

3 WAYS TO PLUG INTO THE POWER OF SOCIAL MEDIA

1. **DEFINE YOUR AUDIENCE.**

- a. Choose your networks
(i.e. Facebook, Twitter, Instagram, Pinterest, etc.)
- b. Proper design
- c. Persist and hustle
- d. Create great content

2. **REPRESENT YOUR BRAND.**

- a. Add value, value, value, then sell. Don't constantly sell.
- b. Engage your target audience.
- c. Post at the proper frequency.
 - Facebook – 1x/+ per day
 - Twitter – 3-5 Tweets per day
 - Instagram – 3-5 posts per week

3. **STAY A STEP AHEAD.**

- a. Seek and learn from mentors (i.e. Gary Vaynerchuck).
- b. Continue to grow in knowledge.
- c. Use Analytics to check the effectiveness of your posts.

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