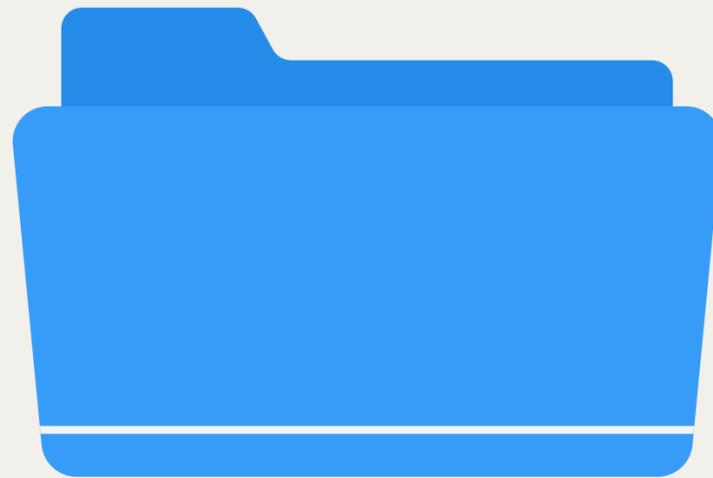


Social Media Strategy



A SOCIAL MEDIA STRATEGY IS A DETAILED PLAN FOR HOW A BRAND OR INDIVIDUAL WILL USE SOCIAL PLATFORMS TO ACHIEVE SPECIFIC GOALS.