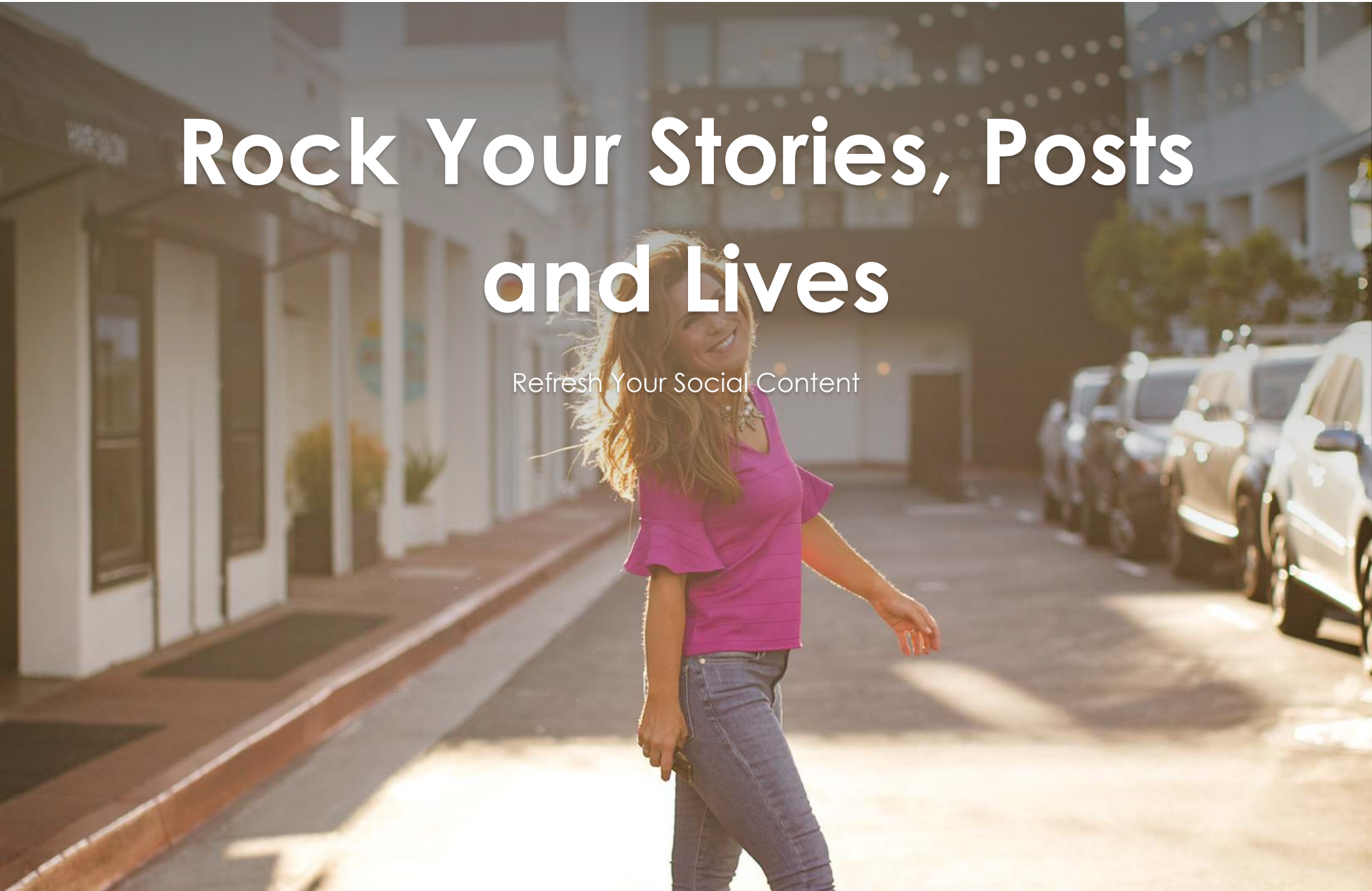




Rock Your Stories, Posts and Lives

Refresh Your Social Content



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Instagram. Facebook. Pinterest. Tik Tok. Snapchat. Twitter. LinkedIn. Freaking YOUTUBE! There are soooo many places and options for how to connect with your ideal customers that it can be overwhelming to know exactly which platforms and formats are for what. Reference back to "Know Your People" in the CLARIFY section to remember which two platforms you have decided on. And, YES two platforms is the limit! Unless you have a huge budget, or a huge team, or you are running social media for a brand, TWO PLATFORMS IS PLENTY! You cannot cultivate real community on more than two platforms at once and actually do a great job. Well, you can, but only if you want to live your entire existence on this planet staring at your phone even more than you already are! Which I'm assuming you would like to reserve some

time to actually enjoy the success that you'll achieve after finishing your Social Media Spa day.

My Primary Social Platform is:

My Secondary Social Platform is:

For the other platforms that you did NOT select, set up a shell profile letting visitors to your profile know where they can go to find you. For example, my Twitter and LinkedIn profiles both redirect visitors to come and find me on my primary platform, which is Instagram.

Write your bio redirect copy here:

(something like: Connect with me over on Instagram @mrs.erin.king if you'd like social media tips, everyday inspo and to laugh how much my husband hates social media!)

Now regardless of which two platforms you are focusing on, there are three key messaging

formats across all social media platforms: Posts, Stories and Lives.

(Also direct messaging which we'll be covering in the next "Open Your Opportunities treatment)

Let's dive into distinguishing Posts vs Stories first, and then we'll talk best practices for going Live after that.

POSTS vs STORIES

If you've ever asked yourself, should I post this on my story or on my profile? You are NOT alone. To help make that decision easier in the future, think about it like this:

POSTS are part of your profile aesthetic, your personal brand, your best foot forward, first date, job interview self.

It's absolutely YOU, but it's polished, professional, filtered You. It's first-impression You. It's the YOU that with a few seconds, maybe a scroll or two of landing on your profile, persuades the person browsing that you are a happy, healthy, successful person who is definitely someone they should follow for more. It should be full of major moments like milestones, special occasions, and inspirational or educational stories. These posts should be like mini-blog posts full of fantastic, polished content since they are evergreen and live on your profile forever. Think of everything you would post to your profile or your "feed" as the FACE of your personal brand, the first impression of your company to the world.

STORIES are the real, raw, unfiltered, everyday you.

They disappear every 24 hours so if it's a micro, mini moment where something casual has happened, feel free to share it without having to overanalyze whether or not it's perfectly aligned with your strategy. If your posts are what persuade people to follow you initially, your stories are what influence them to keep following you as they get to know you better. The authentic nature of this format means you really start to build a real relationship with your followers by peeling back the layers, experimenting with different types of uploads and keeping in touch with your tribe on a daily basis. If the caption is easily a sentence or less, about workouts, meals, pets, etc- stories are the perfect place.

Exercise: Open your primary platform, and scroll through your profile. Are there posts that probably should have just been Stories that are maybe NOT EXACTLY putting your best foot forward for your business? If so, take a deep cleansing breath and you know what to do. Screenshot if you want to keep the moment for yourself, and delete the clutter!

GOING LIVE

Live video is THE MOST IMPORTANT AREA to spend your social marketing efforts. It's the least filtered, the least produced, and the MOST AUTHENTIC WAY to increase engagement, deliver value and make the platforms algorithms happy. (when the algorithms are happy, you get more reach, which means more eyeballs on your content! More about keeping the algos happy in the "Expand Your Reach" bonus module!)

Couple of things to keep in mind when you are going live:

People are not as judgy as you think, so try not to think too much about how you look, or what might go wrong, instead focus more on where

you are coming from (a place of service) and what you are going to share (a big idea).

You never know what is going to happen on a live social media broadcast, but you still need a show outline. Nothing is a bigger waste of time than a Live that is just rambling around with no sense of order. You want them to know within seconds that you are a qualified pilot flying this plane and you are here to get them from point A to point B as smoothly and helpfully as possible.

LIVE VIDEO TACTICS

LOOK INTO THE CAMERA LENS, NOT AT YOURSELF. This is the biggest mistake people make on Lives. It's distracting to you, doesn't make your audience feel like you are speaking to them, and is just awkward. Look into the lens and ignore yourself. Even better, print out a picture of your friend, family member, or customer and put it right near the camera lens so you can look at them and pretend that you are speaking directly to them - this will do wonders for your communication style!

Your body language and vocal style will help your message land either in a way that makes the viewer uncomfortable or draws them right in. Be

relaxed, be comfortable and don't forget to breathe!! I record my lives from my couch, usually in a comfortable, cross legged position because that allows me to feel like I'm just hanging out with friends vs when I'm standing I feel like I'm keynoting or shooting a promo video and my energy can sometimes come across as too "formal presenter style" for a casual social media conversation. Find the place and positioning that makes you feel the most YOU.

Remember people will join you at different times, so if you see several people join make sure to quickly repeat what you are talking about at a high level by saying "For those of you who just joined we are talking about xyz" and then pick back up where you were. Interact with different comments and people, invite Q&A, bring people on camera with your for interviews, don't be afraid to have a little fun if appropriate!

Tell people exactly how to engage with you- if you want them to respond say "drop me a thumbs up if this resonates for you" or "let me see the clap emoji if that has ever happened for you" or" share your version of the experience I just shared in the comments!"

LIVE VIDEO LOGISTICS

If anything can go wrong on a Live, it will. Just prepare yourself for that. An alarm will go off, a child will cry, a dog will bark, the internet will go down. It's just Murphy's law of Lives. One time I was broadcasting to almost 1000 people from Catalina Island, CA and the AT&T tower went down. No wi-fi anywhere on the island for hours, right in the middle of my broadcast. It was a bummer, but we weren't performing brain surgery. It's not ideal, but it happens (lot!) and everyone will live and get over it.

At the same time, doing your best to prepare in advance can't hurt either. Make sure you have the strongest Wi-Fi signal possible. Use headphones. Make sure you are well lit by a ring light, professional light kit or if you are near a window make sure you are facing it so the light is on your face and not shadowing you out behind you. If you have books or a tripod to keep your camera steady, even better. See how it looks by using the "Only Me" setting before you get started.

Promote your video to your tribe in advance, write a good description of your video, tag people who might enjoy it and your location to secure the largest audience possible.

LIVE VIDEO STRATEGY - PUB METHOD

PERSONAL: What is the ONE BIG PROBLEM your audience is facing?
(breaking news of relevance to them, event or occasion that affects them, challenge they are having a hard time overcoming)

USEFUL: What is your ONE BIG IDEA to help them overcome that problem?

Here you can map out three supporting concepts to help them understand how to utilize your idea. Stories, data, opinions, are all okay, just make sure you keep it focused on your audience so you aren't just talking to yourself. (What's also useful, is telling your viewers exactly how to interact with you- type this or drop this emoji if you agree)

BRIEF: This is where we tend to lose people. If you have great content, you might be able to keep them the whole 60 minutes of a Live Broadcast. But more often than not, people will jump off after 5-10 minutes, so make sure to frontload all of your best soundbites and insights to the very beginning. Don't throat clear and say "Hi guys, I'm so happy to be here, here I am doing this and that" NO. Don't dance around, dive RIGHT IN and grab their attention from your very first sentence. HAVE YOU EVER FACED THIS PROBLEM? (BOOM- you have them)

Exercise: Can you go live for 5 minutes a day every day for one week?

Use this outline to help you:

Minute One: Your Audience's Problem:

Minute Two: Your Solution:

Minute Three: Supporting Story or Moment:

Minute Four: Supporting Product, Service, Offer, Recommendation, How-To, Shout-Out:

Minute Five: Inspirational Challenge/Simple ONE Action Step They Can Easily Take Right Away:

Credits:

Created with an image by Jacob Nasyr - "Beautiful crystal clear lagoon in Maldives."