

SOCIAL MEDIA BEST PRACTICES FOR BRANDING

RULES FOR SUCCESS:

- ✓ Genuine & authentic message
- ✓ Valuable/educational message
- ✓ Consistent long-term strategy
- ✓ Create "shows"

CHANNELS/DISTRIBUTION FOR YOUR SHOWS:

-  personal newspaper
-  personal magazine
-  video thought leadership
-  professional thought leadership
-  in the moment, unfiltered
-  images, mostly female audience
-  real time conversation; *social listening*