

## WEBSITE

- Domain Name
- Content:
  - Who & Why: Bio
  - What: Your widgets / services
  - Photos/Videos
  - Where & How: Contact Info
- SEO

## FACEBOOK

- Posting - Content layout, copy and frequency
  - Tagging, Cross marketing
- Metrics - Insights on Facebook
- Stories from your phone

## INSTAGRAM

- Posting - Content layout, copy and frequency
  - Tagging, Cross marketing
- Events - Image/Video, Inviting Friends, Sharing, Boosting
- Metrics - Measurements on this medium
- Stories from your phone

**YouTube, Twitter, Pinterest, Snapchat**

## EMAIL NEWS

- Legal and ethical list
- Content
  - Bullet points