is titled "Google+" and features a red background with a dark grey header. At the top, a row of days of the week (S, M, T, W, T, F, S) is shown, with "W" (Wednesday) highlighted in a white box. Below this, a sun icon on the left and a moon icon on the right flank the text "Avoid posting during early mornings or late evenings." The infographic is divided into three columns. The first column contains a clock icon and the text "The best time to post is between 9-11am." The second column contains a thumbs-down icon and the text "90% of the people on Google+ are just lurkers and will not interact with your content." The third column contains the text "Quick Tip: Use Timing+ to track when your audience is online." The CoSchedule logo is in the bottom right corner.

Google+

S M T **W** T F S

 Avoid posting during early mornings or late evenings. 

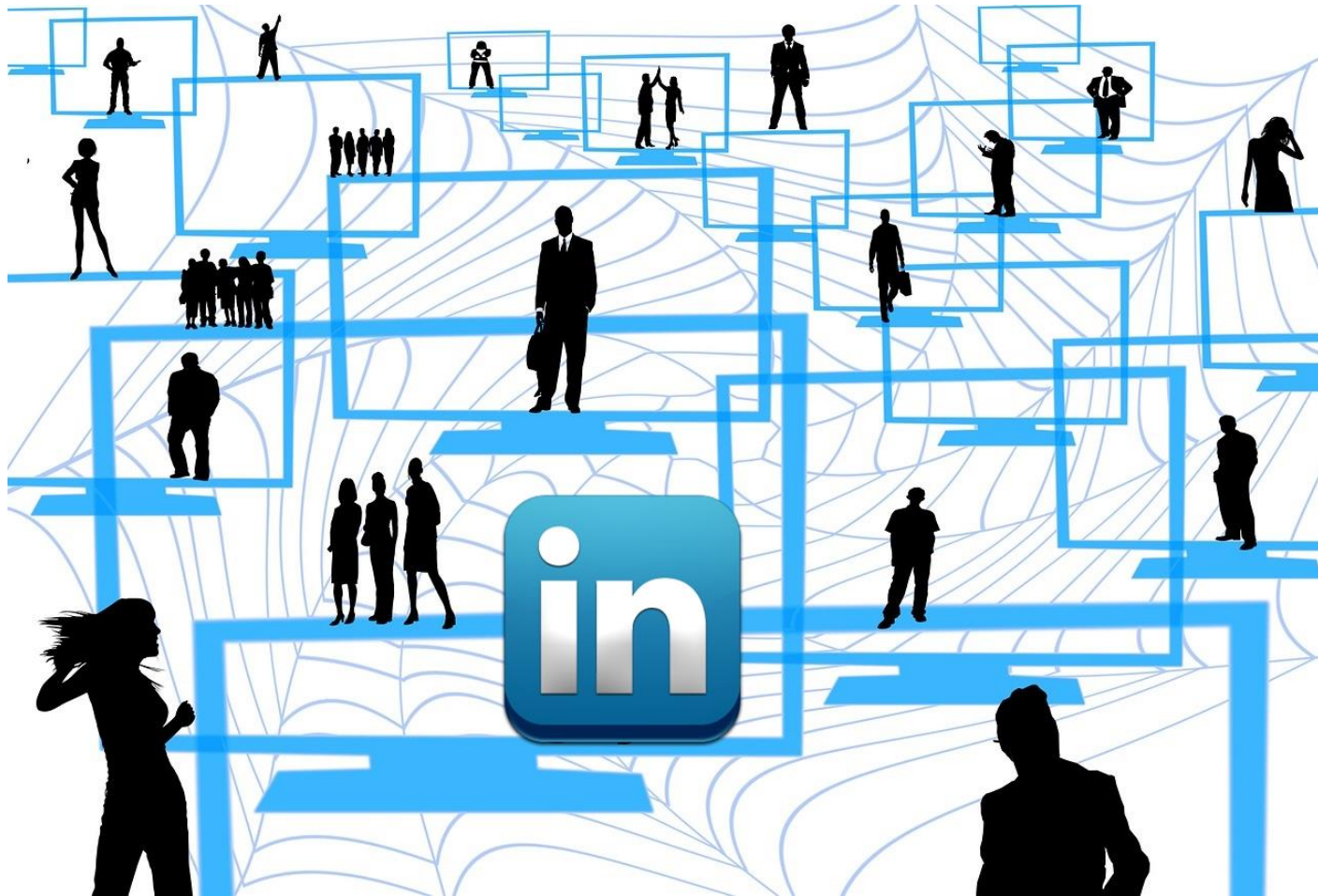

The best time to post is between 9-11am.


90% of the people on Google+ are just lurkers and will not interact with your content.

Quick Tip:
Use Timing+ to track when your audience is online.

 CoSchedule

Build Your Total Online Presence Using Social Media



Build Your Total Online Presence Using Social Media



PULSE

Linked 
for Businesses



Build Your Total Online Presence Using Social Media

TIPS

- ✓ Have a good profile photo
- ✓ Use keywords
- ✓ Fill out skills
- ✓ Use LinkedIn Publisher
- ✓ Complete info about company



Build Your Total Online Presence Using Social Media

LinkedIn



LinkedIn is for professionals, and they tend to use it during working hours.

Best Times to Post:



7:30–8:30 a.m., 12:00 p.m. & 5:00–6:00 p.m.
on Tuesdays, Wednesdays & Thursdays

10:00–11:00 a.m. on Tuesdays





Build Your Total Online Presence Using Social Media

MORE LEADS



Build Your Total Online Presence Using Social Media



"What happened in school today? Read my blog."

Build Your Total Online Presence Using Social Media

The Sharing Economy

➤ **UBER**

➤ **AirBnB**





Build Your Total Online Presence Using Social Media

Get a **G.R.A.S.P.**



Build Your Total Online Presence Using Social Media

- **Goals-** What are you trying to do?
- **Reach-** Who do you want to target?
- **ABC's/Aesthetics** - What is the look and feel of overall experience?
- **Socialality-** What are you going to talk about?
- **Promotion-** How will people find you?



Build Your Total Online Presence Using Social Media

Sassy? SMART? Informative?
EDGY? Educational? Fun?
Vigilant? Serious? Helpful?
Authoritative? COMEDIC?
Dramatic? Frivolous? Funky?
Charismatic? Spiritual?



Build Your Total Online Presence Using Social Media

Q & A



Build Your Total Online Presence Using Social Media

