



How to Make the MOST from Your Social Media Activity

A client's list of strategic responsibilities

LinkedIn

- Initiate communication with desired prospects who were added to your network
- Initiate communication with desired potential partners who were added to your network
- Accept all invitation requests (unless they are undesirable to your network)
- Send 'invitation to connect' to people who Comment on our posts (template response available from your Project Manager)
- Post comment responses to 'threads' as time allows and as appropriate or necessary
- Approve message / discussion drafts created by your Project Manager
- Scan weekly group Digest emails for discussions you should contribute to

Facebook

- Send friend request to people who comment on our posts
- Approve message / discussion drafts created by your Project Manager
- Respond to group invitation requests (Accept or Decline)
- Respond to friend requests (Accept or Decline)

Twitter

- Scan any Direct Messages for needed response (many will be SPAM)

NOTES

1. *Your Project Manager will be your 1st point of contact for ANY questions, clarifications, suggestions and comments regarding any of your sales and marketing efforts*
2. *Join social networks of your friends, businesses and organizations to follow as you see fit, and as you come across their social media community links*