

TO KNOW MORE... OR EVEN MORE

WEEK 2

Webography

ACTION, A KEY FOR TU POWER

at the end, add your suggestions and upload it to the common drive

| | | |
|---------------------------------|---------|--|
| RELATIONSHIP | website | The New Era of Customer Relationships Brad Cleveland The new era of customer relationships (slideshare.net) |
| RELATIONSHIP MKT | website | https://www.slideshare.net/Go365/21-relationship-marketing-operational-and-analytic-crm-2016-short |
| IMPORTANCE OF VISIBILITY | | https://www.pciglobal.org/why-visibility-is-important-to-nonprofit-organizations/ https://www.tycoonstory.com/starting-a-business/why-visibility-is-so-important-to-start-a-small-business/ https://www.axelos.com/news/blogs/december-2019/6-reasons-collaborate-promote-visibility-important https://www.axelos.com/news/blogs/may-2019/itil-4-connecting-key-concepts-part-3 |
| COMMUNICATION PLAN | | https://bizfluent.com/info-8555169-communication-plan-important-strategic-plan.html https://waingergroup.com/5-reasons-you-need-a-communications-plan/ https://www.networkforgood.com/nonprofitblog/top-10-reasons-creating-communications-plan/ https://www.wikihow.com/Create-a-Communication-Plan#:~:text=A%20communication%20plan%20is%20a%20road%20map%20for,marketin g%2C%20human%20resources%2C%20public%20relations%2C%20or%20corporate%20affairs. |

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SOCIAL MEDIA FACTS

<https://www.broadbandsearch.net/blog/social-media-facts-statistics>

<https://www.pewresearch.org/internet/fact-sheet/social-media/>

<https://themanifest.com/social-media/how-different-generations-use-social-media>

**SOCIAL MEDIA
CAMPAIGNING**

<https://www.digitallogic.co/blog/what-is-a-social-media-campaign/>

<https://www.bigcommerce.com/ecommerce-answers/what-is-a-social-media-campaign/>

<https://justcreative.com/2020/10/16/best-social-media-marketing-campaigns/>

<https://www.agorapulse.com/blog/create-social-media-campaign/>

<https://www.dummies.com/business/marketing/social-media-marketing/types-of-social-media-marketing-campaigns/>

<https://www.socialmediaexaminer.com/social-media-campaign-elements/#:~:text=Any%20time%20you%20need%20to%20communicate%20goals%20or,the%20social%20channels%20you%E2%80%99re%20using%2C%20team%20assignments%2C%20>

RECRUITING

<http://www.etu.org.za/toolbox/docs/building/recruiting.html>

<http://davidsusman.com/2016/05/12/11-effective-ways-to-recruit-new-members-for-your-cause/>

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SOCIAL MEDIA MKT

<https://www.bing.com/videos/search?q=how+to+do+a+good+use+of+the+social+media%3f&docid=608014597714413024&mid=54FC888F6D3F9E46F90A54FC888F6D3F9E46F90A&view=detail&FORM=VIRE>

<https://theconversation.com/how-to-be-a-healthy-user-of-social-media-70211>

https://greatergood.berkeley.edu/article/item/how_to_use_social_media_wisely_and_mindfully

<https://www.todaysthebestday.com/use-social-media-positive-way/>

<https://www.socialmediatoday.com/content/how-social-media-can-be-used-greater-good>

<https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

WHAT'S A GOOD WEBSITE?

<https://tech.co/website-builders/what-makes-good-website>

<https://smepals.com/good-website-features>

<https://www.freelogoservices.com/blog/2017/06/14/what-makes-a-good-website-these-4-crucial-design-elements/>

<https://www.linkedin.com/pulse/20140318012110-49560155-10-steps-to-creating-an-efficient-website/>