

Social Media: Which to Use?

Social Media is a TOOL

Use the Platforms the Benefit You!

➤ Which are You Comfortable With?

➤ Which are Your Audience Using?



Content Strategy

Online / Author Identity

Schedule / Location

Online Personality

5-7 Things I Post About

3-5 Things I WON'T Post About

Borrow / Share an Audience

Influencers

With Other Authors

**** Aim for influences / Authors at or just above your level ****

