

# NAAIM - 3 Steps to Improve Your Social Media Strategy

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## ▣ NAAIM - 3 Steps to Improve Your Social Media Strategy

### ▣ 1 LinkedIn

#### ▣ How to get started

##### ▣ Go to LinkedIn.com

##### ▣ LinkedIn.com -Get Started - Join Now

▣ <https://www.linkedin.com/reg/join> 

##### ▣ Create Profile

##### ▣ Enter Basic Information- Create Profile

##### ▣ Free Account -Build Profile in Question/Answer

##### ▣ Details Section -Very Important

##### ▣ Getting Started on LinkedIn

▣ <https://www.youtube.com/user/linkedinhelp/videos> 

##### ▣ Start adding Connections

##### ▣ Search by Name

##### ▣ Search by University

## ▣ Search by Company

### ▣ Why should you use LinkedIn

- ▣ People coming to LinkedIn aren't coming to look at pictures, they are coming to gather content about something professional
- ▣ Easy to scroll through feed for 15-20 minutes each morning
- ▣ Can get introductions by connections
- ▣ Easy to add or share content

## ▣ ② Google+

### ▣ How to get started

#### ▣ Create a Google+ Account

- ▣ <https://accounts.google.com/SignUp> 

#### ▣ Google+ for Business

- ▣ [google.com](http://google.com) > Intl > En-US > + > Business 

#### ▣ Getting Started on Google+

- ▣ <http://www.google.com/+learnmore/getstarted/guide.html> 

### ▣ Why should you use Google+

- ▣ Second Largest Social Media Site with 540 Million users
- ▣ Google Owns Google+

- ▣ I believe it will help you rank on searches (Not proven)
- ▣ Most of all, I just like it better than other social media

### ▣ ③ Content

#### ▣ Feedly

##### ▣ How to get started

###### ▣ Go to Feedly.com

- ▣ <https://feedly.com/index.html#welcome> 

###### ▣ Sign in with Goolge+

###### ▣ Feedly Tutorial

- ▣ <https://www.youtube.com/watch?v=Y9AZEiWYCHo> 

##### ▣ Why should you use Feedly

###### ▣ RSS - Really Simple Syndication

- ▣ Instead of going to individual websites, Feedly brings content to you in one page


###### ▣ Add RSS Feeds of Favorite Websites

#### ▣ Buffer

##### ▣ How to get started

###### ▣ Go to Bufferapp.com

- ▣ <https://bufferapp.com/> 

- ❑ Connect Social Media Accounts
- ❑ Add Buffer Extension to Browser
- ❑ Download Buffer App for iPhone and iPad
- ❑ Buffer Tutorial
  - ❑ <https://www.youtube.com/watch?v=L7MJs9lclvQ> 
- ❑ Why should you use Buffer
  - ❑ Ties everything together
  - ❑ Daily routine
  - ❑ Post high quality content your follows will appreciate
  - ❑ Easy to Use