

Mastering Social Media



Social Media Basics

I am so excited to dive into social media and content creation with you! The purpose of social media is to be able to:

1. Grow your network
2. Connect with friends and family
3. Develop brand awareness

Essentially social media acts as an online business card. However, that being said you must be extremely careful about how you interact with others on social media. While it's a great platform to grow brand awareness and make sales, the majority of people are on social media to build relationships.

Many of you invested in this course because you are feeling spammy about how you conduct yourself on social media and you were feeling icky about the marketing strategies that you were using. This module is all about leveraging social media to grow your business in a way that feels good, allows you to stand out, and grows your network!



It's Endless!

There are endless social media platforms:

Facebook

Instagram

Snapchat Periscope

YouTube

Twitter

Pinterest

Blogs

And on and on!

Personally, I have found Facebook and Instagram to be the most effective platforms for my business. You may find different results. Be sure that you are leveraging platforms in which your ideal client spends the most time. Don't waste your time on Snapchat if your ideal clients are most active on Facebook. We are not looking to entertain ourselves through social media, we want to grow our businesses leveraging this amazing tool!

Share your thoughts about the "party girl" analogy:

Can I be honest?

Social media, whether you love it or hate it can become a big stumbling block not only in your business, but in your real life relationships and commitments. We are going to talk about leveraging social media and your business today, not so that you can become obsessed with social media or become the Instagram queen, but instead learn how to balance leveraging this powerful tool while still being true to yourself, your friends, and family.

My #1 Social Media Tip:
Turn it off!

Notes:

Your Personal Facebook Page

There are over 1.8 billion people on Facebook! That means there is almost limitless opportunity for you to find thousands of ideal clients. Here are my best tips for keeping yourself highly credible on your personal Facebook page:

1.

2.

3.

4.

5.

6.

7.

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9.

10.

11.

Your Personal Facebook Page

Notes:

How do you feel about posting business content on your personal page?

Should you keep the two completely separate or will you allow them to blend?

What are three action items you need to complete to improve your personal Facebook page?

Your Facebook Business Page

While your business page simply will not receive the same amount of engagement as your personal profile, a business page is still a necessary evil for brand awareness and ads. Here are my best tips for building your business page:

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10.

11.

Your Facebook Business Page

Take a look at a couple of my amazing colleagues' Facebook business pages to gain a better understanding:

Beth Harper



Marie Forleo



"Social media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your online presence"

- Sean Gardner

Which Facebook features do you want to try {business or personal}?

What kind of content will you share?

Is there something on the two example Facebook business pages that you'd like to emulate?

Did you learn something that made you want to tweak your account? If so, what was it?

What types of posts get the highest engagement on your Business Page?

What time of day do you get the highest engagement on your Business Page?

What are three actions item you'll complete on your Facebook Business Page?

“I use social media as an idea generator, trend mapper and strategic compass for all of our online business ventures.” – Paul Barron

Your Facebook Groups

When I first began my business, Facebook groups were hardly a "thing." Now almost everyone has a Facebook group. You need to be extremely intentional about creating valuable information for your group members and offering something that other groups are not. This doesn't mean that everyone will want to join your group, but your ideal client should feel compelled to join and love the unique information and opportunities you offer. Here are my best tips for building a successful Facebook group:

1.

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11.

12.

Name 3 Facebook groups you'll join in which your ideal client spends time:

Your Facebook Groups

Notes:

Instagram

Instagram is very focused on the visual so it's very important to be "on brand" on Instagram. You want to make sure that your photos flow together well and properly represent your brand. Here are my best tips for building a beautiful Instagram that will attract your ideal client:

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11.

12.

Notes:

Instagram

There are three different types of posts that you should be sharing on your Instagram:

1.

2.

3.

Additional Notes:

Analyze your Instagram right now. Which posts get the most engagement? {What did you say about this post? How long was your post? What type of photo did you use for this post? What type of editing did you complete on this post?}

List your top 3-5 types of posts you will use on your instagram. (Ex. Food, workouts, quotes)

1.

2.

3.

4.

5.



Because of my love for Instagram + the potential it has to help you create a booming business, I have created an additional resource to help you master "The Gram." Click on the link below to learn the exact hashtags I use, bonus tips, and more!



Stop and reflect

Congratulations, you have completed the Social Media Module!

Which new strategy are you most excited to implement in your online business?

What were you afraid of before beginning this workshop?

How do you feel about this fear now?

On a scale of 1-10 how confident do you feel, after completing this module, about leveraging social media in your business?

“Pushing a company agenda on social media is like throwing water balloons at a porcupine.” – Erik Qualman