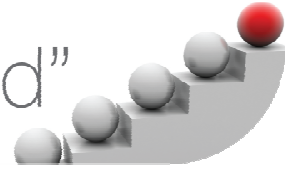




**Social Media – Still a fad?**  
**The facts, stats**  
**and success stories**  
**FREE webinar**



**Webinar Agenda:**

- **Welcome & Overview**
- **About Annemarie Cross**
- **How ‘not’ to social network**
- **Rule 1**
- **Why Social Networking**
- **Social Media Statistics**
- **Rule 4**
- **Online Success Stories**
- **Online Disaster Stories**
- **Social Networking: Trio Tool - LinkedIn**
- **Social Networking: Trio Tool – Twitter**
- **Social Networking: Trio Tool – Facebook**
- **Rule 6**
- **Overview of upcoming webinar**
- **Questions**



**How 'not' to social network:**

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**Rule 1:**

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To people who don't know you personally, you are your \_\_\_\_\_ results.

What are your results? \_\_\_\_\_

**Why Social Networking:**

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**Social Media Statistics for Australia**

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**Rule 4:**

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**Online Success Stories:**

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**Rule 6:**

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**What’s coming up in the webinar series?**

**Brief Overview:**

- What Social Networking is, and why it’s vital for businesses and solopreneurs to have a professional online profile.
- The benefits of using social media and why you could be missing out on numerous opportunities if you’re not actively building your network and online presence.
- How to avoid destroying your reputation by sending out a message that is not ‘on brand’.
- Find out how you can avoid digital dirt and what you can do to eliminate negative information that has been posted about you.
- Where and how to continue building your social media ‘tribe’ who are genuinely interested in what you have to say.
- Leveraging ‘The Power Trio’ in your Social Media Strategies and why these three social media platforms are integral in building your brand.
- Creating your strategic Social Media/Communications Plan:
  - Introduction to: defining you, your brand, and your message – build a powerful, attention-grabbing personal and/or business brand
  - Identifying, finding and building your tribe
  - How to turn your tribe into ambassadors and even clients
  - Mapping out your communications schedule
  - Avoiding social networking overwhelm & burnout through harnessing the power of key automation tools;
  - Measuring your online effectiveness through Twitter
  - Managing multiple Twitter accounts

**Register Here:**

<http://annemariemcross.com/events/social-media-virtual-workshop/>

**Hope you can join me!**