

What is social media? Why is social media important?

YouTube

Facebook

LinkedIn

Twitter

### When picking a social media channel ...

- Are your customers there?
- Does it fit your brand?
- Does it fit your business goals?

## Facebook page camp

### Goals

#### Ask yourself:

- If Facebook is where your customers are ...
- If you have specific business goals ...
- If you feel comfortable participating in the Facebook universe ...

#### Define a goal for Facebook.

My goal is ...

### Set-up

### Engagement

### Results

#### Free download

Slides/worksheet can be found at <http://itswa.de/powersouth-slides>.

#### From the BBJ

My Birmingham Business Journal column:  
<http://itswa.de/facebook-fixes>.

#### Questions for Wade Kwon?

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