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Salesforce | Social Media Tips and Tricks [1]

June 14, 2017 by Kate O'Connell [2]

Does your office or department leverage social media for communication and engagement? If so, these Salesforce resources may contain helpful information for you and your team. Both the eBook and webinar recording contain information on social media best practices.

Social Media Strategy:

| Social Media eBook [3]

Highlights include:

- Page 3 | Listening and analytics
- Page 10 | Help your audience become experts
- Page 18 | Test to improve targeting
- Page 23 | Create a central dashboard

Social Media Best Practices:

| Webinar Recording [4]

Highlights include:

- 05:00 | Customer satisfaction is a key metric
- 12:45 | Connect Social to the business strategy
- 15:00 | Rethink social metrics as business metrics
- 22:45 | Success examples

Questions? Send Kate an email [5].

Salesforce [6], Best Practices [7], webinar [8], eBook [9]
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