



Social Media 101

It is important to market my practice in multiple locations online, including social media because

Four unique benefits of social media marketing are:

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



Basics

Personal Profiles have: _____.

Business Pages have: _____.

My practice should have a : _____.

Two tactics we can put into place to promote our social media are:

1. _____.

2. _____.

The most important thing to have in place in order to thrive and sustain social media efforts long term is:

_____.

Like Facebook, Google Plus allows you to have both:

1. _____.

2. _____.



***What does the REAL acronym stand for?**

R: _____.

E: _____.

A: _____.

L: _____.

*Keep this acronym in mind to guide your social media efforts.



Ideas to Implement