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# Social Media Strategy

Tim Ritchie

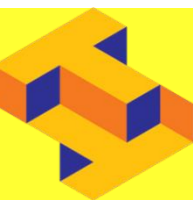
President

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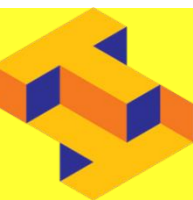
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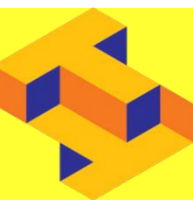
# What is Social Media?



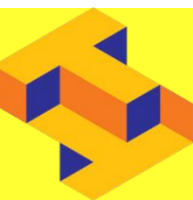
# Why use Social Media?



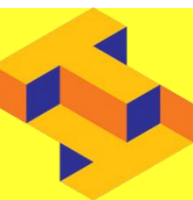
How can you use  
Social Media to build  
a community?



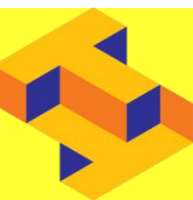
What can possibly  
go wrong?



What are the “must haves”  
for an effective Social  
Media presence?

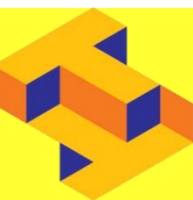


How many platforms should you be on? Or... Should I be on (insert social media platform name)?

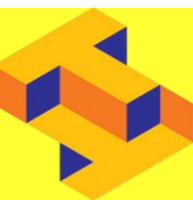




How much time and resources should be dedicated to Social Media?



What resources are  
out there?





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