

10 Things to Consider About Emerging Social Media Tools

What do you want your client's social media presence to say about the brand?

What goal are you looking to accomplish?

Does your client's product or service lend itself to a visual medium?

What would you like your fans to share on behalf of your brand?

What keywords can be used as hashtags that are memorable and short but reflect your client's brand?

What voice best represents your client's brand?

What stories can you tell about your brand?

What stories can your fans, friends and customers tell about the brand?

Is the content available interesting or just cleverly disguised advertising?

Why would people choose to follow the brand's social media?