

## **STUDY GUIDE, MC 450**

### **1. How to optimize your profile**

- Pick a neutral screen name
- Optimize for five seconds
- Stick to one picture
- Tell your story

### **2. What is the difference between a twitter list and google+ circles? (p. 32 & 33)**

### **3. How to perfect your posts (Starts, p. 41)**

- Be valuable
- Be interesting
- Be bold
- Be brief
- Be thankful
- Be visual (Link to story)
- Be organized
- Be found

### **4. List five clever blog post title templates that work (p. 51)**

### **5. How often should you post on social media. (p. 54)**

### **6. Explain your philosophy on how to respond to comments (p. 70)**

### **7. How do you integrate social media and blogging (p. 80-98)**

### **8. Explain your techniques for getting more followers. (99-100)**