



# Keys to Social Media Marketing Success

The most vulnerable position for practices to be in is

\_\_\_\_\_.

Social media helps practices to enhance and protect online reputations largely through

\_\_\_\_\_.

The Five Keys to Social Media Success are:

**Key #1** \_\_\_\_\_.

**Key #2** \_\_\_\_\_.

**Key #3** \_\_\_\_\_.

**Key #4** \_\_\_\_\_.

**Key #5** \_\_\_\_\_.

**Notes for Key #1:**



Two traits an effective Social Media Marketing Champion has are:

1. \_\_\_\_\_.

2. \_\_\_\_\_.

**Notes for Key #2:**



Potential video topics for my practice are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_.



## Twitter

The best tips I learned about Twitter are:

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Which social media platforms do you think are most important for you to focus your marketing efforts on and why?

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**Notes for Key #3:**



The most effective way to generate reviews, word of mouth and interaction is

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### Notes for Key #4:

Three potential topics we could share about on social media:

1. \_\_\_\_\_.

2. \_\_\_\_\_.

3. \_\_\_\_\_.

Two systems we can put into place to make content generation and posting more efficient are:

1. \_\_\_\_\_.

2. \_\_\_\_\_.

## Notes for Key #5:



### Google Plus

Like Facebook, Google Plus allows you to have both:

1. \_\_\_\_\_.
2. \_\_\_\_\_.

The most important consideration with Google Plus is \_\_\_\_\_  
\_\_\_\_\_.



# **Ideas to Implement**