



SOCIAL MEDIA TIPS

I AM NO EXPERT. AND I KNOW A LOT OF YOU DO A LOT OF THESE ALREADY. BUT I WANTED TO SHARE A FEW THINGS THAT ARE EASILY ACTIONABLE IF YOU WANT TO CHANGE IT UP. BUT IN THE END, DO YOU! THE WORST IS WHEN YOUR PAGE BECOMES A VANILLA COOKIE CUTTER COPY OF EVERYONE ELSE'S. PEOPLE ARE SMART, WILL SEE THAT, AND PASS BY. YOU ARE ALL SO UNIQUE, INTERESTING, AND FAB - THAT'S YOUR GOLDEN TICKET AND WHAT PEOPLE NEED / WANT TO SEE.

MAKE YOUR PROFILE PIC & BIO POP!

PIC

- NOT BLURRY, NOT FAR AWAY, NOT A LOGO, NOT FOOD, NOT YOUR DOG OR A GROUP PHOTO
- MAKE THIS POP!
- IT SHOULD BE A CLEAR OF YOUR FACE/YOU

NAME

- KEEP IT SIMPLE. HOPEFULLY THAT'S YOUR NAME.
- IF YOUR IG NAME IS LIL_CUTIE_GIRL_BOSS_5444 BUT YOUR NAME IS JANE MARTIN, HOW ARE PEOPLE GOING TO FIND YOU OR REMEMBER WHO YOU ARE?
- KEEP IT CONSISTENT ACROSS ALL YOUR PLATFORMS - IG, FB, TWITTER, WEBSITE, BLOG, TICKTOK

BIO

- TELL EM EXACTLY WHAT TO EXPECT FROM YOU, WHO YOU ARE, WHY YOU ARE HERE
- IF THIS IS CLEAR AND PEOPLE LIKE IT, THEY WILL FOLLOW YOU
- NOT A BUNCH OF EMOJIS AND A RANDOM QUOTE
- LOCATION: LOCATION MATTERS
- CALL TO ACTION: IF YOU HAVE A BUSINESS AND WEBSITE - ADD THAT HERE

SWITCH TO BUSINESS OR CREATOR ACCOUNT*

- GO TO SETTINGS :: ACCOUNT :: SWITCH TO BUSINESS ACCOUNT OR CREATOR ACCOUNT



SOCIAL MEDIA TIPS

- CLICK ON INSIGHTS. HERE YOU WILL BE ABLE TO SEE YOUR DEMOGRAPHICS AND INTERACTION LIKE WHO YOUR AUDIENCE IS (AGE, GENDER, TIME ZONE) AND WHEN THEY ARE MOST ACTIVE EACH DAY. THEN, USE THAT INFO TO POST THEN.
- FOR EXAMPLE, MY BEST TIMES TO POST ARE BETWEEN 12-3PM. SO WHEN I POST AT 6AM OR MIDNIGHT I GET LESS ENGAGEMENT.
- * YOU CANNOT SHARE BETWEEN AN IG BUSINESS AND FB PERSONAL ACCOUNT

USE A SCHEDULER APP

- I LIKE LATER APP.
- IF YOU KNOW YOUR FOLLOWERS ARE MOST ACTIVE SATURDAYS 3PM, WEDNESDAYS AT 5PM, FRIDAYS AT 9AM BUT YOU'LL NEVER BE ABLE TO POST AT THOSE PEAK TIMES, YOU CAN PRELOAD AND SCHEDULE YOUR POSTS.

LEVEL UP YOUR PAGE'S AESTHETIC

- IS YOUR FEED ATTRACTIVE? PEOPLE HAVE 5 SECONDS TO LOOK AT YOUR PAGE AND DECIDE IF THEY WANT TO FOLLOW YOU, LIKE A FEW THINGS, OR KEEP IT MOVING.
- HIGH QUALITY IMAGES GET MORE INTERACTION BUT YOU DON'T HAVE TO PAY \$\$ FOR PROFESSIONAL SHOTS ANY MORE (ALTHOUGH NOT A BAD INVESTMENT ONCE IN A WHILE TO DO A LIFESTYLE SHOOT).
- USE A FILTER OR A PRESET
- I LIKE USING LIGHTROOM AND FLTR. LIGHTROOM IS FREE. FLTR I PAID FOR AND DOWNLOADED A BUNCH OF PRESETS.
- CHOOSE ONE PRESET AND STICK WITH IT TO AFFECT THE AESTHETIC OF YOUR PAGE.- LEVEL UP THE LOOK OF YOUR PAGE!

BE CONSISTENT. STAY ALIVE!

- BE CONSISTENT! POST OFTEN!
- YOUR POST ONLY STAYS ALIVE ABOUT 48 HOURS. AFTER THAT, FOLLOWERS WON'T SEE YOUR POST IN THEIR FEED UNLESS THEY GO TO YOUR PAGE.
- SO, KEEP POSTING! STAY ALIVE! EVERYDAY! OR AT LEAST 4X A WEEK.



SOCIAL MEDIA TIPS

TAG AWAY

- ONE OF THE MOST EFFECTIVE WAYS I HAVE GOTTEN MORE FOLLOWERS IS WHEN OTHERS REPOST MY POST/STORY.
- SOMETIMES THIS IS JUST BECAUSE A FRIEND WILL WANT TO POST ABOUT ME UNEXPECTEDLY.
- OTHER TIMES IT IS BECAUSE I TAGGED SOMEONE IN A POST OR STORY AND THEY EASILY REPOST IT.
- WHEN YOU TAG PEOPLE THEY FEEL LOVED AND APPRECIATE THE ATTENTION AND THEY GIVE IT BACK IN RETURN (ALSO SHOWING THEIR FOLLOWERS THAT THEY ARE LOVED - A CYCLE OF LOVE!)
- GO FOR THE TAG: I TAGGED MEGAN DAVIES AND SHE REPOSTED MY STORY!
- TAG BRANDS OF CLOTHES YOU ARE WEARING, BRANDS OF EQUIPMENT YOU ARE USING, FRIENDS YOU ARE WORKING OUT WITH, YOUR COACH, MUSIC ARTISTS YOU ARE LISTENING TO (JANET JACKSON AND MISSY ELLIOT HAVE REPOSTED MY FRIENDS' POSTS!) YOU NEVER KNOW!
- ASK YOUR CLIENTS TO TAG YOU AND REPOST THEM (CYCLE OF LOVE)- YOU WILL GET VISIBILITY FROM OTHER PEOPLES' FOLLOWERS AND LIKELY PICK UP A FEW

CAPTION QUALITY

PROVIDE QUALITY IN COMMENTS

- PEOPLE WANT TO CONNECT
- ANYONE CAN POST A BEACH PIC AND SAY "SUNS OUT BUNS OUT!"
- INSTEAD TRY SAYING HOW BEING IN THE SUN HELPS YOUR MENTAL HEALTH WHILE YOU ABSORB VITAMIN D AND NOT THINK ABOUT COVID. YOU'VE CONNECTED.
- BREAK UP WITH WHITE SPACE USING THE PARAGRAPH SPACE FUNCTION.

ENGAGE

- IF SOMEONE TAKES THE TIME TO COMMENT ON YOUR POST, REPLY BACK TO THEM.
- USE 4 WORDS MINIMUM TO KEEP IG PUSHING YOUR POST TO TOP OF PEOPLES' FEEDS.
- SPEND TIME ENGAGING ON OTHERS' PAGES

HASHTAGGING

- DON'T USE THE MOST GENERIC ONES LIKE #LOVE OR #FITNESS
- YOU WON'T DRIVE ANY TRAFFIC TO YOUR PAGE BECAUSE YOU AND A ZILLION OTHERS ARE USING IT RIGHT NOW.



SOCIAL MEDIA TIPS

- GET MORE SPECIFIC, AND KEEP CHANGING IT UP.
- USE 10-12 MAX

HAVE 1 GREAT PAGE

- IF YOU CAN'T BE GREAT AND CONSISTENT ON 1 PAGE HOW YOU GONNA DO THAT FOR 2 OR 3 DIFFERENT PAGES FOR ALL YOUR INTERESTS?
- IF YOU ARE A MOM WHO DESIGNS SHOES AND IS A FITNESS COACH WHO LOVES THEIR DOG, GREAT! POST ALL OF IT.
- THINK OF IT AS A LIFESTYLE PAGE. MAKE SURE IT'S CLEAR, ATTRACTIVE, ENGAGING AND YOU ARE CONSISTENT AND CONNECTING WITH YOUR AUDIENCE.

SHORT LIST

MAKE YOUR NAME/PHOTO/BIO CLEAR AND POP

POST AT THE RIGHT TIME

STAY CONSISTENT AND POST 4-5 X A WEEK ENGAGE ON OTHERS' COMMENTS AND ON OTHERS' PAGES

LEVEL UP YOUR AESTHETIC / PHOTO QUALITY OF POSTS USING APPS

HASHTAGS - USE SPECIFIC HASHTAGS FOR YOUR TARGET AUDIENCE

ALWAYS HAVE IG STORIES UP