

Map Your Social Media Strategy Beyond the Big 3

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What is Social Media?

Q1) Where should your focus be, beyond LinkedIn, Twitter, and Facebook?

Q2) What specific activities should be considered?

Q3) What are the realities of managing multiple accounts?

Q4) How are specific platforms used for career development and job search activities?

Know Yourself * Know Your Clients * Know Your Resources

What is one take-away from today's session?

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Presentation access: <http://bit.ly/MapYourSocialMediaStrategy>

Goals + Resources + Preferences = Strategy!

What are potential GOALS for your use (or your organization's use) of social media?

Describe your existing RESOURCES.

Time:

Staffing:

Content:

Tech Support:

How do you (or your organization) PREFER to participate?

Who might be involved?

What will you post?

How often will you post?

How will you interact?

How will you evaluate?