



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



Webinar Agenda:

- **Welcome & Overview**
- **About Annemarie Cross**
- **Rule 1**
- **What is Social Networking**
- **Why Social Networking**
- **Social Media Statistics for Australia**
- **Online Social Media**
- **Social Networking: Trio Tool - Twitter**
- **Social Networking: Trio Tool – Facebook**
- **Social Networking: Trio Tool – LinkedIn**
- **Rule 4**
- **Online Success Stories**
- **Online Disaster Stories**
- **How 'NOT' to Social Network!**
- **Rule 6**
- **Questions**
- **Social Media Bootcamp**



Rule 1

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

What are your results? _____

What is Social Networking?

Why Social Networking?



Social Media Statistics for Australia

Online Social Media



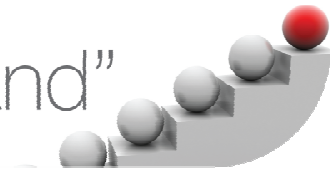
your brand



Social Networking: Facebook



Lined writing area for notes



Rule 4

Online Success Stories | Online Disaster Stories

How 'NOT' to Social Network

Rule 6



your brand”



Social Media Bootcamp

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://annemariex.com/events/social-media-bootcamp>

Spaces are limited – book today!

Hope you can join me!