

The



A to Z

of

SOCIAL

K

Kevin

' a male name of Irish origin that means Handsome, Beautiful.'
Irish spelling Caoimhín.

Hi I am Kevin Milne. Social Selling Coach.
You can choose to believe the above if you wish. Google said so, so it must be true.

L

Listen

**' to hear something with
thoughtful
attention : give
consideration.'**

**A key skill in your social media armoury.
Always be listening to others, your network
and show and interest in what they say.**

M

Message

**' a discrete unit
of communication
intended by the
source for consumption.'**

**On social media, your message in how you
portray your content and yourself is vital. To
understand what you do and who you are.**

N

Network

' interact with others to exchange information and develop professional or social contacts.'

Your network is the key to making your social media time worthwhile. A trusted network can elevate and support you.



Omnichannel

' a multichannel approach, focusing on providing seamless customer experience.'

Your content strategy and message should be fit for purpose and built to work across multiple social media sites.