Tips for Social Media Blog/Content Marketing

1. Start simple
2. Create short videos - <https://www.youtube.com/playlist?list=PL5RFGkAXLGzd4ayqJxJyQliQVI-kX5DNM>
3. Keep it real and be yourself
4. Bring value/educate
5. Be consistent
6. Plan and put together a strategy
7. Be diverse
* Articles/Blogs
* Videos
* Testimonials
* Uplifting Quotes
* Local News
* Upcoming Events
* Share your successes
* Share client news and successes
1. Repurpose content
2. Build a strong network of people who support each other
3. Get help from experts
4. HAVE FUN!

My Partners:

**Anne Small** – handles my social media

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**Fanny Dunagan** – specializes in content marketing and recorded some of my videos; created our content strategy

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**Jake Jordan –** edited podcast into shorter sound bites
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