

FROM DREAMERS TO DOERS

with Beth

THE SECRET OF SOCIAL MEDIA

The clue is in the title:

Social: Friends & Allies

Media: Deliver Data & Information

Try thinking about the whole Social Media space as an informal gathering of people you know or would like to know where you share information that's interesting and helpful, sort of like a party.

Here's a few questions to get you thinking:

- Are you always hosting the party or do you visit others too?
- At the party do you have conversations or just shout into the room?
- When you're there do you hog the conversation or say things without any reason or context?
- Do you regularly attend or turn up very rarely and expect friends to still be there and remember who you are and where you're at?
- What sort of party is it? What's the best thing to share at that party and with that person?

 **PODCAST EPISODE** > 10 – The Secret of Social Media