

# SOCIAL MEDIA PLANNING TIP SHEET



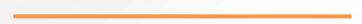
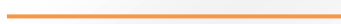
**S**ocial Media marketing is a big advantage for your practice. These various platforms allow you to connect and interact with your viewers. Below is a quick review of each major social media platform, tips on best uses, quick links for establishing an account and finally a place to preserve your new **username** and **password**. Print it out and keep it close while establishing your online social media presence!



[https://www.facebook.com/r.php?locale=en\\_US](https://www.facebook.com/r.php?locale=en_US)



**A**dding value to your viewer relationships. Featuring educational videos on specialty topics, and provide interesting information. You can engage users with fun, interactive posts, business specials, expertise and support. Using graphics and photos is a plus here too!



<https://twitter.com/signup>

**GOOD FOR**



**T**witter enables you to post informative 140 character posts called "tweets." Keep viewers updated on the latest happenings pertaining to business products or services, special offers and other interesting news you have available. Twitter is a fast, fun way to personalize your practice brand and keep your followers informed.

**USERNAME**



**PASSWORD**



When you sign up for Google Plus, you are automatically given a YouTube account

**SIGN UP**



<https://accounts.google.com/SignUp?service=oz&continue=https%3A%2F%2Fplus.google.com%2Fu%2F0%2F%3Fgpsrc%3Dgplp0%26partnerid%3Dgplp0>

**GOOD FOR**



**G**oogle Plus is a great place for connecting with people based on interests and topics. Designed with tools such as "Communities" and "Hangouts," Google+ makes it easy for any practice to target their potential viewers and connect with them by posting videos, pictures, informative posts and creating circles and events.

**Y**ouTube easily integrates with mobile devices, social media services and your website. By setting up a personalized YouTube channel for your practice, you can step into the new visual web marketplace allowing you to use videos to educate your audience, to create customer awareness, and to evoke a follow-up action from viewers and social media followers. (Your login will be the same for both accts)

**USERNAME**



**PASSWORD**



**SIGN UP**



<https://www.pinterest.com/join/register/email/>

**GOOD FOR**



**P**rovides any practice with extensive opportunities to engage with an increasingly "visual-driven" viewer base through "pins."

