

# Developing a Social Media Marketing Strategy

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# Questions to Address

- Why Social Media?
- How Do We Use Social Media?
- Who is Using Social Media?

# Why Use Social Media?

- Inexpensive
- Direct Communication
- Instant Feedback

# How Do We Use Social Media?

- Speak to influencers
- Build (or maintain) awareness
- Share our success

# Who is Using Social Media?



Guilford  
County Schools



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children's  
greensboro.  
museum



**G**  
GREENSBORO  
chamber of commerce



American  
Red Cross

**Y**  
YMCA OF GREENSBORO

# And of course...

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# Questions?





# Thank You!

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