

Strategy for Keeping Up With Your Social Media



ATTRACT
CLIENTS ONLINE

KEEPING UP WITH YOUR SOCIAL MEDIA

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Your 15-Minute Routine: (do 1 to 5X weekly!)

- ✓ Reply to all comments
 - ✓ Remember the three g's: be grateful, generous and giving
- ✓ Check incoming messages and respond to any necessary
- ✓ Share 1 thing to a group (someone else's group)
 - ✓ Could be a lead magnet, interesting finding/stat, a question you have
- ✓ Post 1 piece of content (on your page)
 - ✓ Rotate content types
 - ✓ Use prompts if stumped on topics
 - ✓ Design on-brand image
 - ✓ Share the social post in the IX group if you need any inspiration/feedback
- ✓ OPTIONAL: Share 1 thing to a group (your group)
 - ✓ Could be a lead magnet, interesting finding/stat, a question you have,
- ✓ Like and comment on 5 posts
 - ✓ Posts can be from experts in your field, industry thought-leaders, people you've connected with, fellow IXers

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Activity - How-To Do Your Own Research:

Think of 3-5 words that relate to your brand/business/SS (write those down)

OR

Check incoming messages and respond to any necessary

Think of 3-5 people who do what you do and are well-known

Search for each in the search bar of your chosen platform

You'll see related topics, hashtags, interest types, groups, etc., for now, let's join one group.

Quickly walk through how to do this for each and explain

What you should look for? Relevancy (does the topic match yours), the number of users

If you don't see anything relevant, you're likely searching for the wrong keyword. Raise your hand!

