

# PLATFORM PLAYBOOK

SOCIAL MEDIA STRATEGIES  
FOR GROWTH



HAYLEY HOBSON



## Welcome to the Social Media Playbook

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Hi, I'm Hayley. When I first started using social media to grow my business... it was so much fun! But it was also a heck of a lot simpler. Fast forward to now, and there are So.Many.Platforms to choose from. It can be hard to know which one deserves your attention and focus.

That's where this Playbook comes in. It covers the top 6 platforms that work really well to help you grow your biz. Swipe my tips in here so you can get the most out of them. Plus, each section contains 1 quick action tip - so you can start gaining traction right now.

Good luck & happy posting!

XO,

*Hayley*

# Inside This Playbook

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The six hottest social media platforms are covered in this playbook.

Head on over to the section you're most interested in, for a few tips on how to utilize it best for your business. Then implement the one action item provided, right now.

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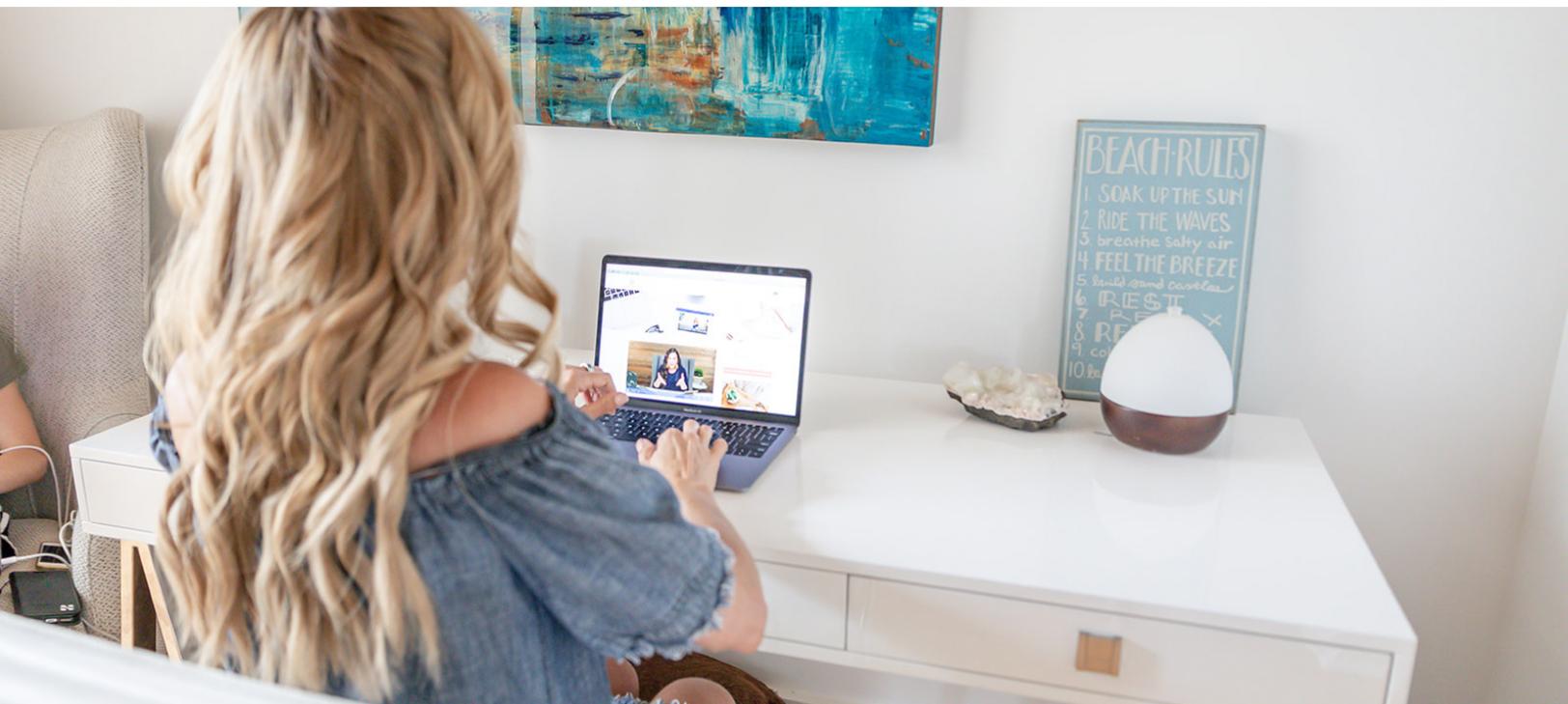
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# FACEBOOK

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## Messages

Use your Business Page inbox like a support box. Set up an "auto-responder" message that lets someone know when to expect a reply (if you don't want to be available 24/7). Pro Tip - you can also create additional automatic replies within your message settings to help troubleshoot common issues before you step in.

## Get Your Group On

Create a group for your business if you haven't already! Associate the group to your Business Page through your page settings. Use the group to drive email sign ups for your list through the "membership question" function for groups. Simply make one of the questions "What's your email address so I can email you updates?" and voila! Free email list growth!

## Use Creator Studio

Use the free publishing tool Facebook provides called Creator Studio. You can use this to schedule content, or create and post content on the fly. It also provides insight into how your content is performing. This info will help you understand what's resonating, so you can create more of the same!

## TAKE ACTION

Use your group to start gathering email addresses. Create a process to add those email addresses into your system. Tag them as your group members so you know to send them content relevant to them as your groups members.

# INSTAGRAM

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## Reels

Reels are short (15 or 30 seconds) video clips that are great for creating awareness. Easy things like a behind-the-scenes of your life, what it's like at your desk, or your favorite afternoon snack are perfect ideas for Reels. Pro Tip: You can also repurpose your short story clips into Reels.

## Stories Are For Your Community

Most of the people watching your Stories are already in your community. Think of them like your very warm audience. So, Stories are a great way to gather information about your community. Pro Tip: Use answer boxes and polls to gather that information. Then, use the info you gather to improve your content.

## Hashtags

You've gotta be using hashtags! You can post up to 30 hashtags on a post. The sweet spot is 15-20. Use a mixture of big hashtags (millions of posts), medium (hundreds of thousands), small (thousands), and niche (hundreds). Pro Tip: Vary your hashtags from time to time as they change when your community begins to search for new things. Also, keep them relevant to the content of your post.

## TAKE ACTION

Post a Reel answering a question your community may be looking for. Or share something your community finds relevant. I.e. you could share what you keep on your desk or your favorite way to stay productive. Hashtag it based on what your community is searching for.

# CLUBHOUSE

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## Your Bio

Your bio is your prime real estate on Clubhouse - not only because it helps people better understand you, but because it is **SEARCHABLE!** Anything you put in your bio can be considered a keyword. So think strategically about what your ideal client or customer may be searching for. Pro Tip: Emojis are also searchable!

## Use Your Voice

Clubhouse gives you a really cool way to share your unique point of view through your voice - and because you're doing this in a room, you have a somewhat captive audience. Which means you aren't fighting against a social media algorithm just to be seen. Don't be afraid to raise your hand and get involved.

## Provide Value

"Value" is sharing knowledge out of desire to help.. not to sell or receive recognition. However, when you share value, connection and even recognition will come. So genuinely give. Pro Tip: when joining a room in which you know you can provide, make a note about what you'd like to say so you don't lose your train of thought.

## TAKE ACTION

Update your bio with keywords your community is searching for. Keep the keywords "natural" by inserting them into sentences or where they make sense. Then pop into a room in your area of expertise, raise your hand, and either ask a relevant question, or ask permission to add value!

# TIKTOK

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## More Than Dance

TikTok is about a lot more than just dancing! While it started out as a way to bust a move, it's quickly become a hidden gem for sharing videos that help you connect on a deeper level with your community. Pro Tip: face to camera videos work really well here. So go face to camera to teach about what you do. And share a behind-the-scenes look at your life.

## Use Hashtags

You can use hashtags to get discovered on TikTok. A good balance is 1-2 in the billions, 1-2 in the millions, and 1-2 in the thousands. Keep those hashtags relevant to what your video is about AND what your community is currently searching for. Pro Tip: don't overuse the #foryou or #fyp too much. You probably won't show up on it in the beginning. So use hashtags relevant to what your community is already searching for.

## Find Your Niche

Literally everyone has a niche on TikTok. Chances are, the community you want to attract is there. Start creating content FOR those hashtags your community is hanging out on. This is going to give you a direct link to them, which will quickly grow your following.

## TAKE ACTION

Create a face-to-camera style video sharing 3 tips your ideal customer avatar may be looking for.. Then add 5-6 hashtags you're community is already searching for.

# TWITTER

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## Hashtag It

Did you know Twitter is where hashtags were born? True story. Use hashtags to not only connect with the community you'd like to reach... but to LEARN more about them. Actual conversations happen on Twitter. It's great for market research!

## Network

Twitter is a great place to network because so many industry leaders spend their time there. Set aside a few minutes a day to find the leaders in your own niche, follow them, and begin reading what they post. You'll start getting a feel for how you can break into the circle and begin contributing your own value.

## Share Value

Just like on Clubhouse, Twitter is a great place to share value. This relates back to the networking tip above. When you start thinking of Twitter as a way to voice your unique viewpoint on different topics in your niche, you'll see your influence expand.

## TAKE ACTION

Find 5-6 industry leaders in your niche. Follow them and read their tweets for a few days. Begin contributing by replying where you can provide value.

# PINTEREST

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## Social? Search? BOTH!

When you post content on Pinterest, you need to think of what will bring engagement (re-pins, saves, comments) and what will also bring search results. That means the image and the title / description of your pin are BOTH key for creating excellent content on the platform.

## Video

Video tends to stand out, since most pins are static images. Videos naturally draw the eye in. If your niche is a competitive one (like home decor, for example), video is a great way to stand out.

## High Intent

"High intent" is a marketing term that means a person is more likely to do something like join an email list or purchase. Pinterest is full of people with high intent. The reason goes back to it being a social and search platform. When someone uses Pinterest, they're searching for something to DO (learn, buy, make, etc). This works super well for growing your email list or selling - make sure your pin title and description help the reader understand HOW you give them the info they want.

## TAKE ACTION

Create a pin. Add a link to a page on your website that contains an email signup form (like a blog post). Make sure the title and description contain keywords your community will search for.