Looking into social media optimization seems really daunting to say the least. For one thing, it seems like it will take consistent work, were as I feel like I’ve been trying to just get by with Google Ads ever since I made the website. One of the things that I liked the most from the first article that was given to us “5 Key Social Media SEO Strategies” was in the section labeled *learn to speak spider*. I like the acronym FISHIES that was used that gives a lot of useful insight about planning a social media campaign for your site. I think short term the goal would be as simple as just starting to advertise on social media, and getting used to making content for advertising the site, but long term I think that FISHIES is what is required long term. It says use frequency, keep it interesting, give structure, headings, inbound links, look for engagement, and provide a sitemap. I think to me remembering frequency is probably what seems the hardest to get started with but I think it would help a lot, because I’ve heard time and time again that just getting stuff out into the world consistently is the best step to being successful in any content driven platform. I feel like the acronym did cheat some by having structure, headings, inbound links, and even sitemaps as separate pieces, but I think they are very important even when thinking of social media. These are all similar to what we learned about the past few weeks when learning about search engine optimization, but believe it or not they will also help your social media presence grow to reach more people with the advertisement on there. I also think the video about using analytics is super important, especially with knowing where your site traffic is coming from, because if you can see what is working and what isn’t then you can shape your plan around this and success will breed more success. I also like when the second article said ‘think mobile’ because in the modern world we should really think more about people using their phones, as I feel like most online purchases nowadays are made on phones. So my goals would be to think mobile, post frequently, and track traffic to find working strategies.