

Social Media CHEAT SHEET

Social Media Strategy (regardless of site/network)

- Ensure all profiles are thorough and branded
- Initiate and engage in Public Conversations
- Links trump written explanations
- If you drive traffic to other websites, they will do the same for you
- More engagement = more traffic = more business
- Entice your customers/clients to join your networks and reward them once they do
- Set business goals for social media campaigns and use those goals as benchmarks for success
- Dedicate time and talent to managing/growing your social media presence. Accountability is key

Sites that can give your Twitter/Blogging/Facebook profiles a boost:

TweetDeck.com
Seismic.com
Socialloomph.com
Hootsuite.com
Social-fly.com
TwitterGrader.com
SocialToo.com
Twitterati (AllTop.com)
TweetPages.com
TwitterSearch.com
TwitterCounter.com
Facebook Marketplace

Linkedin Apps:

Slideshare (share presentations)
Wordpress/Blog Link (feed your blog into Linkedin)

Blog Platforms:

Wordpress
Blogger
Typepad

Blog Boosters:

Alltop.com
Blogcatalog.com
Technorati.com

Additional Resources:

Mashable.com
Ning.com

Contact Us with any questions or if we can be of further assistance:

Adam Small adam@sbncorp.com Twitter: @adamhsmall LinkedIn: <http://www.linkedin.com/in/adamhsmall>
Jake Greene jake@jgreengroup.com Twitter: @jakegreene LinkedIn: <http://www.linkedin.com/in/jakegreene>