

District32

Member Handout

1. **Social Listening**
 - What do customers want? Goal to identify / learn more.
2. **Social Influencing**
 - Increase engagement or traffic or a cool tool that you have.
3. **Social Networking**
 - Who do you need to meet? Get noticed in the media / blogs / channels.
4. **Social Selling**
 - Grow your lists, acquire new customers, cross sell, upsell etc



10-MINUTE SOCIAL MEDIA AUDIT

Social Network:

Channel Link:

Audit, as a minimum, the last 10 status updates you or your brand(s) have made on your primary social media channels. Map each update back to one of the 4 stages of the Social Success Cycle.

Date	Update Description	Update Type