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GETTING
STARTED
ON
SOCIAL
MEDIA



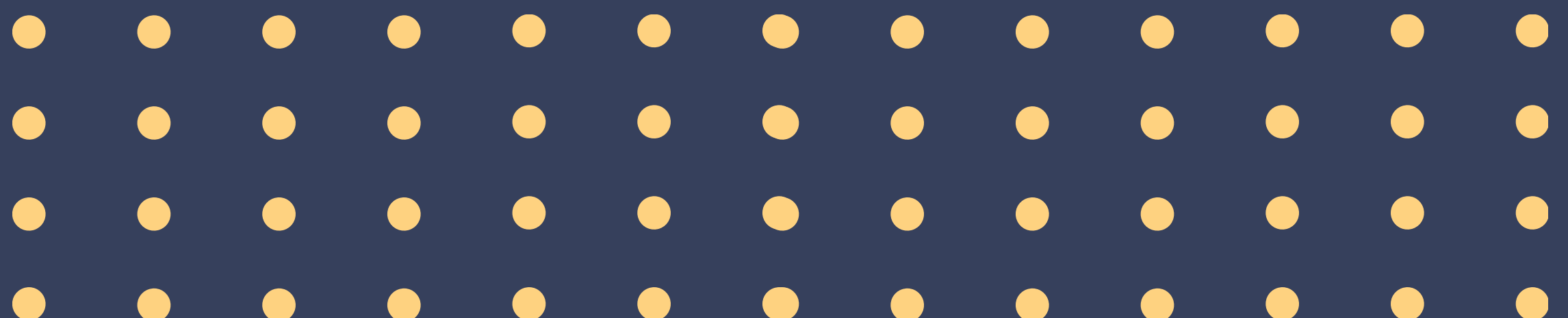
GETTING STARTED ON SOCIAL MEDIA

I'm not an expert on social media, by any measure, so these are just some of the things that I have personally found useful as I've progressed my social media journey.

Social media is a great platform to show yourself to the world, so don't be scared of it, but do give it consideration.

Some tips on social media to help you move forward:

1. Get out of your own way.
2. Bring your personality to your posts. People do business with those that they know, like & trust!!
3. Be clear on who your target client/customer is, know which social media platforms they hang out on and make sure you have a clear plan and targeted content that is speaking to them.
4. Start small but be consistent. If you're not doing anything on social media currently then pick one platform and start with one post a week, then build up from there.
5. Regarding type of content the algorithms have a hierarchical approach with the lowest reach going to written posts only, then written + picture, then pre-recorded video, then live video. Find which one you're most comfortable with first and then gradually build up.
6. Build up gradually. Once you've got traction with one platform you can then expand from there. For me I started with LinkedIn, then added Facebook, then about 6 months ago added in Instagram and in the last 3 months Clubhouse.
7. On Facebook there is only a max of 5k friends that you can have on your personal profile and only approx. 10% of your friends will see your posts and you can't run ads or get analytics on your profile. By setting up a FB page there's no limits to the followers, you can run ads and you get analytics. It takes time to build up followers for a page so be a bit patient although you can increase that by spending on FB ads. If you do a post on your FB page then share it to your profile so you get a double hit. Also share your posts to our story as the views from your stories also count in the views.
8. Building up credibility is key. Social media is called social media because it's exactly that therefore think about the content that you post and make sure that it's useful, engaging, educational and inspiring.



9. Don't post and run. The algorithms reward engagement, therefore when people like and comment, make sure you comment back as soon as you can.
10. With video you need to capture attention of the watcher/listener within the first 3 seconds, then the next 10 seconds are key to keep them watching. Start with a grabber or hook.
11. Stories on both FB and Instagram are a great way to build your following. It's the 'behind the scenes' view into your life that people like. They also get picked up in messenger too which gives you a wider reach. Only there for 24 hours, but you can save them to your highlights. Keep posting throughout the day.
12. Reels are doing well on Instagram, 30 seconds video clip. It's Instagram's way to compete with Tik Tok
13. Carousels on FB, Instagram & LinkedIn where you include multiple images (up to a maximum of 10) so people swipe across.
14. You can use Streamyard to stream live videos across multiple platforms at the same time, eg FB, Inst & LinkedIn, which creates efficiency
15. To drive followers and leads include lead magnets in your posts, free pdf, join free masterclass.
16. Don't oversell on social media as people hate being spammed, so the ratio of content posts to selling/CTA posts should really be circa 80% content and 20% selling.
17. Try to take the lead off social media and onto you own database. Social media platforms can close down your accounts so if that happens you have to start again, whereas if you have your own email database then you own those contact details so it's invaluable
18. Instagram is more visual therefore make sure that your main feed captures the imagination
19. For pre-recorded videos if possible include subtitles in videos. A really high proportion of people watch videos without the sound on. There are apps like Rev.com that can do the transcript for you at circa \$1.25 per minute.
20. Repurpose your content across multiple platforms to leverage your time and increase your reach. For example a Facebook live video could be live streamed at the same time across LinkedIn and Instagram, recorded for a podcast episode, the video content then put on Youtube and then broken down into shorter clips
21. Over-selling on social media can have a negative impact on your followers and engagement therefore be careful to get the right balance between providing useful, engaging content vs selling. A simple ration to apply is roughly 80% useful, trust building content vs 20% selling contact

REMEMBER

DON'T GET READY, BE READY

PUT YOURSELF IN THE WAY OF OPPORTUNITY

BE BRAVE, BOLD & BRILLIANT

GET IN TOUGH

Social Media:



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