

Utilizing Social Media For Business Networking, Productivity, Growth, and Revenue

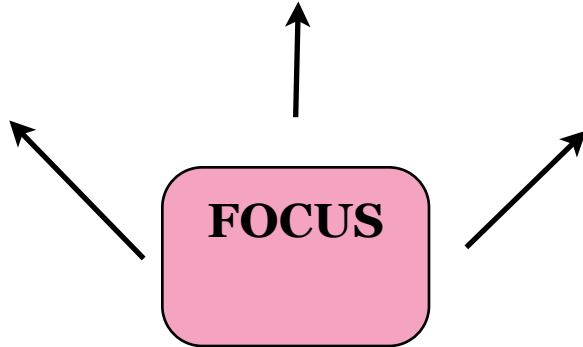
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Step 1: DEFINE YOUR _____.



What do you do AND want to do?

What do your friends 'flock' to you for advise on?

When you walk in a bookstore, what section do you gravitate to?

What are your magazine subscriptions?

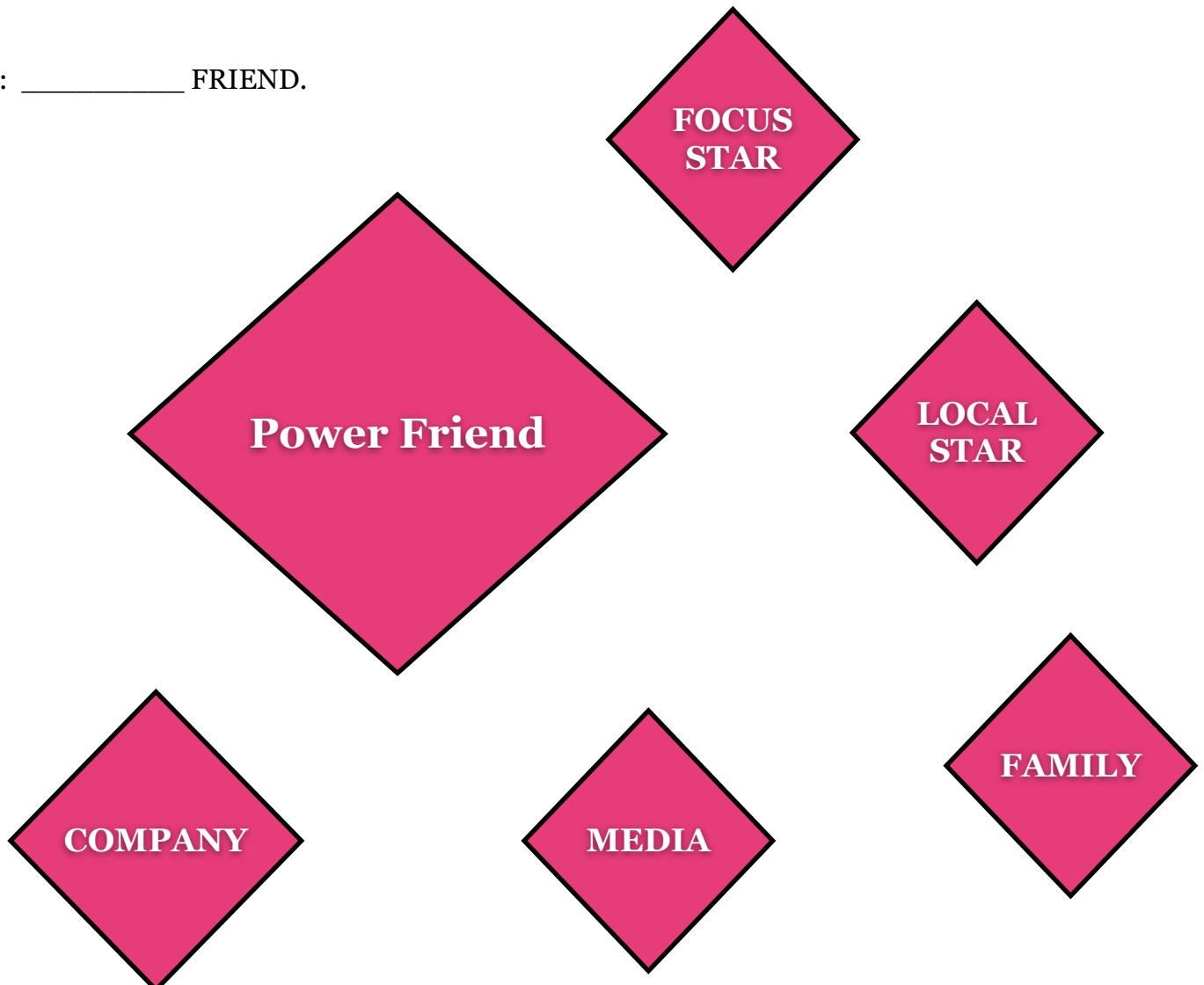
What are your hobbies or what do you love to do?

What brings you excitement?

What is your target market?

My Social Media FOCUS is:

Step 2: _____ FRIEND.



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Step 2 - Continued:

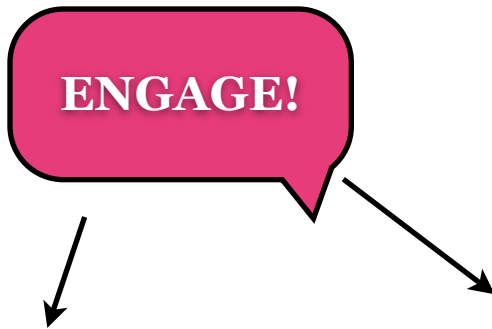
Be a Friend:

- ~ASK - current friends & clients about SM
- ~LISTEN - to what they have to say.
- ~ENGAGE your friends - ask either/or questions.
- ~COMPLIMENT - by RTing.
- ~If already blogging, SHARE with them a link of your work with a personal message.

Feather Challenge -

STEP 3 - MASTER THE SECRETS OF RTING TWEETS AND LIKABLE FACEBOOK

ROI Tips:



- RT a 'quote' from your friends
- ASK a question.
- WRITE a quote w/your voice.
- POST a study or stat w/your friends interest.
- POST a trend w/your focus.
- If you BLOG, post your blog link WITH a question.

ROI Tips on Trending:

STEP 4 - GETTING FOLKS TO READ MY BLOG

General Editing Rules:

Finding Trends:

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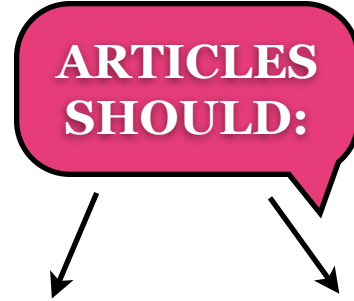
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SEO While Writing:

Title Tips:

Editorial Calendar (do this seasonally):



ASK your current readers, fans what they want to read!

POLL your friends and family.

FEATURE your current clients (recipes, etc).

FEATURE a local celebrity.

INTERVIEW a local.

SOLVE a problem (How to..)

DIY.

Product Reviews.

Good vs Bad.

Polls.

Guest Post.

Always End With A _____.

Once blog is posted:

STEP 5: REVENUE, ADVERTISING, and SPONSORSHIP

Set up

Shelly Marie Redmond, MS, RD, LDN is the Editor in Chief of College Lifestyles, an online magazine featuring nutrition, etiquette, fashion, and career to college students. She has a love of finding the best bargain, chocolate, and technology. She embraces her 'Little Miss Sunshine' attitude through 'Power Friending' and encourages all to do the same. She wants all RDs to master social media for their personal growth, tell all their friends/family about College Lifestyles, and welcomes all questions to info@collegelifestyles.org OR smarie93@hotmail.com.