

Chapters

1- Understanding the basics of Social Media

- What is social media?
- What are the different types of social media?

2- Social Media With a Purpose

- How entertainers and businesses use social media

3- The Importance of Analytics

- Building your brand one view at a time
- Know your audience

4- Email vs Social Media

- Is email still number #1
- Will social media replace your AOL or Yahoo?

5- Tracking Your Progress

- Reaching your social media goals