OBJECTIVE: To provide practical tips and resources that will make your social media presence more productive and professional in time, engagement and appearance.

I. First, know your purpose and the best platform for your social media account(s).

II. Use Four C’s to enhance your social media experience:

1) Creative Setups – Be creative in setting up your social media pages. Brand yourself.
   - [www.rapidtables.com/web/color/RGB_Color.htm](http://www.rapidtables.com/web/color/RGB_Color.htm) – Color picker & code chart
   - [www.google.com](http://www.google.com) – Image type … search tools … usage rights.

2) Complete Profiles – Provide full details about you, your book, business and or blog.
   - Include Links – Websites, blog, videos, publications, documents.
   - Cross Reference – Post info on other social media pages where applicable in “About or Profile” sections.
   - Edit Settings – Timeline, privacy, security… (FB) (also see Edit Settings screenshot in sec. II. 4)
3) **Consistent Content** – Post a variety of content regularly, alternating between texts, links and photos. Schedule content to post in advance.

- Pre-Schedule – Post Planner FB app or https://love.postplanner.com (http://zfer.us/ehSj6).

- Edit Posts – Edit typos (FB) or dele and redo. *(see screenshot in sec. II. 4)*

4) **Categorize Contacts** – Create lists to add friends, followers, circles to; add photos to albums.

- Grow Contacts – Search box, SM Recommendations/ Suggestions

- Beware Hackers – Review their content before accepting. Check with friends.

- Re-Share – Share good content of others with your networks – re-tweet, repost.

III. Lastly, a key thing to remember: **Relationships = Results (Revenue)**

1) Build relationships with like-minded people, doing what you want to do, teaching what you want to learn or needing what you have to offer.

- Connect – Join interest groups, Stay in alignment with present purpose/ goal.

- Participate – Introduce yourself; share your story when applicable; contribute helpful, interesting or inspirational content; respond to comments/ questions.

- Be Authentic – Let people know the real you.