Navigating Social Media to Build Your Practice

Module One: Social Media Overview

By Tracy Ray
What is Social Media?
How much time do YOU spend online each day?

10 minutes?
20 minutes?
An hour?

More?
Average Jane And Average Joe dominate the Internet. Not big business. Not fancy marketers.
Q: What are the main reasons people turn to the Internet?
The main reasons for Internet use:

1. Check email

2. Research for information and find a solution to a problem

3. Online banking

4. Share photos, links or videos

5. Share files business to business

6. Google Maps or other navigational tool

7. Shopping
A working, active machine will help you:

1. Be found online
2. Build a mailing list
3. Engage with your target
4. Build trust
Clicks on links make things move.

A Comment on Facebook …

A shared Pin on Pinterest …

A shared link in a Tweet …
There are TONS of Social Media Platforms! Which ones should I use for my practice?
15 Basic Social Tips to get you started

1. Know your audience
2. Post frequently
3. Post quality images
4. Use your own, human voice
5. Be informal, colloquial and conversational
6. Blogging requires a call to action or prompt for discussion
7. Brand yourself
8. Use several social platforms
9. Be Proactive
10. Make sure your site is mobile friendly
11. Be transparent
12. Protect your privacy
13. Be Brief
14. Pick 3 or 4 platforms to work well
15. Don’t think yourself into an inactive state
SPECIAL OFFER LINK:
Click on the link for more info

http://ilctspecialdiscount.gr8.com


Resources to get you started using social media:
http://pinkpigeonmedia.com/affiliate-resources/

Contact Tracy at TJ@PinkPigeonMedia.com
Or by using the contact form found at PinkPigeonMedia.com