

“Get Social Savvy! The 7 Best Profit-Building, Credibility-Boosting and Biz-Transforming Facebook and Twitter Strategies That Are Working RIGHT Now”

With Christine Gallagher, MLS, MSIS

<http://CommunicateValue.com>

August 3, 2010

8pm Eastern

What are 4 specific goals for business owners for having a presence on Facebook and Twitter?

What are some questions to ask yourself when thinking about who your ideal connections are?

What are 4 examples of specific ways you can begin to build relationships on Facebook and Twitter?

What is one of the main reasons you might want to have a personal Facebook profile along WITH a Facebook business page?

What are some of the ways you can spread the word about your social media presence?

What are some of the cool things that the productivity tool Hootsuite can do?

What is the shift in thinking you need to make in order to “monetize” social media?

What do you want visitors to your site to do so that they don't click away and you lose them forever?

What are some examples of items you can give visitors to your site in exchange for their information?

What are some examples of ways that you can measure and track your social media results?

Recap: What are the 7 best Twitter and Facebook strategies working right now?
