

# IN THE BLACK SOCIAL MEDIA STRATEGY

A Social Media Management Workbook



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IN THE BLACK RESOURCES . COM

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THE  
**DEAN**  
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[TheWallStreetLawyer.Com](http://TheWallStreetLawyer.Com)

## A NOTE FROM US

Today we live in an online socially connected world. Social media marketing allows small businesses to compete with big businesses because it amplifies word of mouth to consistently drive repeat business and new customers to your door.

This workbook will take you through the good, the bad and the ugly. We'll look at your social media profiles to date, and you'll realize what you've done well, what could be improved upon, and what habits you need to kick. Make sure you are as true to yourself as you can be. No one is perfect, and through this exercise your business and social reach will grow and thrive.

**Let's set goals with this workbook, and then surpass them.**

Use this workbook regularly. Yearly, bi-annually or monthly. Checking that you are on-track and staying with the "voice" you've set is important.

**GO! FIGHT! WIN!**

**YOUR  
SOCIAL MEDIA  
ACHIEVEMENTS  
AND GOALS**



# A FEW QUESTIONS

What do you need to learn to progress in future?

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What is the most important thing you've learned so far?

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What do you find most difficult about social media?

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**USING SOCIAL  
TOOLS TO  
COLLECT DATA**







**PULL IT ALL  
TOGETHER TO  
CREATE YOUR  
STRATEGY**









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