

# Social Media, Press, and Your Small Business

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# Get Familiar with Your Brand

# Know your brand like the back of your hand.

- Authenticity
- Relevancy
- Intention
- Clarity
- Story



# Press and Media

## Press and Media

- Local Publications
- Niche Communities
- New Forms of Media
- Collaborate and Build Relationships



# Social Media Content Creation

# Social Media

## Content Creation

- Know Your Common Threads
- Use All Your Tools
- Explore All Platforms
- Let The Brand Lead You
- Have Fun





# Keeping The Momentum

- Have A Gameplan
- Reintroduce Yourself
- Engage Your Audience
- Recognize Connections



## stag·na·tion

/stag' nāSH(ə)n/

*noun*

the state of not flowing or moving.

"blocked drains resulting in water stagnation"

- lack of activity, growth, or development.

"a period of economic stagnation"

\*Definitions from Oxford Languages

# Thank You