

Marketing in a Digital World: SOCIAL MEDIA

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SOCIAL MEDIA PLATFORMS



SOCIAL MEDIA TOPICS TO CONSIDER

- Uses of Social Media- best practice
- Automation tools: ex: Hootsuite, MyEmma
- Bitly- URL Shortening Service
- Boosted Posts/Ads- paying for visibility on social media sites
- Geotargeting- delivering different content based on geographical location
- Live-Streaming
- Organic Posting

Let your imagination run free!