



Exercise: Module 4 - Be Sociable

1. Write down the goal for your social media activities.

<p>Your Social Media Activity Goal</p>	
<p>Look back to the marketing goals you identified in an earlier module. Are your current social media activities aligned to one or all of those goals?</p>	
<p>If not, what changes can you make right now to bring your social media interaction in line?</p>	





2. Pick two social media channels which work best for your ideal customers that you can focus on for your marketing activities. What made you choose these two?

Social Media Channel	Reason

3. Review your social media profiles and ensure consistency.

Notes





4. Choose 3 quick and 1 longer tactic which make most sense to your audience and your business. Write down:

- a. Why you chose each tactic
- b. What your goal is for results

Tactic	Reason	Goal
Quick 1:		
Quick 2:		
Quick 3:		
Long 1:		



