



## Exploration

Staff are encouraged to spend time exploring blogs and other social media

2



## Social Bookmarking and Tagging

Search and bookmark sites with associated keyword tags.

1



## Blog

Set up a blog, start developing content and a voice online.

4



## Video Sharing

Set up an account and encourage the public sharing of videos.

4



## Photo Sharing

Set up an account and encourage the public sharing of photos.

1



## LinkedIn

Set up an account at LinkedIn and begin networking there.

2



## Facebook

Set up a page on Facebook and begin networking there.

3



## Twitter

Set up an account on Twitter and begin networking there.

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