



Supporting authors from manuscript to publication to promotion.

***Social Media Networking is not a silver bullet; you need a plan.***

1. What is your overall objective in adding/using Social Media Networking (SMN) to your online marketing strategy?
2. What SMN tools will you use? (Start slow and develop an understanding of how best use each one before adding another tool.)
  - Facebook
  - MySpace
  - LinkedIn
  - Ryze
  - Plaxo
  - Twitter
  - Blog
  - Hubpages
  - Squidoo
  - Podcasting
  - Video
  - Others
3. What is your objective for each SMN tool?
4. Who is your target audience or will you have a different target audience for each SMN tool?
5. Will you have a personal and/or business account?
6. How much time will you allocate to each SMN tool –
  - a. Daily
  - b. Weekly
  - c. Monthly
7. How will you –
  - a. Respond to new friends or followers or comments?
  - b. Respond to direct messages?
  - c. Respond to negative comments?
8. Who will you follow or friend in return and why?
9. Who will you un-follow or un-friend and why?
10. What other guidelines will you need to effectively manage your Social Media Networking strategies? (If you have employees it may help to establish guidelines for them to follow.)