



Marketing Moxie Podcast

Episode 23 – Jackie Johnstone: Facing Facts About Facebook

Show notes at: <http://www.maggiepatterson.com/episode23>

MAGGIE: Welcome to Marketing Moxie, Episode #23.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Social media is one of those things I think that can easily take over our business, so that's why I decided to do the Social Smack Down series. Today we're talking with guest expert, Jackie Johnstone. She is a social media strategist, and she is going to walk us through how to deal with some of these changes that have gone on on Facebook. We also get into a discussion about social media in general and showing your personality. There are lots of nuggets, and Jackie has also shared a lot of really great resources for you. So let's listen in on my conversation with Jackie.

Hey, everyone. Today we're going to talk about Facebook. Now I know some of us have been feeling a little bit of pain about Facebook, but let me tell you. Facebook is still totally relevant. No need to run screaming from it. And we have a social media strategist, Jackie Johnstone, joining us today, and a fellow Canadian, which I always like to call out because I feel like us Canadians don't get enough love in the online world. Jackie, welcome to the show.

JACKIE: Hey, Maggie. It's so great to be here.

MAGGIE: So let's talk about these Facebook changes, Jackie. There has been a lot of them, so what's still working with Facebook? I mean, if you're feeling frustrated with your page, kind of like pounding your head against the wall, what are some things we should focus on that are still great and very effective with Facebook?

JACKIE: Yeah, so since Facebook actually was a bit public about changing their algorithm, I think it was last December --

MAGGIE: Mm-hmm.

JACKIE: -- early December, people have been ranting and raving about their reach. And it's true, the algorithm has changed, but I do think that we kind of blew it a little bit out of proportion. And the reason is that the way that Facebook works is they are trying to get us to spend as much time as possible in our news feeds. So they're using an algorithm, which now has over 100,000 variables that they take into account, to try and figure out what each of us wants to see. And that works great from a user perspective.

And so, from a page perspective, we're now saying: but, but, but, but our users aren't seeing our stuff. And if our users aren't seeing our stuff, that's always because Facebook is trying to say, oh, well, the person is not actually interested in what you're giving out. Really the bottom line is, I think they say that the average user would see 1,500 stories in their news feed every day, and Facebook kind of tailors that down to 300, so there's a lot of competition.

MAGGIE: Yeah.

JACKIE: So you have to put out stuff that your users want. And that's really the bottom line. I mean, I think the pages that are still doing well are putting out content that their users are actually engaged in.

On one hand it's like, ah, but my people aren't seeing my stuff, so how can they engage in it, which I totally get. But also on the other hand, we have to think, well, are we actually putting out stuff that our people want to engage with? And I think we can all do a little bit better there because we were a bit spoiled when the Facebook page thing and social media was young and there was less competition.

MAGGIE: Mm-hmm.

JACKIE: And now we just kind of have to up our game and have better posts and be more consistent. That's actually one of the things that's working really well right now for my clients is batch writing and scheduling so that they ensure that they've got, you know, at least one post going out a day, preferably three posts going out a day because Facebook does take into account the recency of the interaction that the users had with you. So if you don't post for a couple of days, you kind of lose the opportunity to actually engage those people on your page. And then the Facebook algorithm says, well, they haven't engaged with your page for a few days, so maybe I won't show them the next thing that you post.

MAGGIE: So I like that you mentioned the engagement part because, ultimately, as content creators, we can create all the content we want, but if people

aren't interacting with it, commenting, liking, sharing, it doesn't really matter. So from your perspective, what would be some good tips to figure out what kind of stuff is the right stuff to be posting for your audience?

JACKIE: Yeah, so I like to think about content for social media in what I call the four pillars. And one pillar is attraction content, so this is content that your audience is apt to find entertaining or inspiring, and that they want to share. So it's not necessarily directly related to your business, which means you do need to know your ideal client.

So if you're a business coach for moms, this type of content might be healthy recipes that you can make easily for your family or parenting articles or that kind of stuff that's sort of tangentially related that your ideal client would find interesting because we aren't on social media just to consume useful information or to buy things. Right? We're there to be social and to interact. So it's important to think about the whole person that your idea client is, not just how you serve them directly in your business.

The second pillar is education, which is where you establish your expert status, which I know you work with your clients on to do this.

MAGGIE: Yeah, I'm a little bit passionate about that one.

JACKIE: Yeah, and it's so important. This is where you can do the great job of curating the whole wide world of Internet and giving your clients the best stuff. And some of it is going to be your stuff, and some of it is going to be other people's stuff.

MAGGIE: Mm-hmm.

JACKIE: So that's the stuff you're sharing in education that's going to be insanely useful that solves problems that your clients are having.

Then the third pillar is the engagement pillar. This is where all kinds of what I call the real person content. You show your personality, behind the scenes of your business. Maybe it's a snapshot of your desk or when you're out in the world just doing random stuff, or if you're working on a big project. I like to, before I get on client calls, I have little dance breaks. Sometimes I share the song that I'm jamming to on my Facebook page because that's sort of like very social, real stuff that connects well because that's what social media is. So we shouldn't be afraid to share that, even if it's not directly relevant to our business.

Then the fourth pillar is really the ask, so that's the advertising pillar. This is the stuff where you share if you've got a promotion or if you have a webinar that you're running or your email list, that sort of stuff because we are businesses, and you still have to make the ask every once in a while. But I think, if you space your content out across the four pillars, what I'm finding with my clients is that it's doing very well because it's good. It's

consistent content, several posts a day, but it's also a wide variety of content that your ideal clients can engage with.

MAGGIE: Let's talk a little bit about the personal stuff because I do know when I share more personal stuff I get more; I do get a higher level of engagement, even if it's totally goofy.

JACKIE: Mm-hmm.

MAGGIE: And I know, for me, that doesn't come easily. So I think it's very challenging on social media when you're representing your business to let your personality come through. Do you have any tips for that?

JACKIE: Yeah, so everyone has their own line here, and I think it's just about experimenting with it. Like feeling -- when you see what somebody else does, and you enjoy it, then think how could I adapt this for me. If somebody shares a little snapshot of their life, and maybe it's a little video of their kids or something, and you see that, and you're like how could I adapt this for me, but you don't want to have your kids on your social media feeds --

MAGGIE: Yeah.

JACKIE: -- because some parents, that's a line; they don't want to have their kids' faces out there. And that's totally cool, but maybe you could share a text post with a little story about what you and your kids are up to. So there's a way that you can adapt that. I think the more we experiment -- the nice thing about social media is that there's no wrong way to do it as long as you're thinking about it from a relationship point of view. So you can try something. If it doesn't work, then it doesn't work for you. Then just try something else, and just don't be afraid to experiment.

The filter I usually use myself and I tell my clients to use is, if you wouldn't be comfortable with this on the front page of a newspaper, then you probably shouldn't share it. Just run it through that filter for yourself.

MAGGIE: [Laughing] See, my filter is if someone else posted this, would I be irritated by it?

JACKIE: There's that too. Although, I mean, again, we all have our own minds.

MAGGIE: Yes.

JACKIE: It's like some people are really, you know, I watch other people and I say, wow, they post a ton of selfies or whatever on their page, and that really works for them, and I can never imagine doing it because I, A, don't really like to be in front of the camera and, B, find that slightly narcissistic. But then I enjoy it when someone else does it. So it's like you do have to kind of find your line.

I think the great thing about with Facebook specifically is now that they bought Instagram and it's so tied together that the Instagram shows up really well in Facebook that if you feel comfortable snapping pictures with your smart phone on Instagram, then set up a way that you can share some of those photos into your Facebook feed. I use If This, Then That (IFTTT), and I can send you a link to the recipes I set up.

MAGGIE: Yeah, we can definitely link that up. That would be awesome.

JACKIE: Yeah, and so you can -- if I use a specific hashtag, then it pushes it to my business page, so I can decide which photos I want to have pushed through, and it makes it so easy to have this type of content come into your page on a regular basis.

MAGGIE: Oh, I am so not on the Instagram train.

JACKIE: Well, it's so addictive. I don't know. I've had an account for a while, but it really got into it, I guess, in the new year, and now I'm completely addicted. It's like one of my favorite things. It's one of my favorite new social networks. That's for sure.

MAGGIE: I actually have someone. It's more of a case study. She's coming on to talk about how she exploded her Instagram for her business, so I'm really excited to have her on the show in a couple weeks.

JACKIE: Awesome. Yeah, I don't use mine for business really. I think some people come -- I occasionally post Instagram photos on my business page, so they sometimes come over and follow me there, but it's much more personal.

MAGGIE: Yeah.

JACKIE: But I do enjoy the ability to share those little peeks into my life and also to kind of peek into everyone else's life. It's like that voyeuristic thing that we all like to be able to see what's going on.

MAGGIE: I guess maybe I just think my life is not that -- my day-to-day life is not that interesting.

JACKIE: But I think you'd be surprised, Maggie, because it's like the stuff that I'm sharing or that anyone is sharing, really, it's like a snap of my cats napping on the couch, or a picture inside of cross-fit when I'm all sweaty and gross after I've done a workout because I'm so proud of myself, you know, like just random stuff.

MAGGIE: Yeah, maybe I just need to get over that I'm not as boring as I think.

JACKIE: You're totally not because, think about it. This is the type of stuff that you get that you click on in social media for other people, right? Because we're all so interested in the inner person that runs the business because

that's the best thing about an online business is this personality driven business is that it's a real person. We're not just a faceless corporation. And it's so cool to be able to see the little quirks of what people are doing or eating or what they do for fun or what they do to workout or anything. It's just so interesting, and that's great about social media, I think.

MAGGIE: You know it's interesting because working online, and you're in the same boat as I am, the majority of my clients I have never met in person.

JACKIE: Mm-hmm.

MAGGIE: Years ago, I worked with corporate clients online, and not meeting them was so weird. But now it's so different. I feel like I know everyone so well. I know what they did for Mother's Day. And I know that their favorite food is pizza, and they have a cat named Ralph.

JACKIE: And that's so powerful for marketing, right?

MAGGIE: Yeah.

JACKIE: It's like our clients really can know us on a level that just wasn't possible before social media. I think it's super exciting because it allows you to really find the people that get you, you know, that you're meant to serve, that you kind of get each other on this relationship personality level.

MAGGIE: Yeah, that's honestly probably the craziest thing is you just end up with the right people now because it's just screened out. You're like, oh, no, I don't think they're for me. They talk in a certain way or they post about a certain thing, and it's not a judgment call. It gives you more data to make a really good, go with your gut, instinct so much stronger.

JACKIE: Yeah. Yeah, exactly, and it's so great for a business owner too because then you end up working with the clients that you really jive with.

MAGGIE: Yes, and that is important. I think any time there's money changing hands, we need to have a relationship that is healthy and happy and, you know, everyone is on the same page.

JACKIE: 100%.

MAGGIE: So what are some of your favorite social media shortcuts or timesaving tips, because managing all this social media is a job in and of itself?

JACKIE: Totally. The biggest timesaving tip that I give my clients and that I can give to your audience is to batch it. Just like writing blog posts, like when you get on a roll, you can write so much more in the same amount of time than if you were doing it like a couple of posts every day.

MAGGIE: Yeah.

JACKIE: And you also don't have that pressure of sitting on your Facebook page and being like, I haven't posted anything today.

MAGGIE: Yeah.

JACKIE: I need to post something. I'm not. I'm creatively barren. I have nothing to share. And because we're finding that consistent content is so key right now on Facebook that it's like you really don't want to let a day or two go by that you're not posting something.

So the way to take that pressure off, what I like to do is I do it once a month now. I block out about four hours. I sit down. I have a spreadsheet that I use, which actually I share in a webinar, and I can give you the link so that if people are interested, they can come and download the webinar, and they'll get the spreadsheet and everything with my entire system.

MAGGIE: That would be great.

JACKIE: Yes.

MAGGIE: I am such a geek for different people's types of setups on spreadsheets.

JACKIE: I think it's a good system. It works for me. It's been working for my clients. So I have a spreadsheet. I go in, and I save articles like all through the month into Pocket. That's my kind of go-to place right now to save stuff.

MAGGIE: I love Pocket! We'll link to Pocket. People, if you're not using Pocket, you need to use Pocket. I'm in love with it.

JACKIE: Yeah. I love it! So I save everything under a specific tag in Pocket. And then when I've got my month, when I'm ready to write my month, I dump everything from my Pocket into the different pillars in my spreadsheet. Then I write the posts, so I have a column for Twitter and a column for Facebook, and I do them both at the same time. And I write the different posts for each article. Then I write some of my advertising content, whatever I want to be promoting that month.

MAGGIE: Yeah.

JACKIE: Most of my engagement pillar I leave for spontaneously because that's the stuff that is my favorite pillar, and that's the stuff that I don't feel pressured about, and it naturally comes to me, and I share things from Instagram or whatever. So I don't pre-schedule a lot of that pillar, but I might do a couple of posts, like behind the scene stuff, or if I have questions I want to ask my audience or whatever, then I will pre-write those.

I pre-write everything in a spreadsheet, and then I use the built in scheduler within Facebook, which is that little clock in the bottom left-

hand corner of your status update, to schedule them all in: two to three posts a day for the next month. Then it takes, you know, half a day to do the whole process, but then I don't have to think about it for a month. That is the biggest timesaver because, A, it's less stress. B, it's less time. And now all I have to do is spend, at the minimum, ten minutes a day maybe popping into my Facebook page and answering any kind of comments that I'd got or directly having conversations with people. I spend way more than that on Facebook mostly, but if I only had ten minutes, I could do it.

MAGGIE: Yeah. I think that any time you can batch anything, it's so much more powerful. I know right now I batch my social media weekly. But right before I left on vacation, I did two weeks, and it was so fast.

JACKIE: Mm-hmm.

MAGGIE: I was like, why aren't you doing two weeks at a time? Why are you doing one week at a time?

JACKIE: Yeah. Yep. And then once you do two weeks, every couple of weeks you'll be like, why can't I just do a month? That's how I got to a month because I was like, it's good; it's a good amount of time. Yeah, I would say, I mean, some clients do it two weeks. Some clients do it four weeks at a time. But it's really so nice when you've got 50 posts scheduled and you're like, yeah, I can just let this go now for a while.

MAGGIE: Yeah, because, to be honest, I don't know that many people that say, "Oh, my gosh, I love writing posts."

JACKIE: [Laughing] Well, you know, I do love writing them, but I have to say, like, I mean, I designed the system to help my clients batch as efficiently as possible and have the four pillars helps you come up with lots of ideas because then you have this container, right, to think about, and you only have to do a couple in each container in order to have the whole month. So I came up with the system for my Facebook course last fall, and so I've been teaching it to my clients and using it with my clients for so long.

But I didn't actually start using it myself until February because I was like, oh yeah, but I'm on all the time, and it's not a big deal. You know the whole - this is my job, so I don't need a system. But once I started using the system, not only did my own reach and engagement go up, but I was like, wow, it's so nice to not have this stress every day.

MAGGIE: Isn't that funny how we can't do things for ourselves that we teach to do to everyone else?

JACKIE: Yeah, I know. I was a bit ashamed, but then I was like, no, it's okay. I'm going to be transparent about it. And it really works, so now I'm completely addicted.

MAGGIE: Yeah. Honestly, I think everyone, no matter what you do, the business coach who needs a business coach and the relationship coach that's relationship is in a shambles. Everyone has got something. Trust me.

JACKIE: That's true. Yeah.

MAGGIE: With me, it's last minute content. I like to write under pressure.

JACKIE: Oh, me too! But I think that's a journalist hangover. You were a journalist at some point, weren't you, Maggie?

MAGGIE: Uh, no, but I come from a PR agency background, so it's definitely that same --

JACKIE: Oh, right.

MAGGIE: I do my best work under pressure.

JACKIE: Yeah, I do the same thing. I'm so guilty of that. I was a journalist before, and I always write my -- I'm trying to batch my blog post. That's like my next hurdle, but I always write them like the day they go out because I write well on deadline, and I always put them off.

MAGGIE: Yeah, and I always procrastination is when my inspiration comes.

JACKIE: Yes! I so agree!

MAGGIE: Actually, was it Danielle LaPorte, I think it was in Firestater sessions, she was like -- there was a whole section on procrastination and how it's actually about you finding the right timing, so don't worry about it.

JACKIE: Hmm. Okay, well, that's one way to look at it.

MAGGIE: So I use that to justify it.

JACKIE: That's true, although sometimes I feel like I get busier in business. It's like I don't always have the time the day that I want to send out the newsletter, and I have if I'm late sending it out and sending out my blog. So it's like I need to get more professional and get a few in the can so that I can manage that time better. But, yeah, I definitely am totally guilty of last minute content creation.

MAGGIE: Yeah, like I have to do everything on Monday so that everything gets scheduled for the week. And sometimes it's Monday 11:00 p.m. I'm like, oh, I need to get that done.

JACKIE: Mm-hmm, mm-hmm.

MAGGIE: But again, I'm one of those people who likes writing in the middle of the night too, so I've got all these weird writing idiosyncracies.

JACKIE: Yeah. You know what? I think it started in high school. I was an overachiever, but super last minute essay writer, and that continued throughout university, and it's like I just did my best writing the day before it was due until like whatever time in the morning.

MAGGIE: Oh, I can't even tell you how many times in college I was handing in the paper like ten minutes before it was due.

JACKIE: Yeah.

MAGGIE: You know, slipping it onto the secretary's desk. Please take it! Stamp it!

JACKIE: Yeah.

MAGGIE: That was before we submitted things electronically, so that tells you how long ago that was.

BOTH: [Laughing]

MAGGIE: Jackie, if people want to learn more about you and hook up with you, where can they find you?

JACKIE: At JackieJohnstone.com, and I will make sure that you have the link if people want to go and grab that webinar and those resources.

MAGGIE: Yeah, that's great, and definitely that If That -- whatever it is. I can never keep it straight.

JACKIE: If This, Then That (IFTTT).

MAGGIE: I know it's ITTF. Thank you so much, Jackie.

JACKIE: It's like programming. It's like programming language. It's awesome.

MAGGIE: Yeah. Yeah, it's too complicated for my little brain. Thank you so much for your time today, Jackie.

JACKIE: Oh, you're so welcome, Maggie. It was a pleasure.

MAGGIE: That was action packed. I literally probably could talk to Jackie all day long, and I wish she lived around the corner so I could just go have coffee with her. I don't know if it's just because we're Canadian or we're chatty, but I think that there was so much value in that interview.

Let's dive into our takeaways. Number one, and this is one that I think sometimes we struggle because we get in a rut. Don't be afraid to experiment with your content to find the right combination for your audience. Your audience is going to have different needs, so really hone in on what's working, what's not. Really pay attention, especially on Facebook. As those algorithm changes have happened, the expectation

of consistency, people interacting with your content and more has changed, so be on top of that.

Takeaway number two, and this is one I talked about in the episode that I personally struggle with is showing you personality on your social media. I don't have a problem showing my personality through my writing, but social media updates in terms of injecting my personal life in with my business life, there's a bit of corporate deprogramming that has to go on there. Jackie provides some really helpful tips, so I hope they helped you like they helped me. Find a way to add you into the mix. Maybe it's going to be a matter of sharing your pets, your family, your garden, your adventures, like Jackie said, going to cross-fit, whatever it is.

And tip number three, which I'm a huge fan of because this is something I try to do with all of my content, is batch it. Batch your social media content to save your time and sanity. Instead of every day saying, "Oh, no. What am I going to put on Facebook?" and then kind of doing it as a knee-jerk reaction. Jackie actually plans hers out for the entire month. She just leaves some room to be spontaneous, but this way she's able to hit what she calls her four pillars.

If you want to learn more about Jackie's four pillars, there's a link in the show notes over at www.MaggiePatterson.com/Episode21. And, as always, you will find a worksheet over there where we are going to talk about finding your audience and how you can inject a little more personality.

Next week on the show, we have another guest, and she's going to share some of her real life experiences building communities on Facebook. Facebook communities have been a big part of my business. They have been a critical part of many of my clients' businesses in terms of helping them generate reach, awareness, and really just get some results.

I hope you will be back for Episode 22 and, in the meantime, hop on over to iTunes. Leave me a rating and review. Reading the reviews make me happy on the inside, and you might get to see a little more of my personality. Perhaps I will post a selfie next time I get a new rating or review. You never know. Thank you so much for listening, and I will catch you all soon.

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