

## Table Of Contents

Understanding the basics of Social Media.....	3
• What is social media?	
• What are the different types of social media?	
Social Media With a Purpose.....	7
• How entertainers and businesses use social media	
The Importance of Analytics.....	11
• Building your brand one view at a time	
• Know your audience	
Email vs Social Media.....	15
• Is email still number #1	
• Will social media replace your AOL or Yahoo?	
Tracking Your Progress.....	18
• Reaching your social media goals	