






CHRISTINA THIELST

#SocialBiz & #MySantaBarbara: Connecting with Customers and Networking



Christina has been blogging since 2005 and is a published author, speaker and thought leader in use of social media and technologies. The second edition of her book, [Social Media in Healthcare: Connect Communicate Collaborate](#), is now in its 2nd Edition and new book of case studies was published in February 2014. She consults with businesses who want not only an online presence, but also visibility.

➤ Are you on key  so it is easy for customers to  you?

➤ Does the content reflect your brand, expertise and services  ?

➤  &  & 

➤ Do you have a strategy and do your employees understand your **expectations for their behavior on social media?**



➤ Build your presence,  **Think before you TWEET!** and manage your online reputation!

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