

NEW TECHNOLOGIES
DEMAND NEW
THINKING:

BRANDING
COMMUNICATION
COMMUNITIES
RELATIONSHIPS
SOCIAL MEDIA
LEADERSHIP
MOVEMENT

IDEAS
FRESH
CULTURE



SOCIAL MEDIA STRATEGY

Introductory Social Media Development

- Who are you? Audience? Leaders? Followers? Cause?
- Domain
- Design
- Content Management
- Server Infrastructure
- Coding
- Content Creation
- Content Management
- next steps... Community Building, Relationship Building, Monetization / Economic Sustainability building

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About: Bill Jacobson is a Web Technology Strategist and also a Community Builder for Calling Back the Salmon. He has worked as a software entrepreneur, trainer and consultant since 1982, and has developed web communities since 1993 for non-profit, small business and corporate organizations. twitter.com/billjacobson