

# A Social Media Workbook for Niche Media Brands

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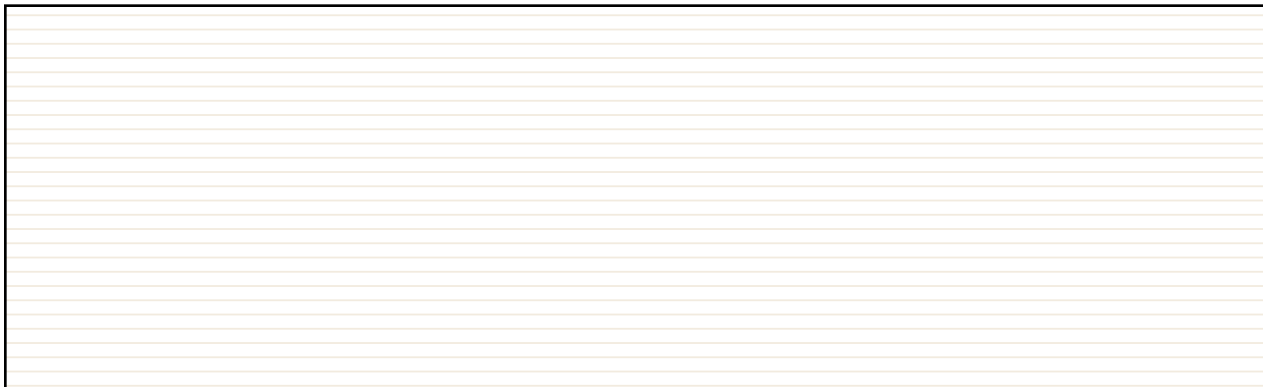


# You & The Social Web

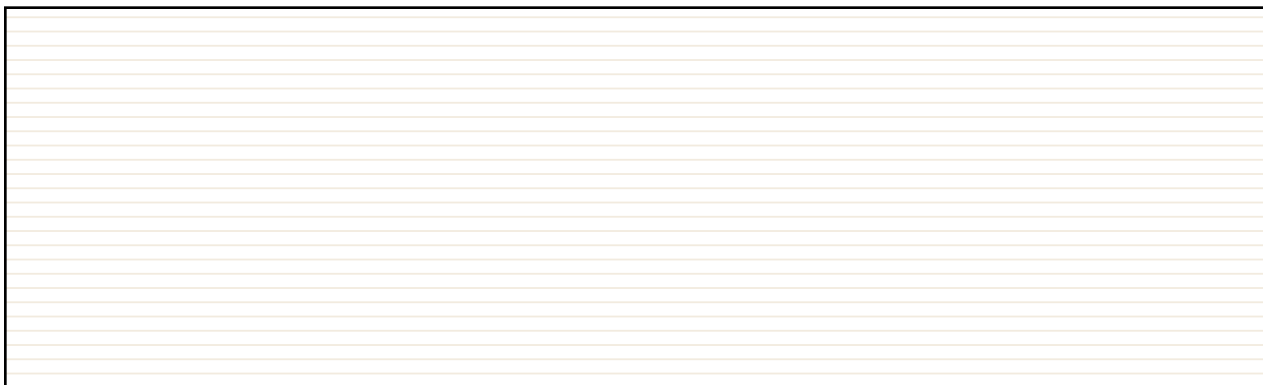
What do you already do on the Social Web?



What new things should you do on the Social Web?



How to build out a Community of Interest.

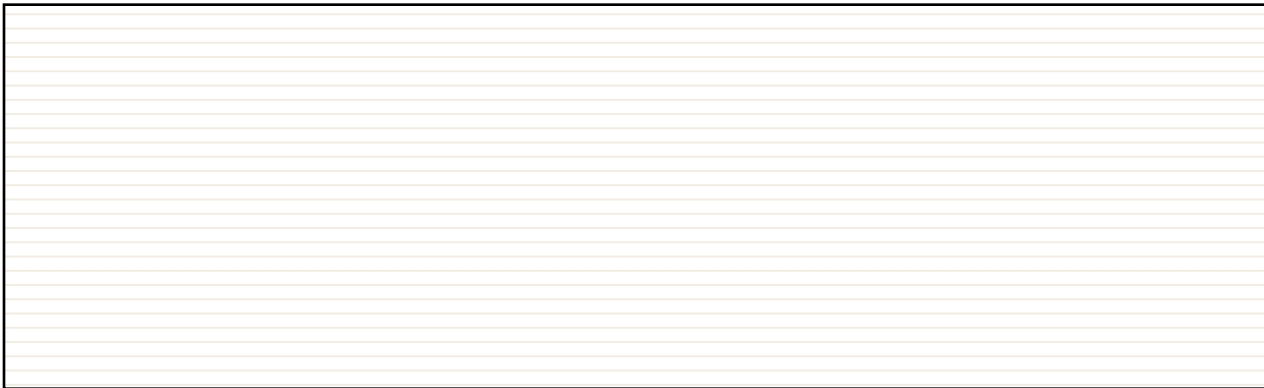


# Your Company & the Social Web

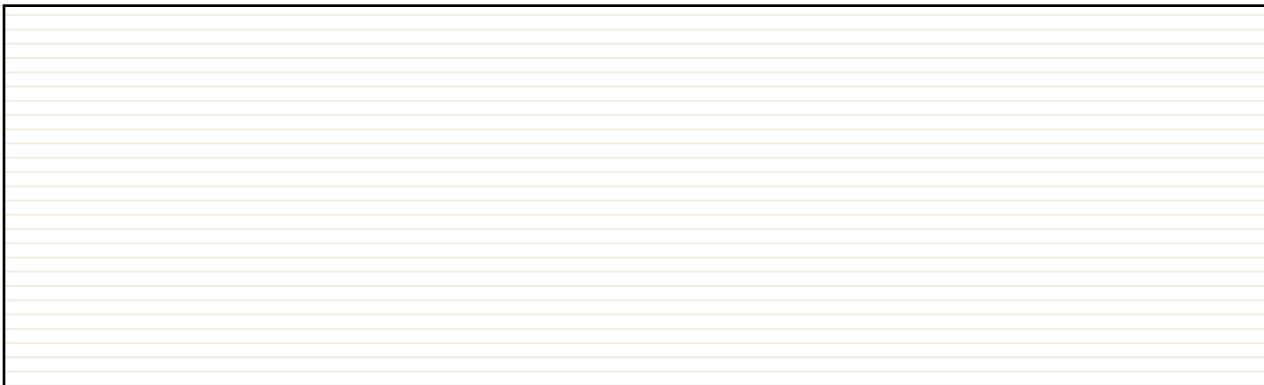
How to invite your company onto the social web.



How to train them on the Social Web.



Some things to think about.





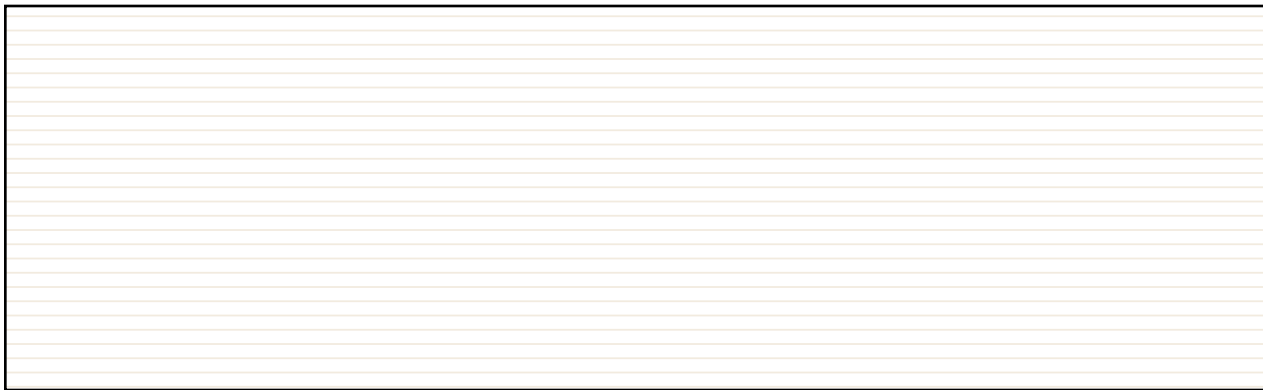


# Designing social web tactics to support enhanced business goals

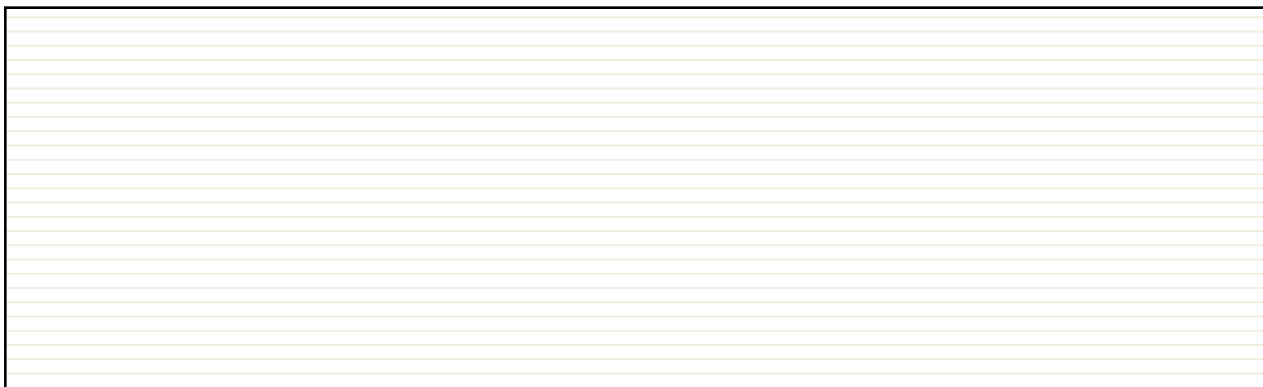
## Strategies for increasing Web traffic & sales



## Strategies for building interactive Community



## Strategies for creating new Revenue sources



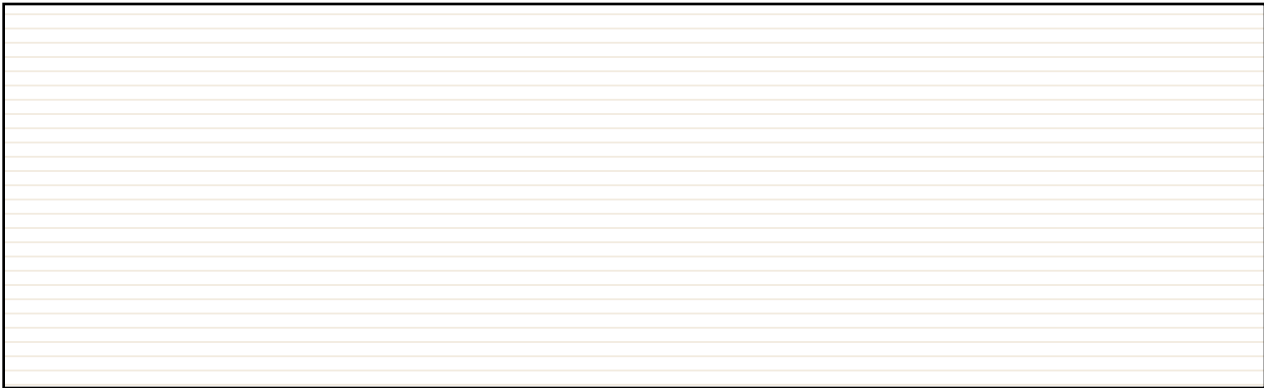


# Thinking about Cost & Approach

The characteristics of a low-cost, rapid-development model



Approaching tasks with a Time-Neutral Method



Communicating organizational & personal benefits

