

Social Media Tactics

InterMed can make active use of four platforms: Facebook, Twitter, the blogosphere and TechNation.

Facebook

LISTEN	SHARE	CONNECT
<ul style="list-style-type: none"> • Monitor fans and viewers' comments 	<ul style="list-style-type: none"> • Status updates 	<ul style="list-style-type: none"> • Make events and invite fans to them (charity events, customer appreciation, informational webinars)
	<ul style="list-style-type: none"> • Upload pictures/video 	<ul style="list-style-type: none"> • Post links (supply useful content generously)
	<ul style="list-style-type: none"> • Testimonials (give, receive and publicize) 	<ul style="list-style-type: none"> • Converse and engage with the online community by being active and vocal, making connections with industry peers, local peers, fans, related companies, charities, causes, and any other relevant members of the social media world.
	<ul style="list-style-type: none"> • Philanthropy (link; share news, pictures and videos; events) 	
	<ul style="list-style-type: none"> • Post relevant links/articles (supply useful content generously) 	

Twitter

LISTEN	SHARE	CONNECT
<ul style="list-style-type: none"> • @tweets 	<ul style="list-style-type: none"> • Status updates 	<ul style="list-style-type: none"> • Tags
<ul style="list-style-type: none"> • Retweets 	<ul style="list-style-type: none"> • Links (supply useful content generously) 	<ul style="list-style-type: none"> • Trending topics
	<ul style="list-style-type: none"> • Pictures and videos 	<ul style="list-style-type: none"> • Respond to fans and engage in conversation through DMs, mentions, and ReTweets.
	<ul style="list-style-type: none"> • Relevant industry news updates 	