



# Google, Facebook, websites... Oh my!

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## Step 1: Know your purpose.

Social media is no longer just about being social. This is your digital legacy.  
Google yourself. | Be professional. | Be focused.

## Step 2: Establish your home base.

Your social media channels should always direct back to your website.  
Clean design | Clear branding | Call to action | Contact button | Current on trends

## Step 3: Join the conversation.

Go where your target audience is. Study each platform's demographics and be strategic.  
Facebook | Twitter | LinkedIn | Google+ | Pinterest | Instagram | YouTube | Yelp

## Step 4: Build your tribe.

Be easily found - link social media channels to your online efforts and printed materials.  
Build email lists. | Run contests. | List links in signature line. | Write regular blog posts.

## Step 5: Make things happen.

Go beyond easy.  
Run Facebook ads. | Host Google+ Hangouts. | Lead Twitter chats. | Join LinkedIn groups.

## Step 6: Keep with the times.

Be constantly learning.  
Copyblogger.com | Michaelhyatt.com | Socialmediaexaminer.com

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