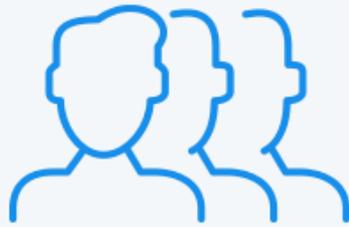


# Step 1: Choose your social networks

*You don't have to be on them all---just the ones that matter to you and your audience.*



## Consider...



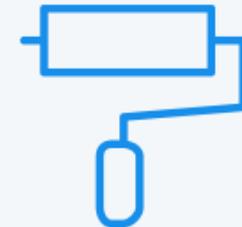
### Audience

Where do your potential customers hang out?  
Which social network has the right demographics?



### Time

How much time can you devote to a social network?  
Plan on at least an hour per day per social network, at least at the start.



### Resources

What personnel and skills do you have to work with?  
Do you have the resources to create what's needed?

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