

*Social Media:  
What You Need To Know*

**WORKBOOK**



## What's the **OUTCOME** you want from Social Media?

- Build Community
- Sell My Product/Service
- Establish Credibility
- Build My List
- Get Likes/Followers
- Other:

## What **LEVEL** will I play at on Social Media?

- LEVEL 1 – Post 1-2 times weekly, establish credibility
- LEVEL 2 – Post 3-5 times weekly, drive some business
- LEVEL 3 – Post 8+ times weekly, use social as primary means to drive business

## What **GENRE** will you be?

- COMEDY
- ADVENTURE
- SURPRISE
- EMOTIONAL
- INSPIRATIONAL

## Who do you want to connect with? (your ideal client)

## How do you want to make them feel?

## What's your Brand Personality?

Personable & Friendly	<<	>>	Corporate & Formal
Spontaneous & High Energy	<<	>>	Careful & Thoughtful
Modern & High-Tech	<<	>>	Traditional, simple, minimal
Fun	<<	>>	Serious
Established	<<	>>	Cutting Edge
Accessible	<<	>>	Exclusive

## TAKE ACTION

- Choose your Tools
- Make sure you have plan for how you can ENGAGE
- Build out Viral Framework (or other Content Calendar)
- Check your metrics
- Get the help you need

## CHOOSE 3 MICRO GOALS TO COMPLETE IN THE NEXT 24 HOURS

- 1.
- 2.
- 3.