

The



A to Z

of

SOCIAL

A

Attraction

' the action or power of evoking interest in or liking for someone or something.'

You can achieve this by being you, sharing and engaging with your content.

B

Belief

' trust, faith, or confidence in (someone or something).'

You can achieve this by just getting started or having a chat with someone you trust that can make the move to social easier.

C

Content

' something expressed through medium, as speech, writing, or any of various arts.'

This is the GOLD that elevates your presence on social. This gives you value and your audience information.

D

Desire

' a longing or craving, as for something that brings satisfaction or enjoyment.'

This can be achieved by creating content to your network that they enjoy seeing. This is two-way as you also crave content.

E

Engagement

' the act of engaging or
the state of being
engaged;
involvement.'

This is what you do with your active social presence. You network and engage with people that interest you.