



Keys to Social Media Marketing Success

The most vulnerable position for practices to be in is

_____.

Social media helps practices to enhance and protect online reputations largely through

_____.

The Five Keys to Social Media Success are:

Key #1 _____.

Key #2 _____.

Key #3 _____.

Key #4 _____.

Key #5 _____.

Notes for Key #1:



Two traits an effective Social Media Marketing Manager has are:

1. _____.
2. _____.

Notes for Key #2:



Potential video topics for my practice are: _____

_____.



Twitter

The best tips I learned about Twitter are:

Which social media platforms do you think are most important for you to focus your marketing efforts on and why?

Notes for Key #3:



The most effective way to generate reviews, word of mouth and interaction is

Notes for Key #4:

Three potential topics we could share about on social media:

1. _____.
2. _____.
3. _____.

Two systems we can put into place to make content generation and posting more efficient are:

1. _____.
2. _____.

Notes for Key #5:



Google Plus

Like Facebook, Google Plus allows you to have both:

1. _____.
2. _____.

The most important consideration with Google Plus is _____
_____.



Ideas to Implement