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we've covered tons of information in this social media 101 guide including why you want to use social media the platforms you can use and the difference between organic and paid social media now let's dive into some tips to help you launch a successful social media strategy

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step 1 set social media marketing goals that align to business objectives step 2 learn everything you can about your audience step 3 research the competition step 4 conduct a social media audit step 5 set up accounts and improve existing profiles step 6 find inspiration step 7 create a social media content calendar

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what is a social media style guide step 1 define your brand s mission and values step 2 identify your target audience step 3 choose your social media platforms step 4 create a visual identity step 5 establish a consistent brand voice step 6 develop content guidelines step 7 outline engagement guidelines step 8

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