

Intro to Social Media

ATTRACT
CLIENTS ONLINE



INTRO TO SOCIAL MEDIA

.....

You know social media can help you grow your business, but finding the time to come up with fresh ideas, create engaging content, and run your business is exhausting!

Luckily, whether you're brand new to social media or looking for a transformation, your social media journey starts here. In this Track, we're going to explore all the ins and outs of social media.

To start off on the right foot, this first Milestone, 'Intro to Social Media,' exists to breakdown the basics, provide key definitions and examples, and give the highlights of the top 7 platforms.

Let's get started!



Social Media 101: Answering the Critical Questions (aka all the W's)

What is Social Media?

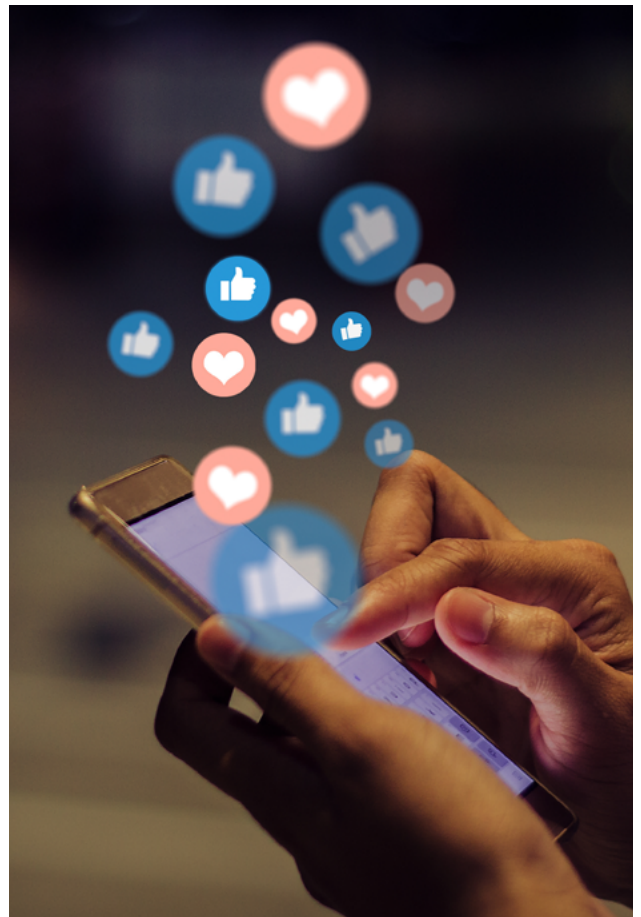
'Social media' are defined as interactive digitally-mediated platforms that allow you to create and share content like information, ideas, career interests, and tons of other forms via virtual communities and networks.

If you're trying to wrap your head around modern social media, chances are you're a bit overwhelmed. Hey, we totally get it, and we're here to help. It's a lot to take in, especially since the social space is almost unrecognizable from what it was a decade ago.

Back then, you might see the occasional business profile. Fast forward to present day where a social presence is an expectation for businesses, with 80% of marketers relying on social media to raise brand awareness. And if you feel like you're late the game, there's no need to panic.

To help get your feet wet, we're taking things back to the basics.

If you're starting from scratch, the following list of social media marketing basics can help get your presence off the ground. Whether you're interested in social selling, customer service or anything in-between, this guide will get the ball rolling.



What exactly is organic reach vs. paid reach?

Organic reach is the number of people who see your content without paid distribution. It includes people who are shown your posts on each platform.

On the other hand, paid reach includes the people who see your content as a result of paid promotions.



Why's Social Media Important?

Social media is how businesses are growing these days. All your customers, readers, fans and everyone are spending almost half of their day on social media.

If you can create content that's relevant to your audience on social media, you'll more likely to grow a following and also be able to grow as a business.

It doesn't matter if you're a blogger, consultant, author, small business owner, etc. All you need to know is how to create content for social media platforms.



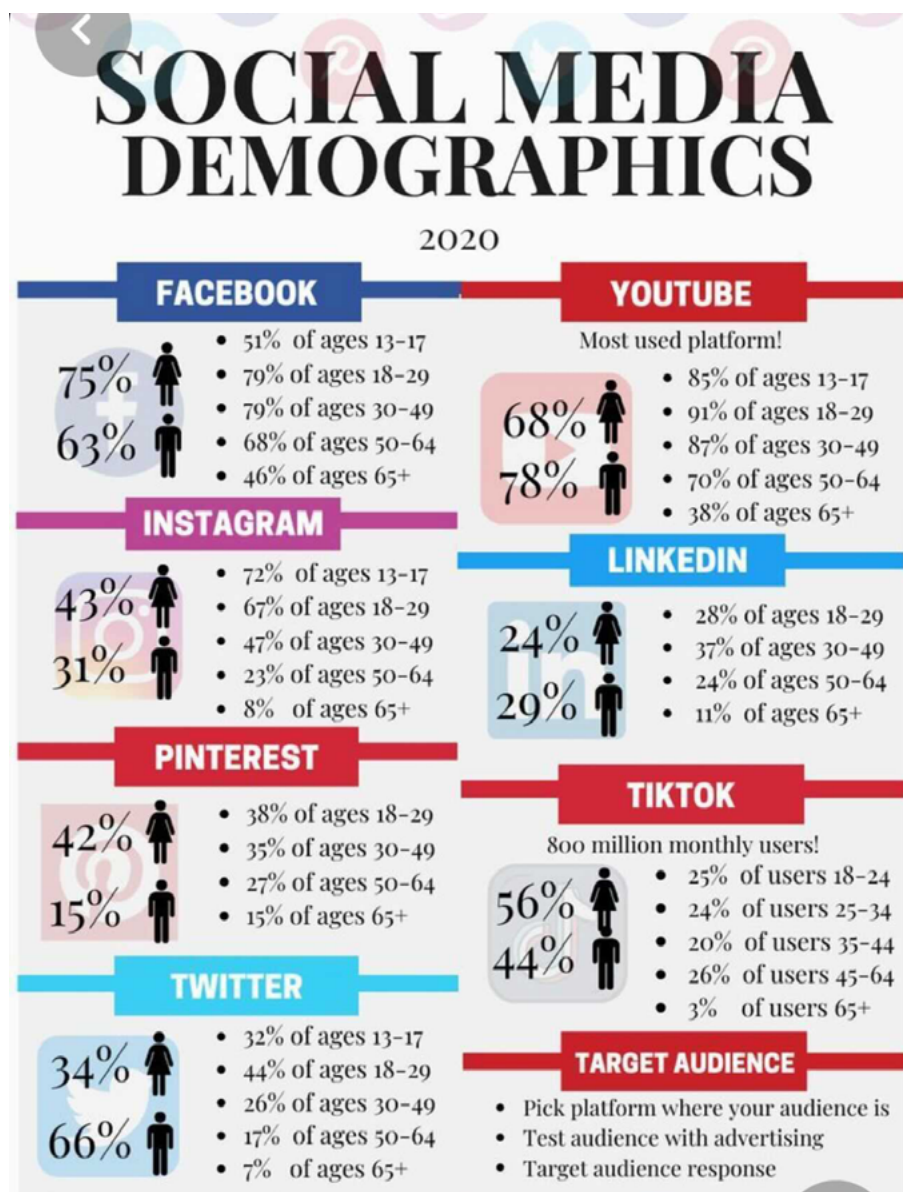
How Many Social Media Platforms Exist?

There are 7 top social media platforms that you can utilize to build your blog or your business today, which are:

1. Facebook
2. Instagram
3. Twitter
4. Pinterest
5. YouTube
6. LinkedIn
7. TikTok

Before we get started, I'm going to jump on my soapbox and urge you to narrow down the number of social media profiles you manage.

Figure out which social media channel your ideal customers hang out and fully engage on that one channel.



I talk in-depth about the importance of selecting just one channel in my blog post: Why you're not mastering social media (and what you can do about it).

I realize that focusing your time on just one social media channel may seem insane or impossible.

The reality is that it's insane to think you'll have time to build your business and serve your customers if all your time is spent on social media.

3 Steps to Get Started on Social Media

Step 1: Owning Your Brand on Social Media

If you own your brand/business name as a domain or website URL, you'll want to use this when setting up your social profiles! Keep this link handy.

You'll also want to claim your name on social. "Your name" can mean your personal name (for example: first and last like Pamela Bruner), your business or brand name (for example: Attract Clients Online), or both.

Don't worry -- we'll walk you through when and how to use each of these step-by-step in the platform-specific Milestones.

Even if you don't plan to use them all, you'll want to set up an account on the 7 most relevant platforms listed above to claim your name for usernames, profiles, or pages.

Step 2: Choosing a Social Platform that's Right for Your Brand

If you're not sure which social media platforms you should be spending your time and energy on, I would suggest three things:

1. Don't try to be everywhere all at once.
2. Master one or two platforms before moving to another one. (For example: I started with Facebook, then later added Instagram, LinkedIn, and Pinterest.)
3. Find out where your dream clients or readers hang out and be there.

Consider all the above information and those three recommendations to determine which social channel makes the most sense based on your industry, audience, and individual bandwidth. Find networks that connect with tools to help you share your own and curated content.

Most of all, we recommend you only choose 1-4 platforms to start that you think you could comfortably market and social sell from.

3 Steps to Get Started on Social Media

Step 3: Posting on Social Media

Finally, we're here, and you're probably screaming, "What should I post?!" by now!

We'll dive deeper into how to post for each platform, but here are some at-a-glance deets on posting on social media.

