

# *Momentum*

Sample Lesson

**Streamlining Your Social Media**

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# Here's What's Inside!

The Social Media Rathole: Has this ever happened to you? . . .	<b>3</b>
Confession Time: Why I Don't Have a Social Media Marketing Plan . . . . .	<b>4</b>
Your Assignment: What Do You Want? . . . . .	<b>5</b>
Time to Double-Down . . . . .	<b>5</b>
Your Assignment: Creating Your Social Media Intersection . . .	<b>6</b>
Goodies and Inspirations . . . . .	<b>7</b>

# Sample Lesson:

# Streamlining Your Social Media

## The Social Media Rathole: Has this ever happened to you?

It's an ordinary, busy day in your entrepreneurial universe. You're chugging along, serving clients, doing paperwork, making it happen. In the early afternoon, (and post-lunch food coma), you remember, "Oh shoot! I haven't posted anything on my Facebook business page in awhile!"

So you click over to the page and this conversation takes place inside your head:

*Should I promote that new coaching program? Oh wait, that was my last post. Did I really not post anything for 3 weeks? Yikes. No wonder there's no new page Likes. Who is this new person who just joined? Let me click over to their page. Oh wait, what's this ad from my competitor I see? Gotta click that. Gosh, I haaaaaatttttee Facebook. Wow, what a super cool landing page she created. . What?! She's offering exactly what I do—although her design and copy is hellacool. Wonder who she used....let me just scroll down here.... ah, I see, here's the website of her design firm. Wow, they have a super cool site, too! I could create some epic web pages with them. Maybe I should design my own program. Hmmm....let me start outlining content...*

*Wait! What am I doing?! I have to post something on Facebook! Sheesh. Let me click back over. OK, I'll just share this cool article I found. There. Done. My audience will like that, right? Oh crap! I haven't updated Twitter, LinkedIn or Instagram in a while either. EGAD! Let me just quickly hop over to Twitter and post that same article. WHAT?! There's a flood in Hungary? What's that about? Oh, that quote that Jack just posted is SO dead-on...I'll just re-tweet that. My followers will like that, right? Done. Hmmm....wow, that statistic can't be true, let me just click and see....Wow, I had no idea Americans eat that many potatoes per year. That's CRAZY! Oh wait....I've got to share this with Sally, she's such a French Fry freak....And dear Lord, that puppy photo is so damn cute! Looks like they are raising money for homeless animals, too! Must. Share.....*

And you look up and it's 6 p.m.

**What the....?!?!**

That's quite the "social media marketing plan" we have going on, isn't it?

It ends for you today. Right here, right now. At least as far as your business is concerned....if you want to get lost on social media in your free time, that's your call!

# Confession Time: Why I Don't Have a Social Media Marketing Plan

I do not write down what I'm going to post each day, week or month on social media. My blog posts and any promoted offerings drive my social media posting calendar. I also sprinkle in amazing things from colleagues, such as new books, free teleseminars and the like.

I tried putting together a social media plan once or twice. Plans littered with days I would tweet or post inspirational quotes and ask provocative questions. I never stuck with it. Again, this totally works for some people (especially if you want to outsource this). But not for me.

Here's your backstage peek into on how I roll:

- I plan blog post topics a few weeks in advance, using a simple Google Docs spreadsheet. If something timely inspires me, I just add it and shift everything down. I try to create multiple posts around the same topic in a given month, if possible.
- When randomly inspired by a new blog post idea, I document it using nothing fancier than the Notes app on my iPhone.
- I create images to go with every blog post for social media use. [Click-through rates on posts with images are higher.](#)
- Again, my social media plan is led by my blog posts. When a new blog post goes live, I heavily promote it on all my social media channels using a scheduling tool called [Buffer](#). [Hootsuite](#) is another popular one.
- While I pre-schedule social media posts, engagement is key to success. I spend at least 15 minutes a day checking in, live: Responding to comments, interacting with my audience, answering questions and sharing additional scintillating content that I think my audience will love.
- I keep a Word document called "Evergreen Posts" of various quotes, past blog posts, and whatnot. Every so often, I'll go into Buffer and "top off" my queue with these valuable posts for tribe members who may never have seen them before.

So this works for me. But it may not work for you.

**Here's the deal: Social media is not a strategy in and of itself. It's just one marketing tool.**

Very rarely is social media the *only* way you'd market your business. It's one way. If you spend all your time on social media and not focused on your business, you will no longer have a business.

Some might argue with me. Fine. But I know plenty of [super-successful entrepreneurs](#) who have actually given up social media and they still have sold-out workshops and book deals. One very successful consultant I know brings in six figures every year and has to turn clients away—and she doesn't even have a website or use Facebook. She is too busy booking work!

## We all need to chill out about social media, is what I'm saying.

It is ONE way to promote your business, albeit a highly engaging and highly effective way....only if you use it right.

Social media, like any tool, is a means to an end. You can't just open an account, use it ineffectively, and—POOF—customers or clients will show up at your door.

Social media is good for your business, but it should not run you ragged. It can also be a dangerous addiction and can quickly overwhelm certain personality types.

Do I advocate creating a social media marketing plan of some sort? Absolutely! I refer many brilliant social media strategists to my clients all the time. And one day, I plan to get my act together enough to formalize this process for myself. But in the meantime, it's not eating me alive because of what I'm about to share with you in this assignment.

## Your Assignment: What Do You Want?

All marketing tactics need to start with goals. So right here, right now, spell out your goals for using social media, in general. What do you want to achieve?

**I want to use social media to:**

Good. Now at least we're aiming for something. For me, I use social media to build brand awareness, stay current, find resources and promote my content.

**Be very clear about why you are using it and what you hope to get out of it.** Otherwise, it's a waste of your time.

## Time to Double-Down

In Blackjack (a casino card game), if your cards show a strong hand, you can ask to "double down. This means you double your bet but are only allowed to draw one more card to complete your hand.

If you do this, you feel confident that you'll get a great hand as a result, such as doubling down on

an 11 because you have a good probability of drawing a 10. You don't bother hedging your bet with multiple card draws because you only need that one good card.

**You need to double-down on your social media efforts, too. How?**

- Be in less places
- Master where you are

It's better to be consistent and knowledgeable about a few social media channels and do them really, really well rather than spread yourself thin across 19 of them and do it all poorly, never getting engagement or return.

*But which ones should I be using, you plead?!*

There are no "shoulds." There are just these two questions:

1. What do I enjoy using?
2. Where is my target audience?

The intersection of these answers determines your social media effort.

## Your Assignment: Creating Your Social Media Intersection

1. Given my communication preferences and style, which social media platforms **do I understand well (or would like to understand better) and most importantly, do I enjoy using?**
  
2. Broadly, which social media platforms does my target audience tend to use or gather information? Revisit the work we did in Weeks 7 and 8, interview more of your ideal clients and ask them, or consult this [great article](#).

Now, I can't tell you which specific audience you're going after, but if you have a sense of your ideal client or customer, you can make an educated guess. This [past blog post and video](#) may be of great help to you.

Do you target corporate CEO's of large companies? LinkedIn would be a good place for you.

Millenials? SnapChat or Periscope is where it's at.

Women crafters, cooks or design freaks? I'd bet my house they are on Pinterest.

**Your target audience will most likely be in a few places, not just one.** And keep in mind, this changes as new platforms come and old ones go.

To help you with an example from my work, I focus on two audiences: solopreneurs (mostly women) and corporate marketing VP's/CEO's (mostly men). I created two very detailed [Ideal Customer Profiles](#) for each segment so I know them intimately. Across these two segments, they tend to use Facebook, Twitter, LinkedIn, Google+ and Pinterest.

**Now, map your answers to Question #1 to Questions #2 and find the overlap!**

**I will double-down on these three social media platforms, learn them well and maintain consistency and interaction:**

If there is no overlap, you may have a problem. Or maybe social media is not in the cards for you. That's OK! Successful businesses were built long before social media and will continue long after.

But if you know you need to use social media, then dig a little deeper. Maybe you don't like using a certain platform because you don't understand it very well. This is easily remedied with a free course or consult with a pro.

Given my intersections, I double-down on Twitter, Facebook and LinkedIn. That's it. These make the most sense for me, plus I LOVE Twitter! Does my target audience gather elsewhere? Yes, for sure, but I have chosen not to devote much time there. I merely update Pinterest or G+ when a new blog post comes out to maintain a presence. Instagram could be valuable but it's only for my personal use, for now. This could always change, which is the beauty of deciding on your own plan!

***But wait, you're not quite done....***

Now: post your "double-down plan" in our supportive Facebook group and share any insights you got from doing this exercise. Plus, include how you truly feel about social media for a chance to win a fabulous prize from yours truly. Be funny, serious, scathing but most of all...be honest!

I'm going to reward the best answers. Don't lose your MOMENTUM: Post it now and keep that train moving!

*Maria*

# Goodies and Inspirations

If you're going to do fewer social media platforms, you absolutely must use them the right way, or you'll be wasting your time. They all have different purposes and expectations and what works in one will not work in another. You can't just cut and paste for each. For example, longer posts work better on LinkedIn, you can only use 140 characters on Twitter, etc. But more importantly, each platform has different etiquette, rules and conversations. And they all require different image sizes. I highly recommend Gary Vaynerchuk's book, [Jab, Jab, Jab, Right Hook!](#) as a bible for how to use certain platforms, what does and doesn't work well on each, and examples of good and bad posts.

Bookmark [this page](#) for always up-to-date image sizes for every platform.

Enjoy this [fun little video](#) from Jimmy Fallon and Justin Timberlake on the "ironic hashtag!" (Yes, I'm guilty....)