

## Tips for Building a Social Networking Presence

### Gather the organization's information before you start.

This should include general information such as the business' location, contact information, and Web site address as well as biographical information to express the organization's history, mission statement, and goals. Most importantly, if the organization is selling a product, make sure to have all of the product information handy for sharing with others.

### Formulate a plan.

Don't just post anything and everything. Create a unified theme that you can use across all your social media outlets. Consider your goals, your target audience, and the message you are trying to send them.

### Integrate social media with other marketing activities.

Be consistent. You can use your social media as your personal, instant billboard to announce the latest company news, but make sure your communications across your other marketing activities match your social media.

### Don't forget to interact.

In addition to sharing information about your company, social media should be used to actively engage your target audience. Starting discussions, responding to comments and inquiries, and commenting on partner organizations' postings are good ways to keep lines of communication open and boost interest in your site and, ultimately, your organization.

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