



Social Media Strategies for Success

THE BEST SOCIAL MEDIA PLATFORMS FOR
YOUR BUSINESS

SOCIAL MEDIA STRATEGIES FOR SUCCESS

BASIC, MODERATE AND ADVANCED SOCIAL
MEDIA SET UP

HOW TO USE MEETUP FOR PROMOTION

HOW TO CREATE A YOUTUBE CHANNEL



What are the Best Social Media Platforms for Your Business?

FACEBOOK:

This is a Social Media network that serves both individuals and businesses. As a business you can create something called a “Business Page” or a “Fan Page” – these are different from your private page and can be used to market your business. The main advantage of FB is that you can put yourself in front of your potential clients in a place they already visit several times a day. In addition to this, as soon as a person has “liked” your page you know they are interested in you and the work you do, and it’s FREE!

INSTAGRAM:

Instagram is popular for sharing curated and visually pleasing images to connect with others. Instagram is meant to have aesthetic appeal. People often carefully curate their pictures or keep a theme going with each new image. Peruse different accounts and see if it’s a good fit for your style.

LINKEDIN:

LinkedIn is the world’s largest professional network with over 200 million members. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. LinkedIn in particular is a good place for references since most people in your network are people that actually know you. It’s a great place to stay updated about what is happening in your field. A solid profile page also gives you more credibility as a business. LinkedIn has recently revamped their interface and functionality. You can create a business page in addition to your private profile page.

TWITTER:

An online social media micro-blogging tool that enables its users to send and read text-based posts. Twitter recently extended the number of characters most users can use from 140 to 280 characters, known as “tweets”. Twitter allows you to reach a wide number of people all over the world. You can “follow” people in your field and collect “followers” that you can interact with quickly and easily.

YOUTUBE:

Video sharing site that is free and easy to use. It can help you reach a wide audience. It’s the third most visited website in the world. You can now go live on Youtube as well. If you’re committed, you can build a successful Youtube channel.



This is a social bookmarking site where users collect and share photos of their favorite activities, interests and hobbies. Pinterest is currently the third largest network behind only Facebook and Twitter and is one of the fastest growing social networks online. For businesses it is a great way to share ideas, products, services, or inspirations through a visual medium. Each user is given space to create as many boards as they like, each typically set to a specific theme. Through these boards you can share pins with other users, or simply use the space as a personal “vision board” for future projects.

Meetup is the world's largest network of local groups. It makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 9,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities.

This is a tool that allows you to organize your social media accounts and post on all of them from one panel. It also allows you to schedule many posts in advance. If you only have one or two social media accounts Hootsuite might be overkill, however, if you have two or more it can be a helpful tool.

NOTES:

[illegible]



Social Media Strategies for Success

BASIC AND SIMPLE STRATEGY

LinkedIn: Create your profile and make sure to make it as complete as possible. Integrate it with Facebook and your Website.

Facebook: Create a fan page for your business and keep it separate from your personal page. Use the handout article to make sure your timeline is working optimally. Post something everyday: Comments, quotable quotes, calls to action – short questions, deals and articles. Put links to your FB Fan page on your website, newsletter, LinkedIn, Business card etc.

MODERATE STRATEGY

Twitter: Open up a Twitter account and use it for 10 minutes a day, preferably twice a day. If you like, you can set it up so that you can tweet throughout your day using your phone. Use @ messages to target a specific person and #words to comment on a trend.

LinkedIn: Create your profile and make sure it's as complete as possible. Integrate it with Facebook and your website. Join and interact with groups, or better yet, start a group and you will be able to send out direct messages to them with promotional material.

Facebook: Create a fan page for your business and keep it separate from your personal page. Use the handout article to make sure your timeline is working optimally. Post something everyday: Comments, quotable quotes, calls to action – short questions, deals and articles. Put links to your FB fan page on your website, newsletter, LinkedIn, business card etc. Browse around and like all the fan pages in your area that are aligned with what you do. Use Facebook as your fan page and post on all the fan pages you "like" as your page. This way people will start noticing your name and go to your page and you will get exposure to people outside your network.

Blog: Post a blog on your website that you make sure to update once a week or more. If you are going to do it sporadically, don't bother, as it will look unprofessional to future clients. (Or you can make it clear on your blog, I only post my newsletters here once a month.) Choose what forum suits you best: written, video or podcast blog.

Google analytics: Sign up for a free Google Analytics account and integrate it with your Wordpress.org website. That way you can see user behavior and location for free.

Hootsuite: Be able to schedule your Facebook, Twitter and LinkedIn posts in advance.

ADVANCED STRATEGY

Twitter: Open up a Twitter account and use it for 10 minutes a day, preferably twice a day. If you like to, you can set it up so that you can tweet throughout your day using your phone. Use @ messages to target a specific person and #words to comment on a trend.

LinkedIn: Create your profile and make sure to make it as complete as possible. Integrate it with Facebook and your website. Join and interact with groups, or better yet, start a group and you will be able to send out direct messages to them with your promotional material.



Twitter: Open up a Twitter account and use it for 10 minutes a day, preferably twice a day. If you like to, you can set it up so that you can tweet throughout your day using your phone. Use @ messages to target a specific person and #words to comment on a trend.

LinkedIn: Create your profile and make sure to make it as complete as possible. Integrate it with Facebook and your website. Join and interact with groups, or better yet, start a group and you will be able to send out direct messages to them with your promotional material.

Facebook: Create a fan page for your business and keep it separate from your personal page. Use the handout article to make sure your timeline is working optimally. Post something everyday: Comments, quotable quotes, calls to action – short questions, deals and articles. Put links to your FB fan page on your website, newsletter, LinkedIn, business card etc. Browse around and like all the fan pages in your area that are aligned with what you do. Use Facebook as your fan page and post on all the fan pages you “like” as your page. This way people will start noticing your name and go to your page and you will get exposure to people outside your network.

Instagram: Start an account and link it to your Facebook Fan Page. You can now have a business account on Instagram and track how your posts perform. Try using certain hashtags. Use a consistent look/filter with your pictures. Regularly post and use quality images.

Hootsuite: Be able to schedule your Facebook, Twitter and LinkedIn posts in advance.

YouTube: Set up a YouTube account for your Video blog or create a promotional video for your website.

Pinterest: Pin your favorite inspirational images to your customized boards.

Blog: Post a blog on your website that you make sure to update once a week or more. If you are going to do it sporadically, don't bother, as it will look unprofessional to future clients. (Or you can make it clear on your blog, I only post my newsletters here once a month...) Choose what forum suits you best: written, video or podcast blog.

Guest blogging: Position yourself as an expert and write guest posts for other popular blogs. This will also give you Internet presence, make you rank higher in search engines and give you credibility.

Google+: Create circles and interact on Google+

SEO Optimization: Hire an expert who can help you get higher ranking in various search engines.

Google Analytics: Sign up for a free Google Analytics account and integrate it with your Wordpress.org website. That way you can see user behavior and location for free.

NOTES:



How to Use Meetup for Promotion

MEETUP:

Opening up a Meetup Group is quick and easy to do. Meetup has a great resource center with articles that can help you with any questions that will come up along the way. Below we have added some basic start-up information as well as an article that we think will be useful when preparing for opening up the group, as well as a basic outline for a Meetup group based on Marc David's book *The Slow Down Diet*.

In regards to opening up a Meetup Group, this is quick and easy to do. Use Meetup's resource center with articles that can help you with any questions that will come up along the way. Also, we added some basic start-up information.

What we would recommend is starting a Meetup group based on *The Slow Down Diet* because then you do not have to create a lot of content yourself. All you have to do is basically have a book club where you go over a chapter each week and discuss the questions Marc poses. It's likely that some of the people who would attend such a Meetup would love one-on-one support, so you could invite them to become paying clients. You can also absolutely charge a nominal fee for each gathering you have.

HERE ARE A FEW BASIC TIPS ON HOW TO USE THE SLOW DOWN DIET FOR A MEETUP GROUP:

- The first session is often best used as a “getting to know you” experience - Meaning, introduce yourself, how you've come to this work, why you do what you do, a little bit of your personal journey, a little bit about your educational experience in eating psychology, and why you're excited to be leading this group. Let people know your goals for the group
- Then, in this first session, have each person share their name, what they do, and what has inspired them to come to this group. You can ask them to share a specific about what they would like their ideal outcome to be
- In this first session, you might then consider doing about 20 minutes of presentation after people have introduced themselves. Some core concepts to share with them that you can find in the *Slow Down Diet* or from your IPE training can include:
 1. The Spectrum of Nutrition
 2. The Concept that there is no one perfect diet
 3. Some thoughts about “Good food - Bad food”
 4. The concept of “food as a doorway”
 5. The concept that our challenges with food are here to teach us and help us grow
 6. The concept that nutrition is still a young and developing science and there is no universal scientific agreement about what is best to eat
 7. Some thoughts about the importance about body wisdom



- NOTES:

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



STEP-BY-STEP INSTRUCTIONS FOR STARTING A NEW GROUP AND SIGNING UP FOR MEETUP:

1. Choose your location
2. Choose up to 15 topics that relates to your group i.e. health, body image etc.
3. Choose a Group name - The Slow Down Diet Group: Eating for Pleasure, Energy, and Weight Loss
4. Write a Group description:

Hi my name is ----- and I am a Certified Coach.
This group is based on The Slow Down Diet: Eating for Pleasure, Energy, and Weight Loss by Marc David, founder of The Institute for the Psychology of Eating (psychologyofeating.com). In this group we'll be discussing a revolutionary approach to enhancing metabolism that enables lasting weight loss and facilitates spiritual well-being. The book details an 8-week nourishing weight-loss program that's results-oriented, sustainable and addresses the heart and soul of who we are as eaters. I will be walking you through this powerful program in a safe, loving, non-judgmental environment where we can take a deep dive into the eating challenges you may be facing. Our modern culture revolves around fitting as much as possible into the least amount of time. We eat fast, on the run, and often under stress, not only removing most of the pleasure we might derive from our food and creating digestive upset, but also wreaking havoc on our metabolism. Many of us come to the end of a day feeling undernourished, uninspired, and overweight. In this The Slow Down Diet Group we will discuss a new way to understand our relationship with food. Integrating cutting-edge research nutrition in a practical, doable and pleasurable way, I'll help guide you in an approach that I trust will leave you more rejuvenated and inspired.

5. Choose a name for your members; members, health lovers etc.
6. Choose the web address; what goes after the Meetup URL www.meetup.com/
7. Create a Meetup Account using your name and email
8. Submit
9. After creating your account and Meetup you can choose an image to represent your self and another image to represent your Group
10. You will also have to enter your payment information. Being the Organizer of a Meetup group starts at \$12 per month. Many organizers choose to charge a fee for their events to cover the charges for this cost as well as any venue expenses.
11. You will have the option of inviting your email contacts and Facebook friends to be part of your Meetup Group



STEP-BY-STEP INSTRUCTIONS FOR STARTING A NEW GROUP AND SIGNING UP FOR MEETUP:

1. Now that you've started your Meetup Group, it's best to add a Meetup to the calendar right away. Even if you're not sure where it's going to be yet, having a Meetup on your Meetup Group's calendar is a great draw for potential members--it shows that there's activity and gives them incentive to join.
2. Just scroll over 'Group Tools' on your Meetup Group's home page and click 'Schedule a Meetup'. And follow the simple steps outlined. You can always adjust the details later.

OTHER IMPORTANT DETAILS:

1. Under the 'Group Tools' tab you will be able to easily email the members of your group, change the group settings and manage the finances of the group.
2. If you wish to email a specific member of your group, click on the 'members tab' to the left and view the list of members. When you hover over their name a small letter icon will appear. Click this icon to send a personal email message.
3. If you wish to manage your Account details, simply click the 'Account' tab at the top right and choose the appropriate topic you wish to manage.

OTHER IMPORTANT DETAILS:

If you're thinking of starting a new Meetup Group, there are a few things you can do to get ready before the big day. As a start, try getting these four things lined up:

- Two great photos
- Up to fifteen topics that suit your Meetup Group
- A brief description
- The basic details of your first Meetup

TWO GREAT PHOTOS

One should be of you, which you can use for your Organizer profile photo. Members will feel more comfortable about joining if they feel like there is a "real person" behind the group. Your second photo will be for your Meetup Group photo. This photo is shown on your group's home page, as well as lots of places on the Meetup site where we'll advertise your group (such as search results). Try and find a photo that will give others a good idea of what your group is about.

CHOOSE UP TO FIFTEEN TOPICS

Organizers can list their Meetup Groups under fifteen different topics related to your group. Topics help determine who will be notified when we announce your new group. Topics also help people find your group on the site, and locate it among particular topics. For example, let's say you're starting a Pug Meetup Group. You could list your Meetup Group under the Active Dogs and Small Breed Dogs topics, too.



WRITE A DESCRIPTION

When starting your Meetup Group, you'll be asked to enter a short description of your Meetup Group. This is a great thing to work on ahead of time. Putting it down 'on paper' will probably also help you form a clear understanding of what your group will be about and what you're looking for.

When writing your description, explain what your Meetup Group is about, who should join, what members can expect of the group, and what you expect of them.

See Group description above, on page 8.

WHAT TO THINK ABOUT WHEN STARTING YOUR FIRST MEETUP

When starting your Meetup Group, you'll be asked to enter a short description of your Meetup Group. This is a great thing to work on ahead of time. Putting it down 'on paper' will probably also help you form a clear understanding of what your group will be about and what you're looking for.

A DATE AND TIME FOR YOUR FIRST MEETUP

When it comes to picking a date, aim for about three weeks from the day you create your Meetup Group. This allows plenty of time to promote your Meetup Group and for new members to join.

LOCATION

For a first Meetup, a public, well-lit place is the best option. We recommend a local coffee shop to start. It's comfortable, non-threatening, and inviting to new members.

WHAT TO DO AT YOUR FIRST MEETUP

First Meetups are usually about getting members introducing themselves and sharing why they're interested in the Meetup, so they tend to be simple and low key. Don't stress out too much about making it a jam-packed session, though you might want to keep some icebreakers in mind to help get the conversation going.

You can find out more here: <https://www.meetup.com/help/article/464982/>

[illegible]



How to Create a Youtube Channel

Here is a step-by-step guide to creating your very own YouTube channel that you can use for your business. It is free and easy to do. If you feel that you are quite tech savvy just go to www.youtube.com and click create account and follow the prompts from there. For a more detailed description see below.

1. Begin by going to www.youtube.com
2. YouTube is now requiring its users to sign in with a Gmail account. If you have a Gmail account, click the button in the left column that says, “sign in.” Sign in with your Gmail username and password.
3. If you do not have a Gmail account, click the button in the left column that says, “create account.” Follow the instructions to create a Gmail account. This will be your new YouTube username and password.

Your account is now created. To upload your first video please follow the next steps:

4. After completing what is outlined above you will be taken to a page that has a button that says, “upload” in the top navigation bar. Please click this button.
5. Click “Select files to upload”.
6. An upload window will open, now select the amazing video you’ve created through the browser, click on “open” or “choose”.
7. Your video will now begin uploading (this may take a little while depending on the size of your video file.)
8. At the top of the page a window with a link to this video will appear.
9. Name the video and write a short description. This will show up underneath your video.
10. Choose searchable “tags”.
11. Under “category” choose an appropriate category for your video, for example “Education”.
12. Check the “Standard YouTube License” box.
13. **IMPORTANT:** Under “Privacy” choose the option that best suits your needs. You can choose “unlisted” if you want to see how your video will display before you make it accessible to everyone, other people won’t be able to find it on YouTube unless you have given them your link. At any time you can change this to the “public” setting if you wish to display your video openly.
14. You are now done!

Your YouTube interface is fully customizable and you can choose your own background and colors.



This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.