

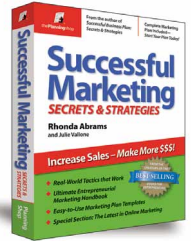


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## YOUR SOCIAL NETWORKING STRATEGIES

Use this worksheet to identify social networking sites you might be able to use to market your products and/or services and to describe the ways you might leverage those sites.

List the networking sites your target audience uses regularly:

Social networking sites: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Interest-oriented sites: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business and/or professional sites: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List the ways you could use networking sites to market your products and/or services:

Would you contribute content? \_\_\_\_\_

Advertise? \_\_\_\_\_

Create quizzes, contest, and other viral content? \_\_\_\_\_

Create groups? \_\_\_\_\_

Identify potential clients/referral sources? \_\_\_\_\_

Other: \_\_\_\_\_