



Developing a Social Media Policy

FOR LAW FIRMS AND THEIR CLIENTS

Presented By
David Mitroff, Ph.D.

What We Will Cover

- Introduction to “Socialnomics” and Social Media
- Introduction to Common Legal Risks Associated with Social Media
- Assessment of Firm’s Current Online Presence and Social Media Policies
- 9 Key Areas of Social Media and Each Areas Potential Legal Pitfalls
- Developing Your Online Policy
- Reputation Management
- Next Steps
- Resources



Socialnomics Video



https://www.youtube.com/watch?v=t-JVXjGc_Aw

Social Media - By The Numbers

Erik Qualman, Author of Socialnomics

- Every 2 seconds, 2 new members join LinkedIn
- YouTube is the 2nd largest search engine in the world
- 53% of people on Twitter recommend products in their tweets
- 90% of consumers trust peer recommendations, yet only 14% of consumers trust advertisements
- 93% of marketers use social media for business
- The Return on Investment (ROI) of social media is that your business will still exist in 5 years



Social Media - Business Goals

- Create Brand Awareness
- Strengthen Customer Loyalty
- Generate New Opportunities

Common Risks Associated with Social Media

- The use of Social Media continues to increase as does the ways it is used for branding, marketing, business development, socializing, sharing, promoting, etc.
- New opportunities also creates “new” potential pitfalls to common risks such as confidentiality and ethics concerns, human resource issues, reputation management, and more.

Example: A simple post on a social media platform could quickly “go viral” and reach an audience of millions overnight resulting in loss of revenue, damage to the brand or worse.

Common Risks Associated with Social Media (cont.)

- The dangers law firms and their clients face from social media are common risks in new environments. (e.g. email, magazine articles, running for political office, etc.)
- Typically involve intellectual property violations, advertising rules and transparency or unintended consequences of user generated content campaigns

Current Online Presence

Over the last few years, think about a few examples of firm and individual (attorney and staff) outreach, business development (website, LinkedIn), due diligence, marketing, or client engagement activities have been affected/effectuated by online activities.



Questions:

- Is the firm's current interaction with clients more restrictive or open?
- How does social media impact client relations (ethics, privacy, security, attorney / client privilege)?
- What parts of the firm can be affected by social media?
- What components of the firm business development plan could include Social Media?
- Do you have an Online Brand / Branding Strategy?
- Do your current employee policies include Social Media?
- How are you currently monitoring and protecting the firm and/or your clients online reputation?



Tracking & Analysis

The Key Benefit of Online Marketing is the ability to track and analyze results, then quickly iterate and adjust for optimal performance

9 Key Areas of Social Media

1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion





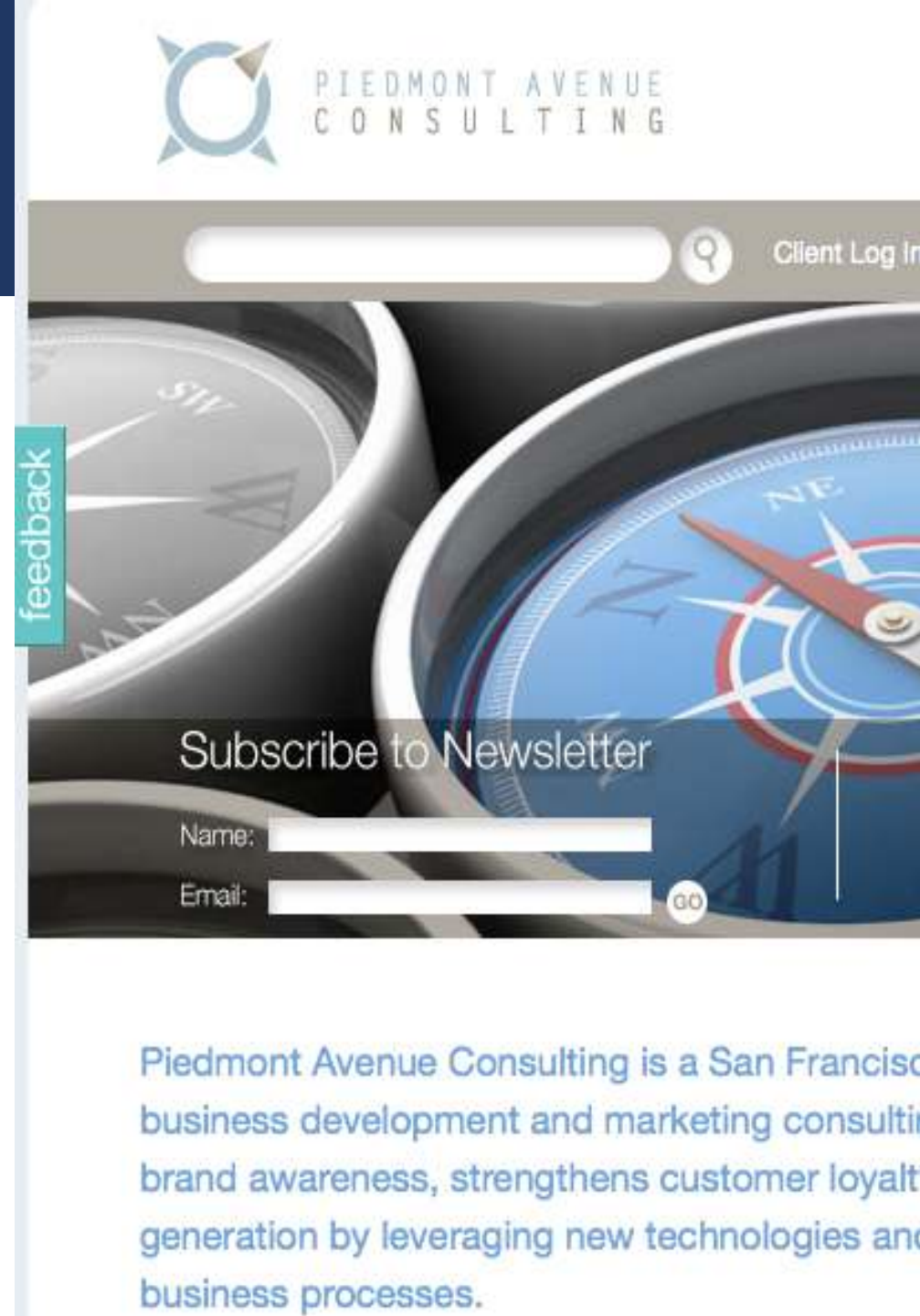
Before We Start Opening Accounts...

- Companies have to be sure they own the rights to all content they post on sites
- Problems can arise regarding who owns the social media accounts employees use to promote the company; especially when that employee leaves the company.

1. Website & Blog - Benefits

Google Ranking, Alexa Page Ranking, SEO/CRO, Blogger, TypePad, Wordpress

- Control the content.
 - A chance to tell your story.
- Define a clear message.
 - What do you offer?
- Create a medium for contact.
 - Invite feedback, questions...
- Provide links to other pages.
 - Share your FB, Twitter...
- Update your content.
 - Consistency in theme and info.



Piedmont Avenue Consulting is a San Francisco business development and marketing consulting firm that helps businesses increase brand awareness, strengthens customer loyalty, and generates new business by leveraging new technologies and business processes.

Website – Pitfalls

Overall

- Not having full control of content or website
- All Content moderated and vetted – who writes content and what is checked.
- Security Issues
- Contact forms without disclaimers

The image is a composite of two screenshots. The top screenshot shows the San Francisco Travel website, which has a clean, modern design with a blue header, a search bar, and navigation tabs for "To Do", "Stay", "Dine", "Nightlife", "Shop", and "Events". The bottom screenshot shows the MoMo's restaurant Facebook page. It features a large banner image of the restaurant's outdoor patio with a view of AT&T Park. The page includes a sidebar menu with links like "Menu", "Reservations", and "Contact". The main content area has a promotional text about the patio view. At the bottom, there are sections for "@sfmomos", "Hours of Operation", and "Happy Hour".

San Francisco Travel | Visitors

Search for attractions, hotels, restaurants, etc...

To Do Stay Dine Nightlife Shop Events

BOOK HOTEL

Check In mm/dd/yyyy

Check Out

415-227-8660 | info@sfmomos.com | 760 2nd St, San Francisco, CA 94107 | Gift Certificate

MoMo's

PENNY PITCH-May 17

Menu
Lunch
Dinner
Brunch

Reservations
Directions
Private Events
Gift Certificates
Gallery
Contact
Latest News
About Us

With views of AT&T park our heated outdoor patio keeps you comfortable for brunch, lunch or dinner.

< >

Tweet 4 Like 293 people like this. Sign Up to see what your friends like.

@sfmomos

Join us at Pete's and Pedro's
#constantcontact
http://t.co/ud8u1MTFNy
Constant Contact
RT @RobTomasHawaii: I'm at MoMo's Restaurant - @sfmomos (San Francisco, CA)
http://t.co/KAMACZ9X3Y
HootSuite

Hours of Operation

Lunch - Mon - Fri 11:30am - 4pm
Dinner - 7 nights a week 4pm - 9:00pm
Brunch - Sat 11am - 4pm
Brunch - Sun 10am - 4pm
Hours may vary on Game Days

Happy Hour

Happy Hour is served every Monday - Friday
4pm - 7pm
\$5 Cocktails
\$4 Drafts

2. Online Directories

Google Local/Maps, Yahoo Local, Yellow Pages, CitySearch, Chambers

- Search yourself.
 - The power of Google!
- Look for similar businesses.
 - If you're not listed, someone else is!
- Display correct contact info.
 - Location, phone #, hours, directions MUST be correct.
- Take a photo.
 - If they know what to look for, they'll find it.

IS THIS YOUR BUSINESS?



Manage your page

Google Places for Business

Overview Free features Premium features

Get your business on Google
with Places for Business



AZ Alteration and Cleaners more info ☆ ✕

3875 Piedmont Avenue
Oakland, CA 94611
(510) 658-2259
azalterationandcleaners.com
5 reviews



Directions Search nearby Save to map more ▾

Mrs. Meyer's Clean Day®
Natural All Purpose Cleaner.
Making **Cleaning** More Pleasant.
www.mrsmeyers.com/

Ad

Google

piedmont avenue cleaners

Get directions

My places



cleaners near Piedmont Avenue,
Oakland, CA

Dry Cleaning Piedmont
Free Pickup and Delivery
High Quality Low Price
www.martinizingdelivery.com/

Ad ⓘ

Piedmont Avenue Cleaners
4008 Piedmont Ave, Oakland, CA
(510) 653-2077
2 reviews
"I went to Dr. Donner after several weeks of near
sleeplessness. ..."

AZ Alteration and Cleaners
3875 Piedmont Ave, Oakland, CA
(510) 658-2259
azalterationandcleaners.com
5 reviews



Online Directories - Pitfalls

- Trademark infringements around other sites showing up for your trademarked materials
- Misleading company information
- Inaccurate information leading to damages
- Slander or Defamation from search results



3. Review Sites

Yelp, Zagat, Chow, Lawyers.com

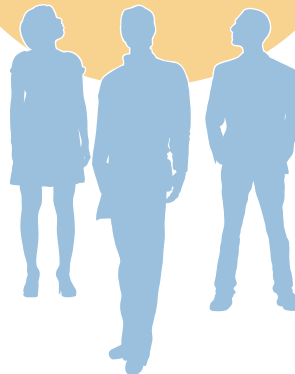
- Rely on word of mouth.
 - People trust personal accounts more than ads.
- Offer additional information.
 - Yelp is a mobile tour guide.
- Respond to reviews.
 - Thank those who provide feedback.
- Learn from your reviews.
 - Don't make the same mistake twice!



We have reached a point where:

14% of people
trust ads

78% of people
trust consumer
recommendations



Hours:

Mon-Sun 7 am - 1:30 am

Good for Kids: Yes

Accepts Credit Cards: Yes

Parking: Street

Attire: Casual

Good for Groups: Yes

Price Range: \$

Takes Reservations: N

Delivery: No

Take-out: Yes

Waiter Service: Yes

Outdoor Seating: No

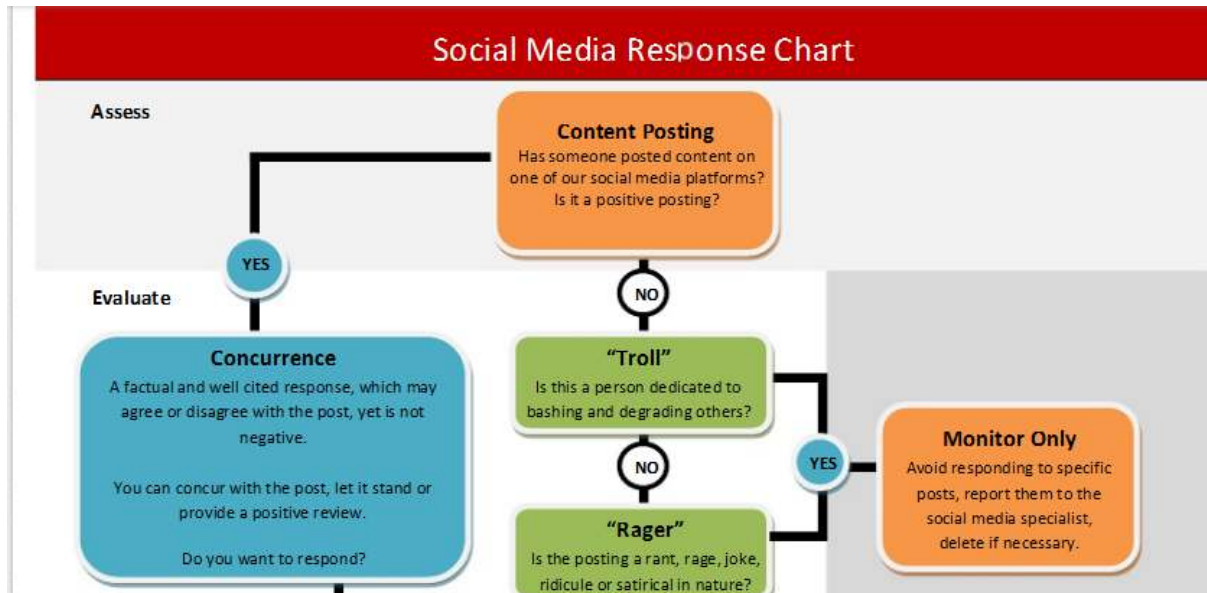
Wi-Fi: Free

 [Edit Business Info](#)



[Work Here? Unlock This Business Page](#)

Social Media Response Chart



Social Media Response Considerations

Transparency

Disclose USCCB connection (if not evident).

Sourcing

Cite sources when necessary.

Timeliness

Don't rush responses, but respond within a reasonable amount of time.

Tone

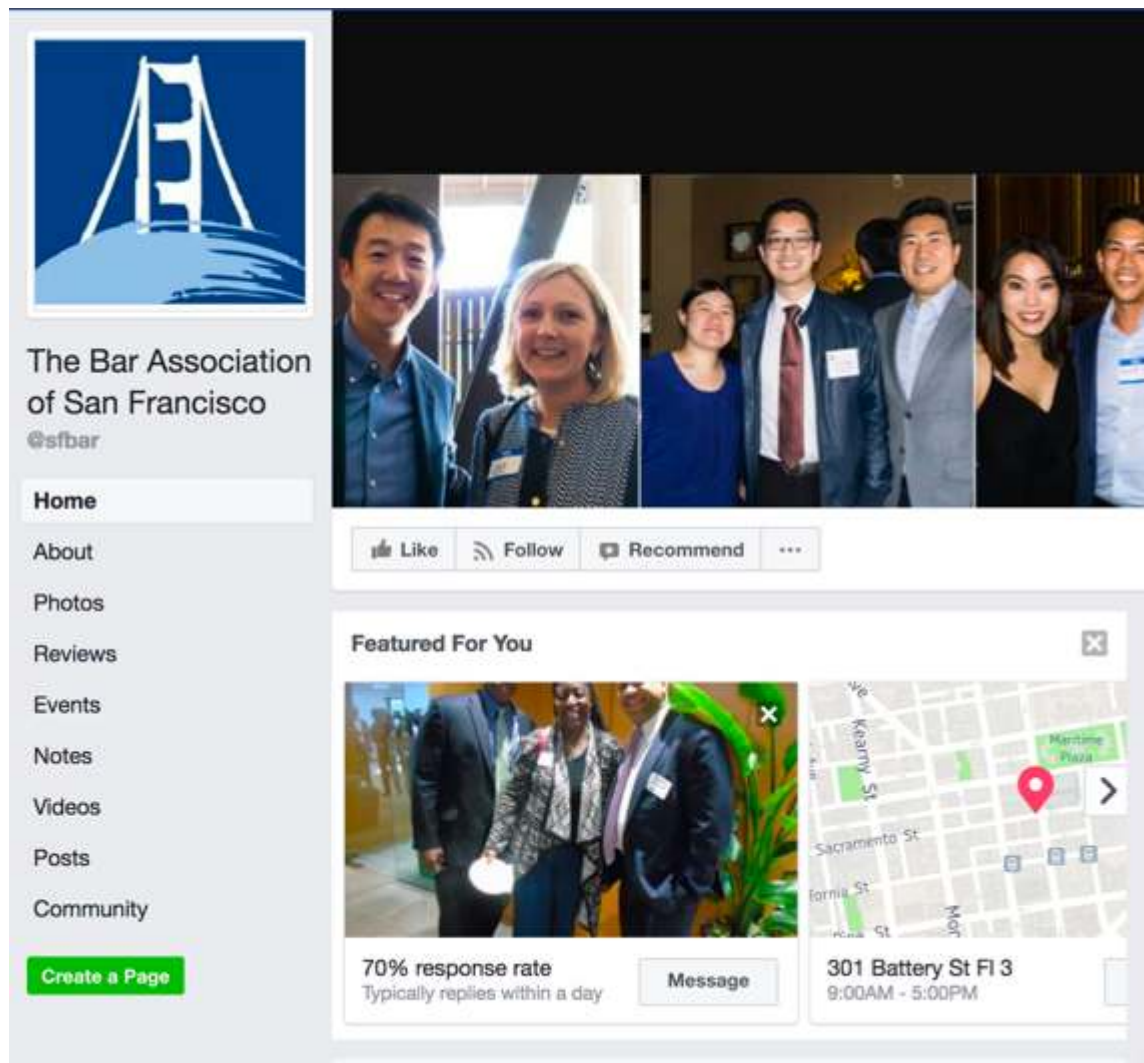
Respond in a tone that reflects USCCB's values/message.

Influence

Focus on using the most influential sites related to USCCB.

Adapted from Ohio State University Medical Center and United States Air Force Social Media Response Charts

4. Social Networks



Facebook, LinkedIn

- Communicate with clients.
 - Be involved with the conversation.
- Connect.
 - Associate your business with related pages and people.
- Establish a following.
 - Invite past clients/customers to view your page.

Facebook – Pitfalls

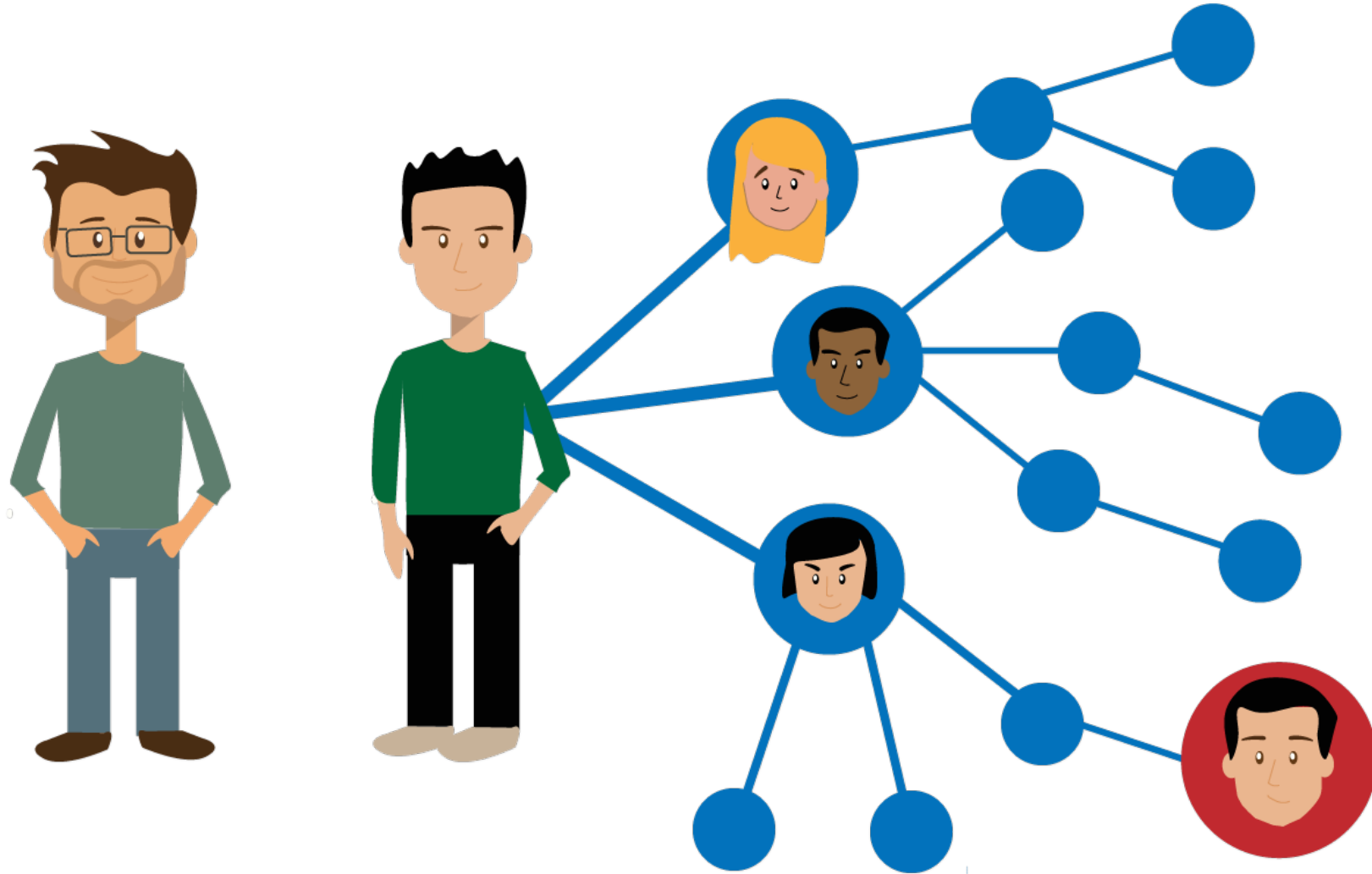
- Do not friend judges—North Carolina judge was found in the wrong for friending a lawyer on FB during a case and exchanging messages about the case. The judge was accused of ex parte communications and the independent gathering of facts.
- Unintended attorney-client relationships—if general legal information posted turns to pointed, opinionated legal counsel for legal situations at an individual, an unintended attorney-client relationship is likely to be forged. Practicing outside of the jurisdiction in which you are licensed—avoid extensive back and forth interactions on any social media outlet representing your law firm is the best way to circumvent this problem.
- Marketing or sales person's role may include using social media to reach prospects and customers. All the personal use risks apply, but an employer can be held responsible for an employees action if they are part of their job

Facebook – Pitfalls (cont.)

The Philadelphia Bar Association did an opinion on an investigation of a witness researching their Facebook page. In the opinion, a lawyer asks a third party to send a friend request via Facebook to the subject of an investigation. The opinion came to the conclusion that the lawyer could not be a participant in the investigation. The lawyer could no longer participate because it violated Pennsylvania's rules of deceit, truthfulness in statements to others and the responsibilities of lawyers with regard to non-lawyer assistants.

However, Facebook has a variety of security settings that would be viable to do research through. For instance, an investigator may have a subject within his/her "network" via a friend of a friend. Therefore, certain personal information may be available if the investigator's target's privacy settings are set just right.

Social Media – The Power of Reach





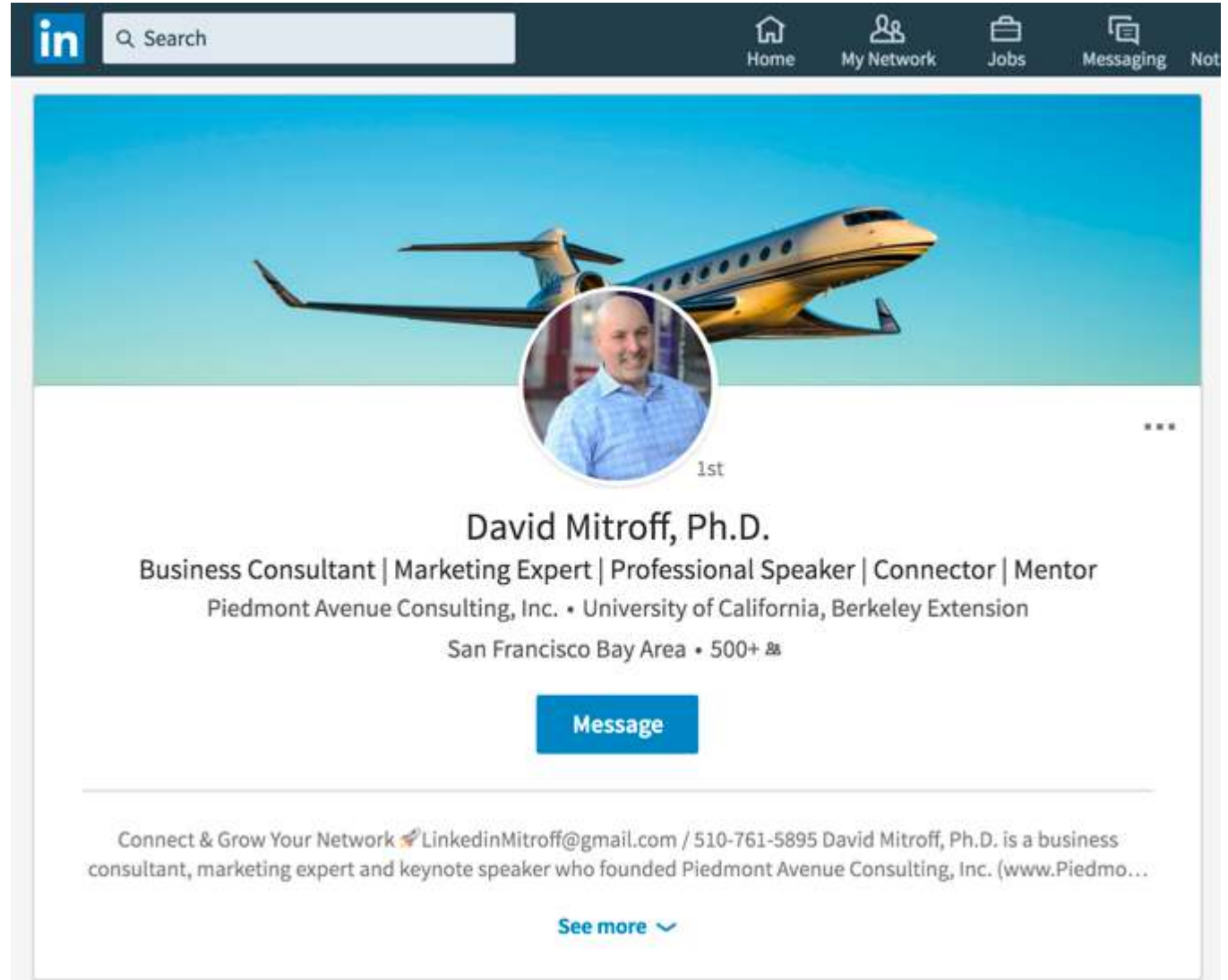
“LinkedIn is the current primary tool for online professional networking.”

Overview of LinkedIn

- World's largest professional network with over 300 million
- 94% of recruiting & staffing agencies use for global recruitment
- Hub of connecting with current business contacts
- Limitless network of professionals
- Perfect for Business Development
- 86% of B2B Marketers use LinkedIn

LinkedIn Profile (Part 1)

- ❑ Custom URL
- ❑ Title = Story
- ❑ Photo (good one)
- ❑ Privacy Settings



LinkedIn Profile (Part 2)

- ❑ Websites
- ❑ Summary
 - ❑ Keywords
 - ❑ Include Contact info
 - ❑ Google Voice #
- ❑ Job Descriptions

Connect & Grow Your Network
David Mitroff, Ph.D. is a business consultant at Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com) who helps businesses create brand awareness, strengthen loyalty and grow their network.

He has held numerous consulting positions with Provident Financial Corporation and other organizations.

Consulting clients include San Francisco (FashionKnit, Rarebird, Az Clea Jerry's, T-Mobile, Sandler Train start-up companies (Starrforce entrepreneurs).

Through consulting, lectures, seminars and media appearances, David has been featured media expert for various organizations and more. He is currently an LinkedIn member and a Mentor for the Google Launchpad.

Extensive educational background with coursework in Business Administration and Marketing.

Born in San Francisco and raised in the San Francisco Bay Area and a comprehensive Professional Connector (www.linkedin.com/in/davidmitroff).

Media (9)



Featured in San Francisco Magazine

Founder & CEO - Chief Consultant

Piedmont Avenue Consulting, Inc.

2001 – Present • 16 yrs
san francisco bay area

Business Consultant, Marketing Expert and Professional Speaker who helps clients create brand awareness, generate leads and strengthen customer loyalty.

Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com) is a San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, hotels, law firms, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, retail stores and other diverse organizations.

Dr. Mitroff works with his consulting clients along with delivering keynote talks and workshops all over the world. David speaks over 50+ times a year and has been the featured speaker at events for AT&T, Mass Mutual, Chevron, Staples, Wells Fargo, Restaurant Executive Summit, Liberty Tax, California Board of Equalization, Constant Contact, New York Life, Sandler Training, Action Coach, San Francisco Small Business Week, California Writers Club, Better Homes & Gardens, Diocese of Oakland, among many others. He makes information more accessible and useful by combining together technology with case studies from his work as a business and marketing consultant. Whether your group has 20 people or 1000 David excites and motivates people to take action. David is a dynamic keynote speaker who has given keynote talks to very diverse groups and can customize his keynote or workshop to meet your organizations needs.

Media (5)

< Previous · Next >



David Mitroff, Ph.D. is a Business Consultant, Marketing Expert and Keynote Speaker



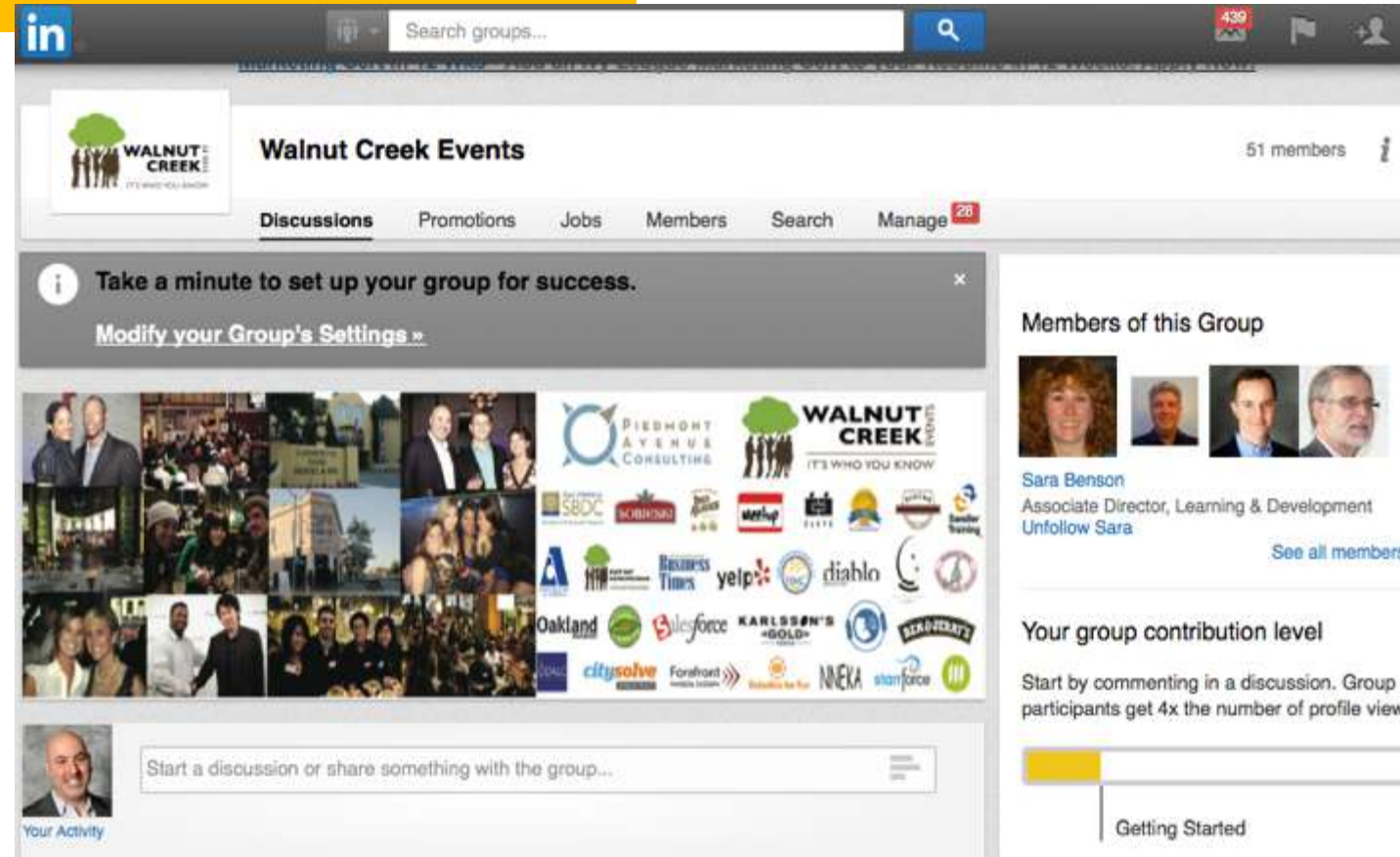
Press & Media Expert



How Small Businesses Can Turn Growth Goals into Reality

LinkedIn – Groups

- Join Groups:
 - Up to 50 of them.
 - Increases your 3rd Level Connections!
- LinkedIn Open Networkers - Search LinkedIn for “LION”



Social Media – Pitfalls

- How does your personal brand effect your professional brand?
- What is the firms policy in general about employee conduct outside of work hours?
- Endorsements regarding skills and expertise from Linkedin contacts create potential legal issues.

Example #1 - An employee can use an endorsement from a manager as an example for performing in an acceptable manner and that their termination was wrongful.

Example #2: If you give an alumni speech to your college fraternity are you still representing the firm? Are you still bound by California Professional Code of Conduct?

5. Microblogging

Twitter, Pinterest

- Interact with daily events.
 - How can you relate to what's happening?
- Remind everyone about events.
 - Update information leading up to the event.
- Invite new customers.
 - Friend of a friend of a friend...



Twitter – Pitfalls

- Gilbert Gottfried fired from job as the voice of the Aflac duck after he tweeted jokes about the earthquake and tsunami disaster in Japan
- Kenneth Cole using #Cairo to promote his spring line with insensitive tweet
- Celeb Boutique did not research why #aurora was trending the day of the shooting in Aurora, Colorado and assumed it was regarding their aurora dress Kim Kardashian wore
- Chrysler contractor accidentally tweeted to company account instead of his personal account about bad drivers in motorcity



Twitter – Pitfalls

- Example: an employee and phone reviewing site PhoneDog and the company. The twitter handle can be changed without affecting the followers, an employee changed his company account to a personal account when he left the company. There was no policy in place governing the ownership of the account.
- Unintended consequences of a twitter campaign: idea is positive marketing and engaging with customers but also allows detractors to participate—can result in harming the brands reputation Ex: a fan can make a claim about a product from a company other than it's intended use—the company should respond by not endorsing that statement

6. Rich Media

Youtube Videos, iTunes Audio PodCast, Flickr

- Appeal to the senses.
 - The eyes are drawn to an image/video first!
- Attract new customers.
 - If the website quality is great, then people assume the business quality is great, as well.
- Entertain your audience.
 - Get creative with images and videos.



Rich Media– Pitfalls

- Getty Images
- Using others video content
- Posting photos to Facebook



Social media has vast and fast-growing potential in the meetings world, but planners should proceed with a healthy dose of caution -- and some good legal advice. The very nature of sharing online messages, images and videos can lead to serious problems, says Terrence Canela, Esq., associate general counsel to the American Institute of

Architects.

"They're fixed, fast and unforgiving. Once you post it, it's just out there where millions of people can see it immediately."



Terrence Canela, Esq.,
American Institute of Architects

IMAGE FINDER

One surefire way to avoid copyright or trademark infringement is to use **Creative Commons** (search.creativecommons.org), where hundreds of millions of videos, songs, images and more are uploaded by license-holding users around the world and can be then downloaded at no cost. Planners can use these materials without fear of violation; however, some works require accreditation, while others stipulate that they cannot be altered or changed. Before using works from the site, read the licensing agreements for each specific item.

Following are common pitfalls for planners and how to avoid them.

Copyright/Trademark Infringement Copyright laws protect original works of authorship, which include everything from pictures to videos to

text. For planners, this issue surfaces most often in marketing materials. "There's such an eagerness to

7. Mobile Apps

FourSquare, Urbanspoon, Yelp, iPhone, SMS Text

- Stay in contact
 - People are ALWAYS on their smart phones.
- Solidify your relationship.
 - Make the client feel special for receiving extra attention.
- Go the extra mile
 - This shows that you're following through.

 **cita Scheduling Pro**
Professional Appointments Booking System For Your Business



It's easy to join our mailing list!

**Just send your email address
by text message:**

Text

DAVID

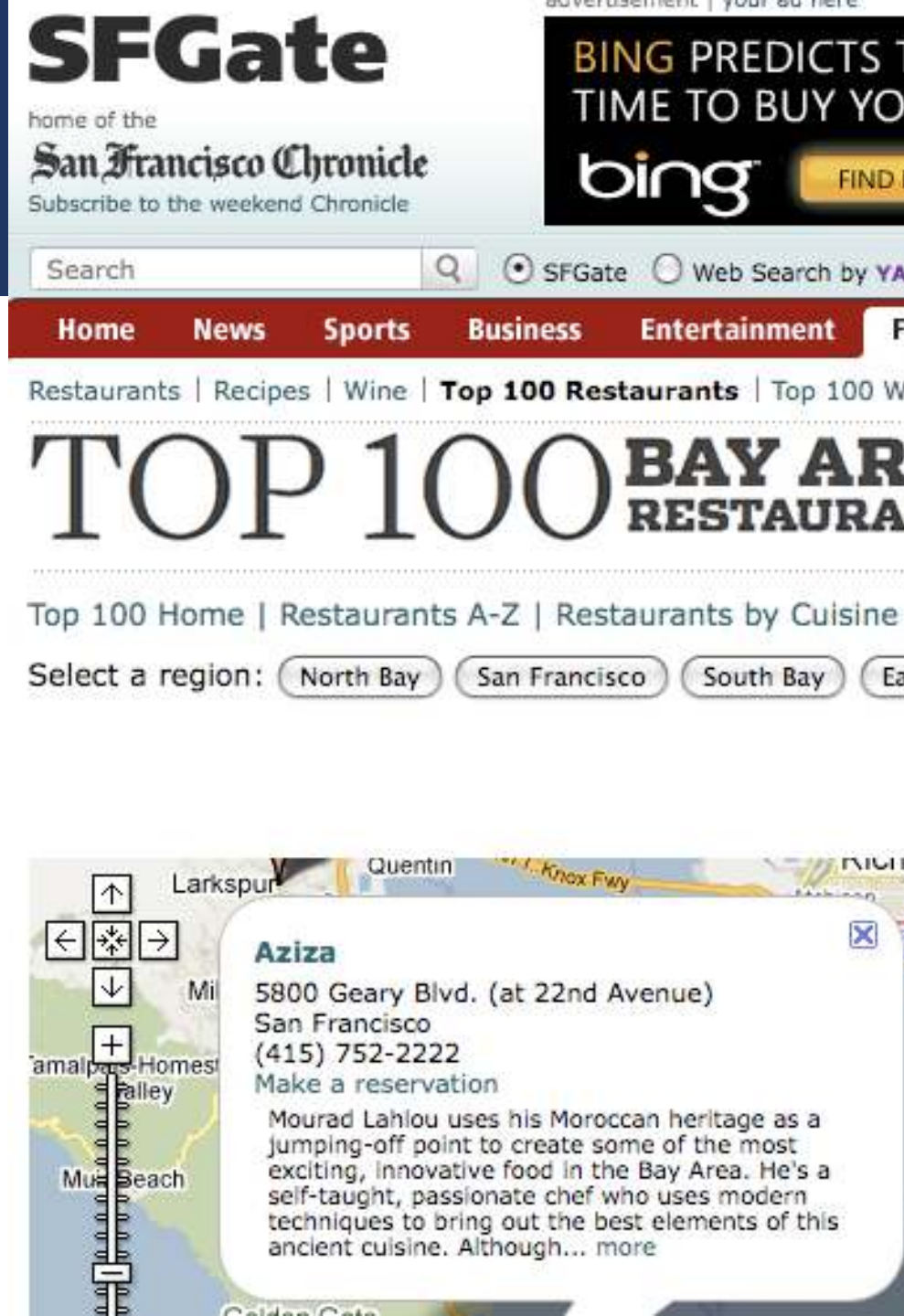
to 22828 to get started.



8. Industry Specific

East Bay Express, San Francisco Chronicle, DiabloMag.com

- Network within your group.
 - Get the scoop on what's the latest and greatest.
- Surround yourself with what you want to become.
 - Hang out with like-minded businesses.
- Help those who help you.
 - You never know when you'll need something.



Industry Specific – Examples

Best of Sites



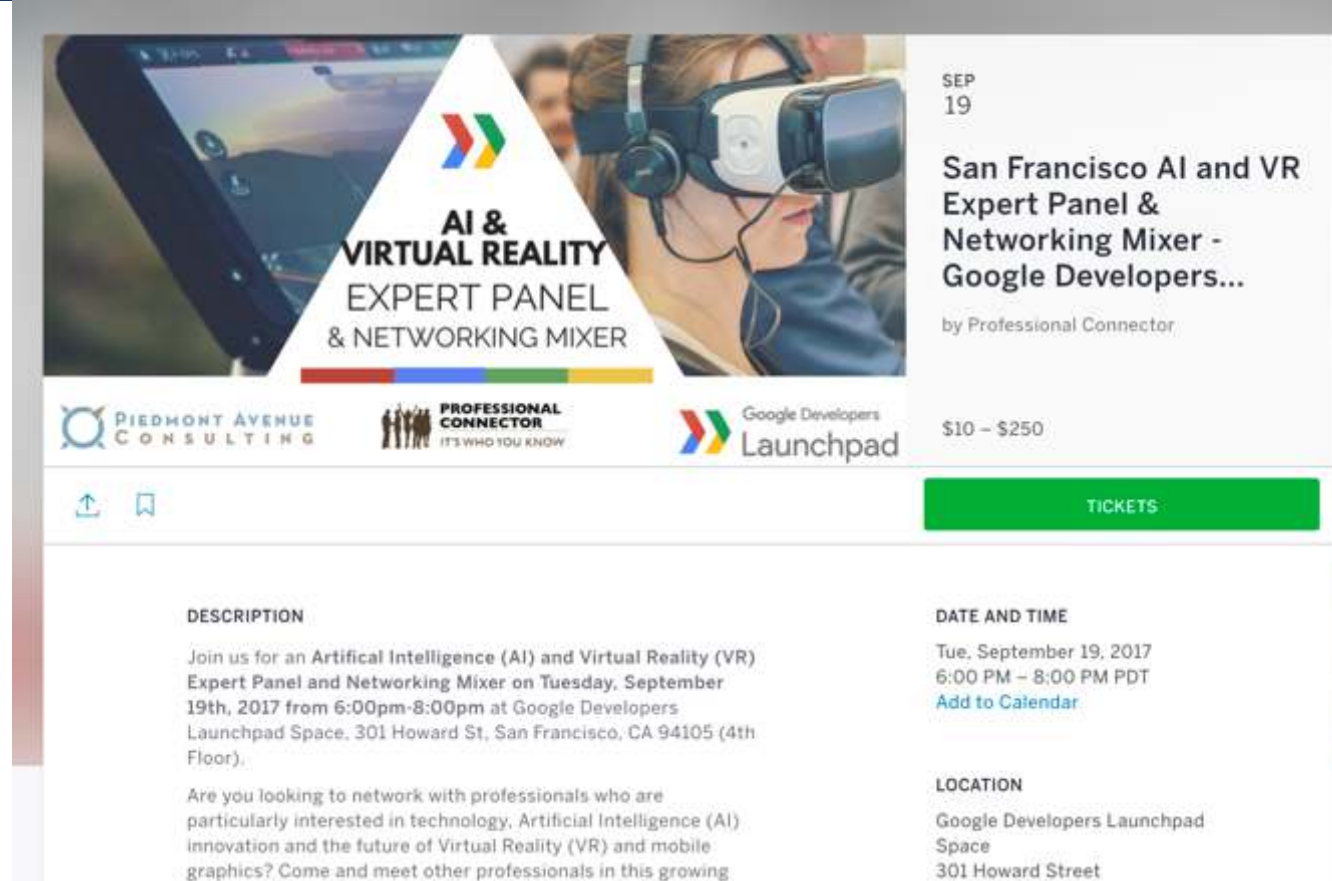
Medical Industry Examples



9. Event Promotion

Eventbrite, Meetup, Constant Contact, SproutConnections, Events, PlanCast, FullCalendar.com

- Promote what you've got.
 - An event can attract more business.
- Collaborate with others.
 - Get other businesses involved.
- Feature your calendar.
 - The internet is a great way to publicize!



The screenshot shows an event page for "San Francisco AI and VR Expert Panel & Networking Mixer - Google Developers..." organized by Professional Connector. The event is scheduled for September 19, 2017, from 6:00 PM to 8:00 PM PDT at Google Developers Launchpad Space, 301 Howard Street. The ticket price is \$10 - \$250. The page includes a description of the event, a list of speakers (Piedmont Avenue Consulting, Professional Connector, and Google Developers Launchpad), and a location section. A green "TICKETS" button is visible in the top right corner.

SEP 19

San Francisco AI and VR Expert Panel & Networking Mixer - Google Developers...

by Professional Connector

\$10 - \$250

TICKETS

DESCRIPTION

Join us for an Artificial Intelligence (AI) and Virtual Reality (VR) Expert Panel and Networking Mixer on Tuesday, September 19th, 2017 from 6:00pm-8:00pm at Google Developers Launchpad Space, 301 Howard St, San Francisco, CA 94105 (4th Floor).

Are you looking to network with professionals who are particularly interested in technology, Artificial Intelligence (AI) innovation and the future of Virtual Reality (VR) and mobile graphics? Come and meet other professionals in this growing

DATE AND TIME

Tue, September 19, 2017
6:00 PM - 8:00 PM PDT
[Add to Calendar](#)

LOCATION

Google Developers Launchpad Space
301 Howard Street

9 Key Areas of Social Media

1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
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Where are you today?

- depends on your audience and what you want them to do

Developing Your Online Policy

An Online Policy (for employee handbook) Includes:

1. Aligned with current BAR code of professional conduct and current HR employee ethical/conduct
2. Transparency so all employees understand why policies are in place and what the objectives are
3. Not so restrictive that people cannot do business development, research, etc.
4. Industry Specific
5. Event Promotion

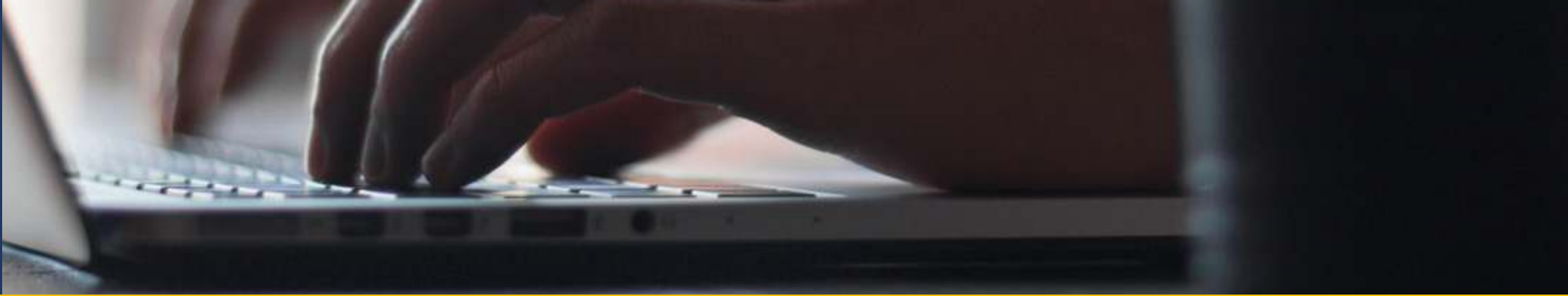
Reputation Management



Domino's Pizza



<http://www.cc.com/video-clips/h3mxst/the-colbert-report-alpha-dog-of-the-week---domino-s-pizza>



1. Assess Your Online Reputation

Start with simple searches

- Your name

- Company Name

- Brand

- Product

- High Profile Employees

- Handles and Usernames

Record results and determine if there are any problems

2. Identify Potential Problems

- If search results are not about you and your company
- Results are not relevant or positive to your business needs
- Negative comments and responses
- Bad news coverage or false information

3. Build Your Reputation

Protect your name

Register your username and purchase all relevant domains as well as register on social networking sites

Set Privacy Settings

You can control whether your social network pages appear in search and what is on your page

4. Monitor Your Reputation

- Google Alerts to track results, news, blogs, video and groups
- Twitter Search—makes it easy to search twitter for any mentions of a particular keyword phrase
- Stay connected to coworkers, clients, business partners, etc. on networking sites.
- Be accessible via email and social media
- Respond to criticism



What should I monitor?

1. **Your Brand.** Think about all its possible spellings/configurations.

For example: Far and Away Bicycles, Far&Away, Bicycles, Bikes, etc.

2. **Your competitors.** Spot successful tactics being used by others in your industry (and the not-so-successful)

For example: Does the pizzeria down the street tweet daily?
Do the other consultants in your area of expertise have LinkedIn profiles?

3. **Categories, topics, and keywords** of your business.
For example: Pets, Dog Day Care, Cat, Dog, Pet-sitting, Animals, Rescue, etc.
4. **The experts and influencers in your business.**



Popular Tools Used to Monitor, Manage, and for Content Ideas

Popular time management and monitoring tools include:

- Google Alerts
- HootSuite
- TweetDeck
- RSS
- NutshellMail



Social Media Success for Business and Organizations

- Set up specific engagement campaigns to track social media programs that drive to your website (Google analytics)
- How many have read your blog?
- Watch how many are clicking on the social media icons in your own emails.
- Encourage and track how many people are joining your list from social media.
- Monitor Twitter for mentions and retweets; reward those influencers.

Test to learn what works!

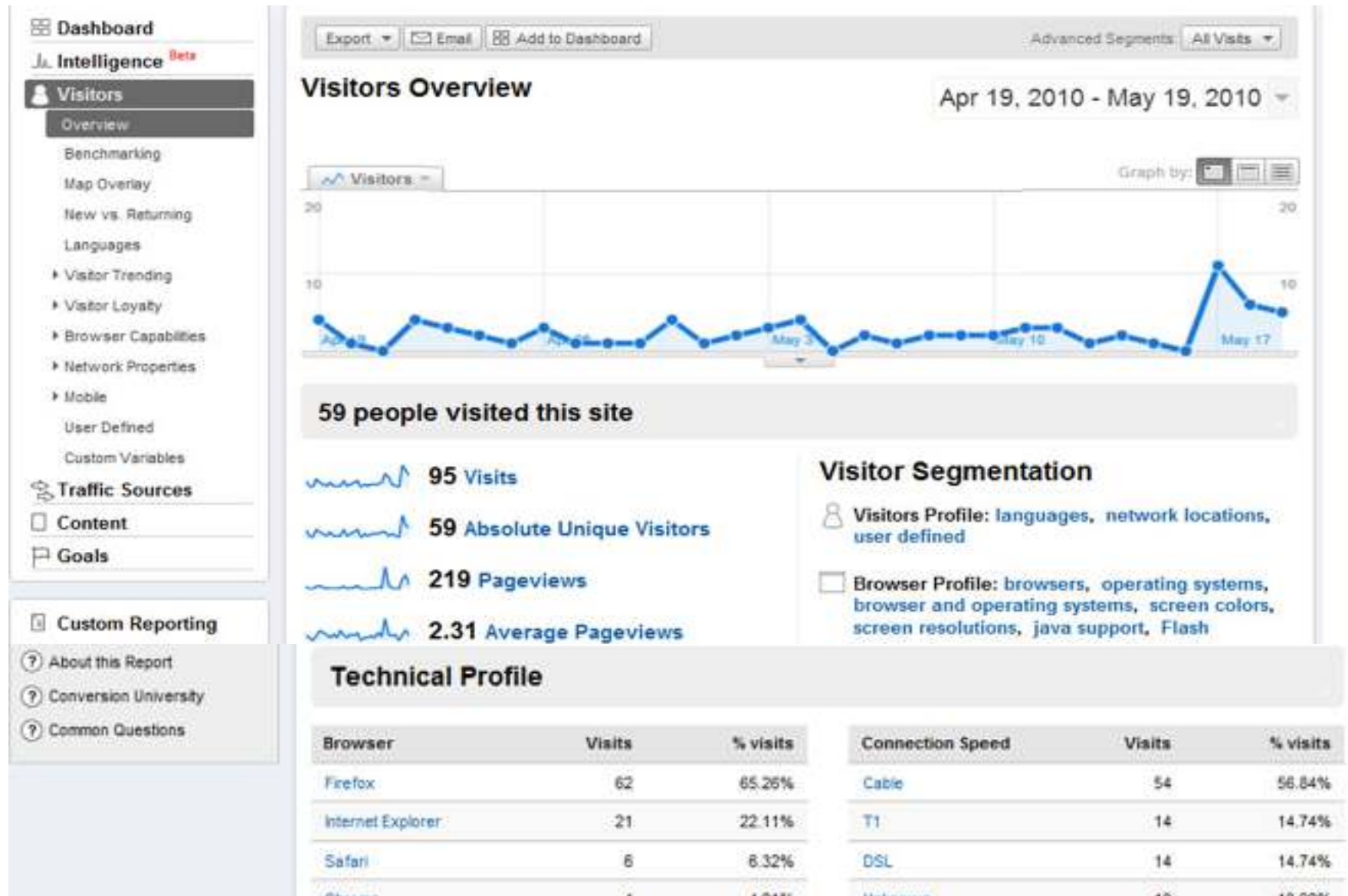


Features

Want to find information on all the new product releases? Have a question about a feature you've used for years? Look to Google Analytics to provide a comprehensive set of best practices, techniques, and how-to's to make the most out of your measurement planning.

Monitoring – Big Data

Google Analytics



Monitoring – Nutshell Mail

The screenshot displays the Nutshell Mail interface, which is a social media monitoring tool. At the top, there's a header with the logo "Nutshell Mail from Constant Contact" and navigation links: Settings, Help, Feedback, Tell a Friend, and a button "Get Latest Messages". Below the header, it shows "New items: 12 24". A green box highlights the "facebook" section, which displays statistics: 27 New fans, 9 New likes, 521 Page views, and 3 New comments. An orange arrow points to this section with the text "Track your Page Insights". Below this, the "My Status" section shows a post from "Constant Contact" about back-to-school time. The "My Posts" section shows a post from "Constant Contact" asking about social media preferences. A green box highlights a comment from "Corissa St. Laurent" saying "Facebook and LinkedIn - also love YouTube!". An orange arrow points to this comment with the text "Read Fan comments". Below the comment, there's another comment from "LisaMarie Dias" about her social media usage. At the bottom, a green box highlights the interaction buttons: Comment, Like, Share, and Reply to Wall. An orange arrow points to these buttons with the text "Reply from your Inbox".

Nutshell Mail
from Constant Contact

Settings Help Feedback Tell a Friend
Get Latest Messages

New items: 12 24

facebook

27 New fans 9 New likes
521 Page views 3 New comments

Track your Page Insights

My Status

Constant Contact As back-to-school time is upon us, do you have plans to learn anything, change anything, grow anything or do more/less of anything to drive your business or org? What is the fall bringing for you?

My Posts

Constant Contact Tell us the social network you prefer. Obviously Facebook is one of them if you're reading this :-)

Constant Contact Support Blog: Poll Question: What social media networks do you use?
supportconstantcontact.blogspot.com

Even if you are still sampling the social media marketing landscape, you probably have an idea of what you like. So what are your favorites?

Sep 2, 9:49 AM

Corissa St. Laurent Facebook and LinkedIn - also love YouTube!
Sep 2, 12:12 PM

LisaMarie Dias My FB Business Page, Twitter and Linked In for work (in that order) FB personal for family and friends (and I do NOT like to find marketing there!)
Sep 2, 12:15 PM

Comment Like Share Reply to Wall

Reply from your Inbox

Sign up for a Free
NutshellMail Account.

www.nutshellmail.com

facebook

twitter

You Tube

Linked in

yelp

foursquare

Monitoring - SproutSocial



Next Steps

1

Start listening to your passionate customers

2

Increase your Brand Awareness

3

Keep Learning and Improving

Today

- Sign up for Hootsuite to manage your Social Media Posts
- Sign up for a free NutshellMail account at www.nutshellmail.com
- Use email newsletters to encourage your passionate customers to talk about you on Facebook, Twitter, Yelp...



Next 30 days

- Make adjustment to your online Business and Professional Presence (test and see what works)
- Work on increasing your brand awareness on Social Media



Next 60 days

- Develop a more comprehensive marketing plan based on your initial tracking and experiments in social media.
- Attend another workshop or event.

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About the Speaker

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