

Social Media

- Have you got a Social Media strategy?
- Which Social Media do you need and why?
- Have you thought about an order in which you want to use Social Media? Do you want to use them in parallel? With the same sort of news or different news? Or do you want to use some channels in parallel, others one after the other or a mixture of both?
- How often do you want to “feed” this type of media? Once a day, once a week, once a month? Do you want to distribute information cross platforms at the same time? The same information or different information?
- Have you got a LinkedIn account? Do you know how to optimise your LinkedIn presence?
- Do you possess a Twitter account? Have you heard of the 20/80 rule? Do you know how to follow tweets under certain hash tags and how to use them to your advantage?
- What about Facebook? Do you wish to have a company Facebook page and how are you going to use it?
- Any other type of Social Media? Have you had a look at other Social Media platforms under specific search terms?
- Do you know about Social Media Management software?
- Would you be interested in having a YouTube channel? And how would this fit in with your other Social Media activities?

Should you need a Social Media strategy I can help you find one.