

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...



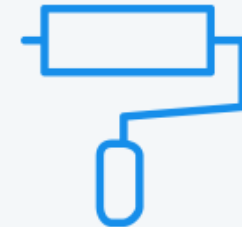
Audience

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?
