

SETTING YOU UP FOR SUCCESS WITH SOCIAL MEDIA



What is Social Media: It is a medium for you to connect with “your community” and to convey a message. It comes in varying formats and is always developing.

Why does it matter: it touches people and it is the current day newspaper.

HOW TO DO IT WELL

- Define your mission (goal, task)
- Understand who is your target audience?
- What are your options?
- What is your message?
- What is your goal - short term?
- What is your goal - long term?
- Who is on your team?

→ GET READY TO PRESENT

- Clean House: Delete old content that could hurt you or goes against your current brand and narrative
- Hire someone to do good headshots
- Determine your goal and make sure it is clearly stated on social media
- Determine your target market and learn those platforms

→ ASSESS YOUR OPTIONS

- YES you need a website; include social media links
- YES you need an email and a regular email list and a way for people to sign up
- Choose which social media platforms will best serve who you need to reach

→ BUILD COMMUNITY

- Follow others on your platforms
- Engage with comments on your pages and on other pages
- Respond to questions and inquiries
- Share information and share platforms (make sure people know where to find you)

TIP BOX - START NOW

- Hire company; make this part of your budget
- Start to train your mind to look for stories
- Always ask yourself when you post “*how could this be perceived?*”
- Post not for cold information but with a personal perspective and inspiration.

→ BUILD YOUR TEAM

- Identify people who can work with you on this
- Delegate tasks
- Let others have control
- Set up Google Alerts

→ SCHEDULE

- Make this part of your life now until “forever”
- Schedule posts, plan ahead
- Be consistent



Amy J. Hawkins ★★★★★

Amy has had a passion for good communications for over 20 years. And she too continues to love the learning journey! Email her with questions and explore all the resources she has available!