

Social Media Platforms

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SOCIAL MEDIA PLATFORMS



What you HAVE to do:

1. Own your brand/business name as a domain or URL (if possible)
2. Claim your name on social and set up your profiles/business pages on the top 7 most relevant platforms: Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, TikTok.

The Platform		The Goal
	Facebook	To connect
	Instagram	To be inspired
	LinkedIn	To learn
	Pinterest	To find ideas
	Twitter	To be entertained
	YouTube	To be heard
	TikTok	To be seen

Social Media Basics: Getting Started

Step 1: Choosing a Social Platform that's Right for Your Brand'

Platform Options that we recommend you use (for now):

Facebook, Instagram, LinkedIn, Pinterest

Facebook

Why? It's simple, really. Your future clients are there. 80% of all Internet users use Facebook. Even 65% of adults over the age of 65 use Facebook.

Goal: To be educated

What works on Facebook?

Any business type can be on Facebook and have success because of the platforms' large user-base.

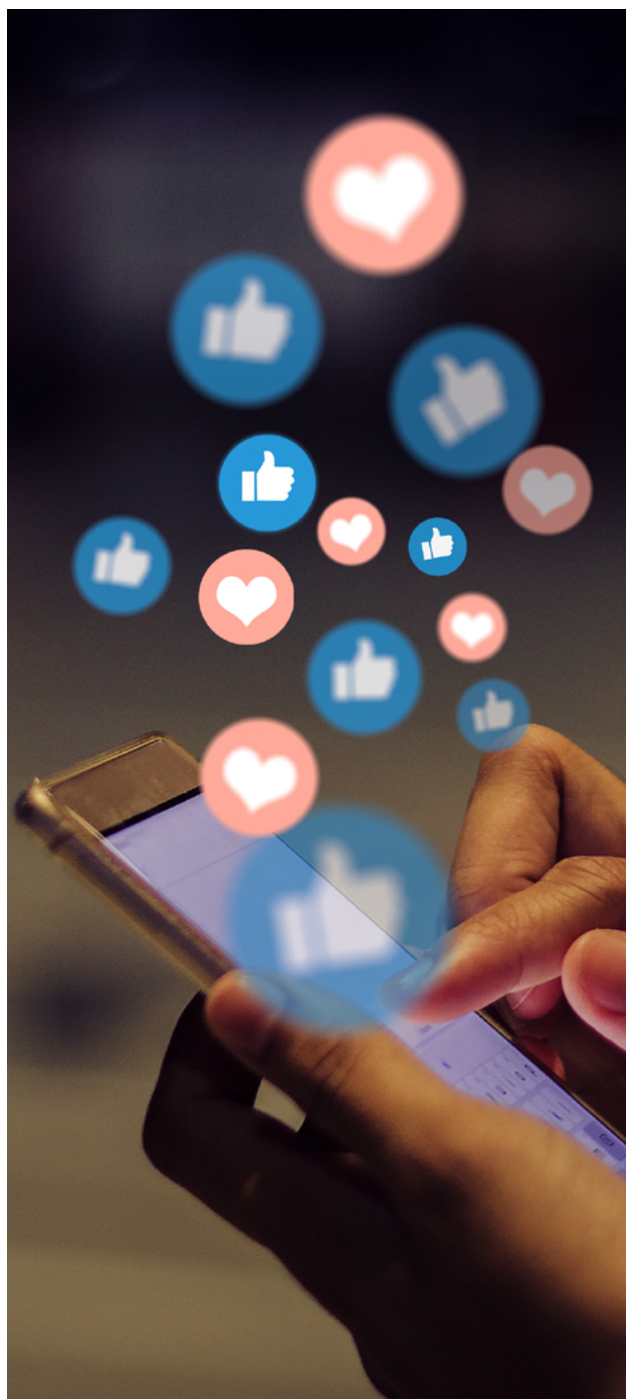
Branding: Friendly, amicable, relatable, thought-leader voices, slightly silly and engaging tones

Content Style and Types:

Use emojis, never use hashtags, use image whenever possible
All 4 types of content work on Facebook.

Pros of Facebook:

Great paid advertising options
Integration with Instagram



Social Media Basics: Getting Started

Instagram

Why? Instagram is the leading platform businesses use to showcase their brand style and voice, which makes it a great option for those of you who are storytellers or love graphic design.

Goal: To be inspired

What works on Instagram?

Any business type can be on Instagram, but measurable results may vary depending on your ideal client.

- People tend to buy physical products, get inspiration/look for resources, or opt in for lead magnets on Instagram.
- Businesses use Instagram to show off their brand style and bring awareness to the person behind the brand.

Branding

Bright, bubbly, fun, inspiring, brilliant/smart,

Content Style and Types:

- Use storytelling and long form captions
- On-brand images that are Instagram friendly (ie, bright whites, increased saturation, consistent filters/color scheme)
- Post images of people (eg, you or your clients) and/or your content (eg, lead magnets)
- Quotes/inspiration
- Only include CTA links in Story, but can use post text to say 'check out our story to

Pros of Instagram:

Because Instagram is connected with Facebook, it's an easy way to get on more than one platform with only one post.

Social Media Basics: Getting Started

LinkedIn

Why? LinkedIn's the world's largest professional network with more than 630 million members in over 200 countries and territories.

Goal: To network

What works on LinkedIn?

Businesses with a very professional tone or serious offer.

Branding

Professional, educational, relatable

Content Style and Types:

- Use storytelling
- Use emojis when appropriate
- Use hashtags at end of post copy or sparingly in main post text
- Include images or links with a preview when available
- Tag people in posts when applicable (ex: Pamela, team, testimonial)

Pros of LinkedIn:

- Professional growth / career-building is a great topic
- Easily searchable

Social Media Basics: Getting Started

Pinterest

Why? Pinterest is the leading social media search engine.

Goal: To network

What works on Pinterest?

X

Branding

Informative, professional, understanding, experienced, expert

Content Style and Types:

- Include title, description, link, image, category, topic
- Post brightly colored images of text (eg, lead magnet/blog title), graphics of digital pdfs in-action, front-page of pdfs, infographics/diagrams, templates, etc (anything downloadable)

Pros of Pinterest:

- Pinterest has folders that you can use to categorize each pin, and their bots take that info into account in addition to the details w/the specific pins, so you get extra opportunities to show up in someone's feed without any extra work if you do it right.
- Using a repin strategy by posting different imagery/text with the same link is a quick way to promote your content and test out what works, which you could never do on Google bc/of their republishing policies

Consider which channel makes the most sense based on your industry and audience.

Find networks that connect with tools to help you share your own and curated content.