

Top Tip Tuesday #12 6th November 2018

Dear Esther

Welcome to #toptipTuesday, your weekly email from Esther at Online Media Works.



This week's #toptipTuesday offers [22 tips](#) to boost your social media presence. My favourite is no. 6! Which one resonates most with you?



This week's insight is all you need to know about measuring the [return on investment](#) of your social media strategy.

The next Social Media Cafe.....



You're invited to The Social Media Cafe.... If you don't have a solid plan in place for how to use Twitter as part of your business strategy, you could be missing out on opportunities to reach potential new customers.

When: Thursday 8th November 2018

Where: Open Space, Malvern, WR14 1UT

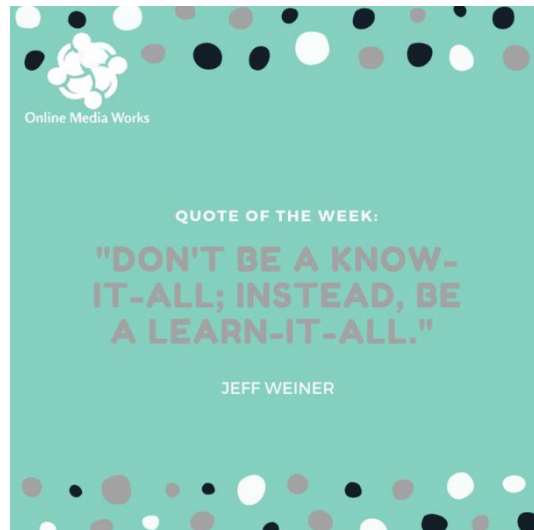
Time: 9.30 – 11.30 am

Cost: £25.00

There'll be coffee, cake and friendly help and advice to make the most of Twitter in your business.

You'll get a printed handbook to refer back to afterwards (not a copy of PowerPoint slides!) and access to a private Facebook group for on-going support and advice. Save your seat [now!](#)

Quote of the Week



LinkedIn's CEO, Jeff Weiner gave some brilliant careers advice. Here it is in one [sentence](#):-

"Don't be a know-it-all. Be a learn-it-all."

Until next week.....

Best wishes

Esther



PS If you would like a free calendar of social media awareness days for November, please drop me an [email](#) and I'll whizz it over to you!

Esther Partridge-Warner

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