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Social Media during COVID-19

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Many people ask me: What should I post now?

Small Businesses, Fashion Brands, Hotels, Travel Agents, and so many more professionals deal with a content gap during this pandemic crisis.

Social Media vs Social Networks

Facebook, Twitter, Youtube, etc., are Social Networks, the tools of Social Media. The nature of Social Media has to do with the Science of Psychology & Sociology and less about Technology. The online environment of Social Media can change, but the human part will stay the key to success.





Is your communication plan based on connection or sale?

Everyone is trying to sell.
Make a difference!



ASK QUESTIONS

Learn more about your audience



RUN QUESTIONNAIRES

Collect data for your customers and be prepared



GET PERSONAL

It's time to share your story



GO DIGITAL

Run your business remotely.
This is your time to do it

Community is the future of your business

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How do I go Digital or differentiate my Digital Presence?

THIS IS THE RIGHT QUESTION TO ASK



BUILD AN ESHOP

There is no better time for that!

START PODCASTING

Share your story, host an interview, or give valuable info to your audience

Q&A FACEBOOK LIVE SHOW

Go Facebook, Instagram, Youtube and LinkedIn live, and start answering questions!

START TEACHING ONLINE

"Online Courses" is a fast growing industry! Try using your own native language!

INVEST IN PROFESSIONALS

One man shows are not a thing anymore!

Social Media is not only for businesses

#scrolltobuild



Scroll to build and not to waste your time!

My mission is to spread
tech awareness and help
people scroll to actually
build and not just scroll.

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How?

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CREATE NEW SKILLS

From online courses to e-learning programs, technology gives you the opportunity to create new skills, improve at your profession or even find a new one.

CONTRIBUTE TO SOCIETY

There are dozens of online communities who help people from all around the world. Be a part of one or create your own to spread love and awareness.

BUILD YOUR BRAND

If not online, then where? All the tools you need to build your personal or business brand is out there, waiting for you to take advantage of it. Besides, your investors live on the internet!

FIND LIKE-MINDED PEOPLE

Connecting with the right people was never easier. Use the Social Media Channels and reach anyone who you think can help you grow personally or businesswise.

Tools

for content



Canva



Unfold



Adobe Spark



Befunky



Fotor



Pixlr



Snappa



Stencil



Pablo

08

Tools

for videos



Crello



Quik app



Animaker



iMovie



rawshorts



biteable

Tools

video
animation



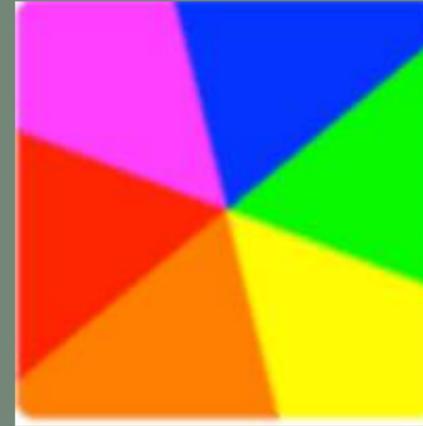
Boomerang

infographics



easel.ly

memes



imeme

captions to
photos



kapwing

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Thank you!

MARIAFRAGKAKI.COM



Don't miss the LinkedIn MasterClass, Sat.02/05 by The Cube Athens