

## 7 Tips for Effective Social Media Use

Today, social media is everywhere... FaceBook, Twitter, LinkedIN -- oh my! Where does one begin? Here are some tips to get you started:

1. Remember that social media is unique. It provides a new frame of reference - another way to communicate. Incorporate it with other marketing and networking strategies.
2. Develop a strategy. Who do you want to communicate with? What do you want to say? Set some goals.
3. Create good content. Content is king! Use words, photos and more to make your content informative and engaging. It will keep people coming back for more.
4. Make time to engage and to encourage feedback. You have to keep the lines of communication open.
5. Don't sell anything. Be members of the community.
6. Embrace the one-to-one that social media networking can offer. It can help to build important business and personal relationships.
7. Be authentic and transparent! Social media users are savvy. Openly share information and they will learn to trust you.