

#SMW13 event



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Have a strategy in place for negative comments!!

What makes great creative content?





How do I build content?

1. How's your marketing coming along?
2. What blogs have you planned?
3. What shareable content have you found that would be useful for your customers??



Isn't social media a total time-suck?

It's all in the planning!

1. Create a content calendar
2. Work backwards - national awareness days, marketing plan, blog, sales campaigns -> social updates

Some great free tools

- Storify
- Hootsuite or Tweetdeck
- Followerwonk



Time is my most precious asset





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Key considerations

1. Time
2. Audience
3. Measurement
4. Personal vs professional
5. Who will update and monitor?

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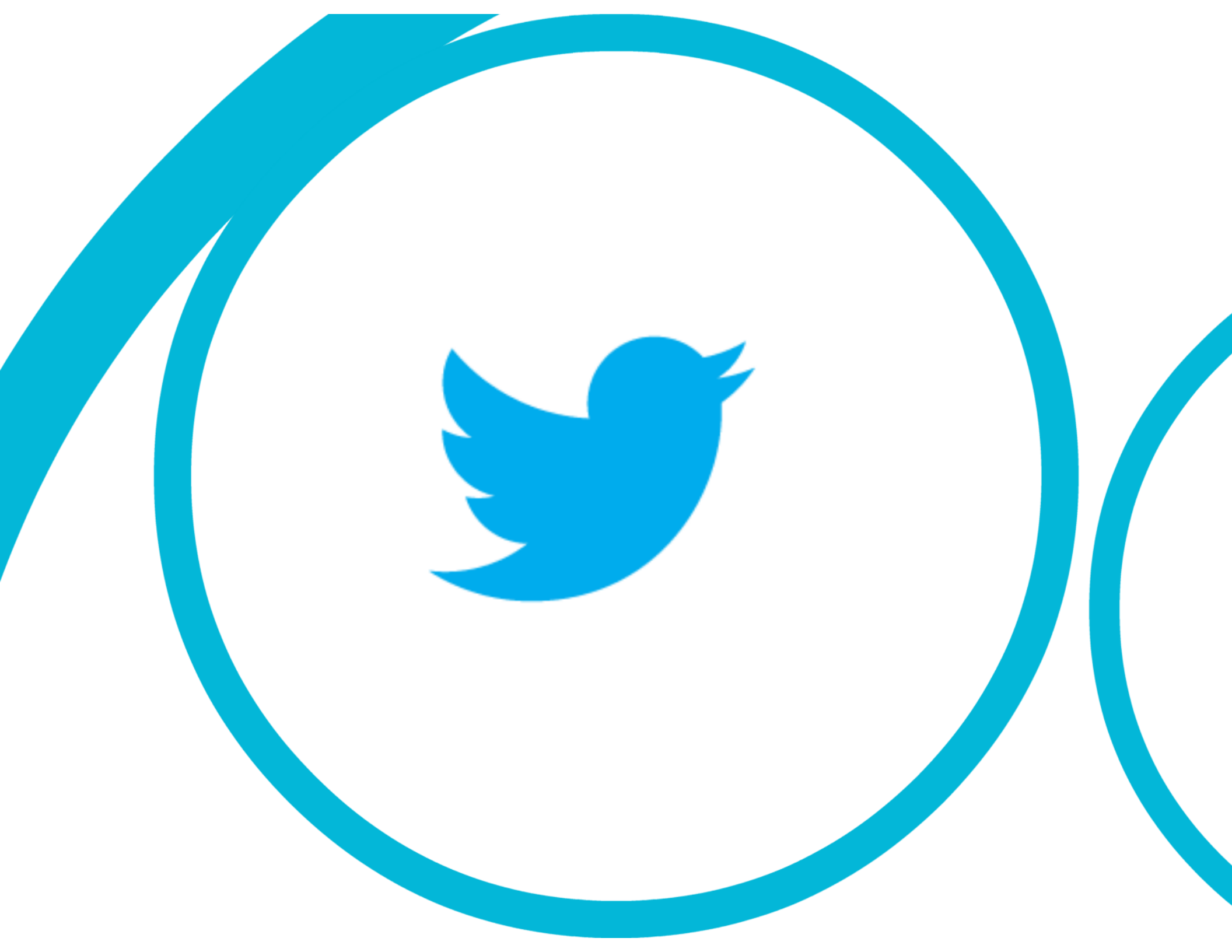


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**Tell a
story!**









PRIDE
AWARDS

2013¹⁰
YEARS

SHORTLIST

CIPR





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