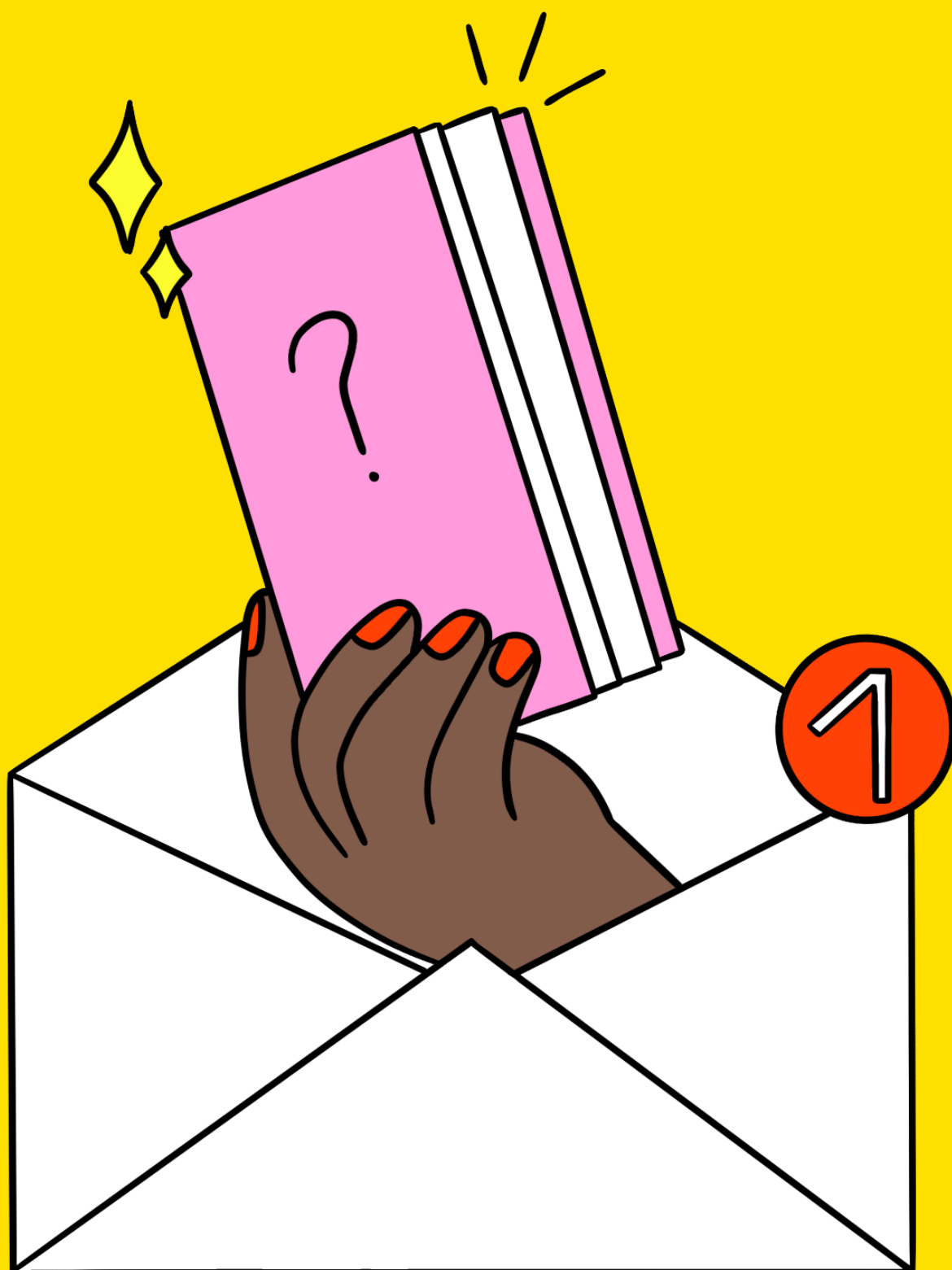


(Your name)'s social media strategy



Introduction

It's my goal that you finally bite the bullet and start sharing what you do, in order to build your network, position yourself as an expert and get to do more of the work you love to do!

Complete the workshop on your own, with a colleague or a friend!

In this document, you'll find a detailed outline of my 6 step system for kicking off your social media efforts along with a worksheet you can use along with it!

Alright, get some post-its, your favourite note taking app and your worksheet and let's get started!

*This is a mini-strategy workshop, it's perfect if you're just getting started or need a short term strategy for a particular goal you have for your business or career!

Step 1: What's your goal?

First things first, define what it is you're looking to achieve! Whether this is for your career or your business, it's so important to start with what you actually want to get out of your social media efforts!

This is a BIG goal - what do you want people to understand about you from your social media presence? If everything worked out perfectly, how would your social media efforts pay off?

Plus, establish 3 milestones that will tell you you're on the right track. What are the three stepping stones that will slowly get you to your goal? Write those down.

Goal: My goal is to position myself as an expert in professional social media communications within the product and innovation space.

Milestone 1: My network reaches out to me in my direct messages

Milestone 2: I'm getting into interesting conversations in the comments

Milestone 3: I get asked to speak on the topic at public events

*Notice that none of my milestones have anything to do with my follower growth. An increase in followers can of course be one of your milestones, but I would advise that you look for steps that will show you're getting closer to your goal more directly. An increase in followers doesn't tell us much. It tells us that your content is interesting, but is it interesting for the right reasons?



Step 2: Who is your audience?

This can be a tough one to define. So let's try to keep it as simple as possible.

First, make a list of all the audiences that you care about. Every last one! Who are the key people who you need to be in contact with in order for you to achieve your goal? You can list them by their professional role if that makes it easier!

Then, narrow down your list to your top three audiences! Make sure that you give them a little description to help you remember who they are and what they're about!

Audience

1. Consultants/freelancers working in product & innovation
2. Business owners - either small business or agency
3. Movers & shakers - The eager beavers working in-house at companies

Step 3: What are their needs?

If you think about your audience carefully, what are their "jobs to be done"? What are they trying to achieve? What are their biggest pain points when it comes to your area of expertise?

If you know them well (and you should) it will be easy to come up with these pain points. Try to come up with at least 3 pain points per audience group.

Consultants:

1. They are nervous to "put themselves out there"
2. They don't have a strategy around social media for their business (not sure what to talk about)
3. They don't have anyone holding them accountable so that they actually commit to their plan



Step 4: What are your talking points?

Now it's time for you to establish a few pieces of advice and talking points for your content.

We aren't going to come up with those out of nowhere, they will be based on your audience and their specific challenges. This way, when you're posting on social media, you're speaking directly to those people, and you're showing them you understand them. It's all about empathy baby!

So the question is... if your audience were standing in front of you and they presented these challenges to you - what would you say to them?

Challenge:

"I'm nervous to put myself out there"

My advice:

This is just a new way to start conversations with your network! It might be scary to stand up and state your opinion, but it's not scary to ask a genuine question - so start there!

1. Start small
2. Make it conversational
3. Ask questions

Do that with all of the challenges you identified. And try to put yourself in the shoes of your audience. Where are they coming from? What would truly help them with this pain point?

So, for each of your target audiences challenges, write down how you would suggest (with your experience and expertise on the subject) they deal with them.

Try to give them a few takeaways or steps they can take to tackle each challenge.

These now become your content ideas - BOOM!



Step 5: Developing your ideas

Now you have at least 9, strategic, targeted ideas to move forward with - look at you go!

I would suggest that you keep it simple for yourself - find an appropriate visual for the post (a graphic, a photo, whatever!) and schedule them into your calendar!

If you're just getting started, posting one idea per week is a nice place to kick off from!

Caption writing rules:

- Establish a good opening line (hook) - what will stop them from scrolling on by?
- Get straight to the point as soon as possible - don't beat around the bush!
- Use as few words as possible - seriously, edit like crazy.
- Tell a story to explain your point - Nothing better than backing up your advice with a real world scenario!
- Don't forget a call to action - Think about the milestones you set for yourself - how can you accomplish those? For instance, if you want to get into more conversations, then start asking questions in your posts!

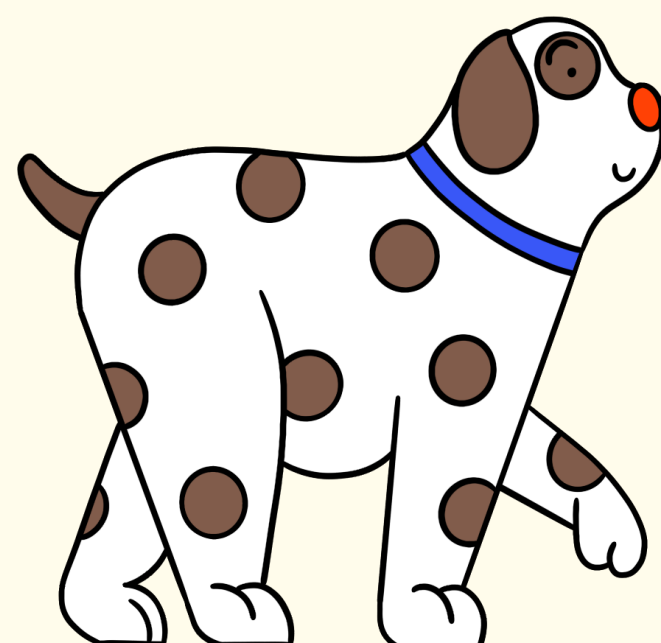
Step 6: Measuring Success

Remember those milestones we established at the beginning of this workshop? Those are the accomplishments that I need you to make sure you are monitoring!

If you wanted to have more direct messages in your inbox, make sure to track those!

After showing up consistently for 9 weeks, you should be on the right track to see all your wildest social media dreams come true! 🚀

Now go get started!



My Social Media Worksheet

Step 1: Goal and Milestones

My goal is to: _____

Milestone 1: _____

Milestone 2: _____

Milestone 3: _____

Step 2: Audiences

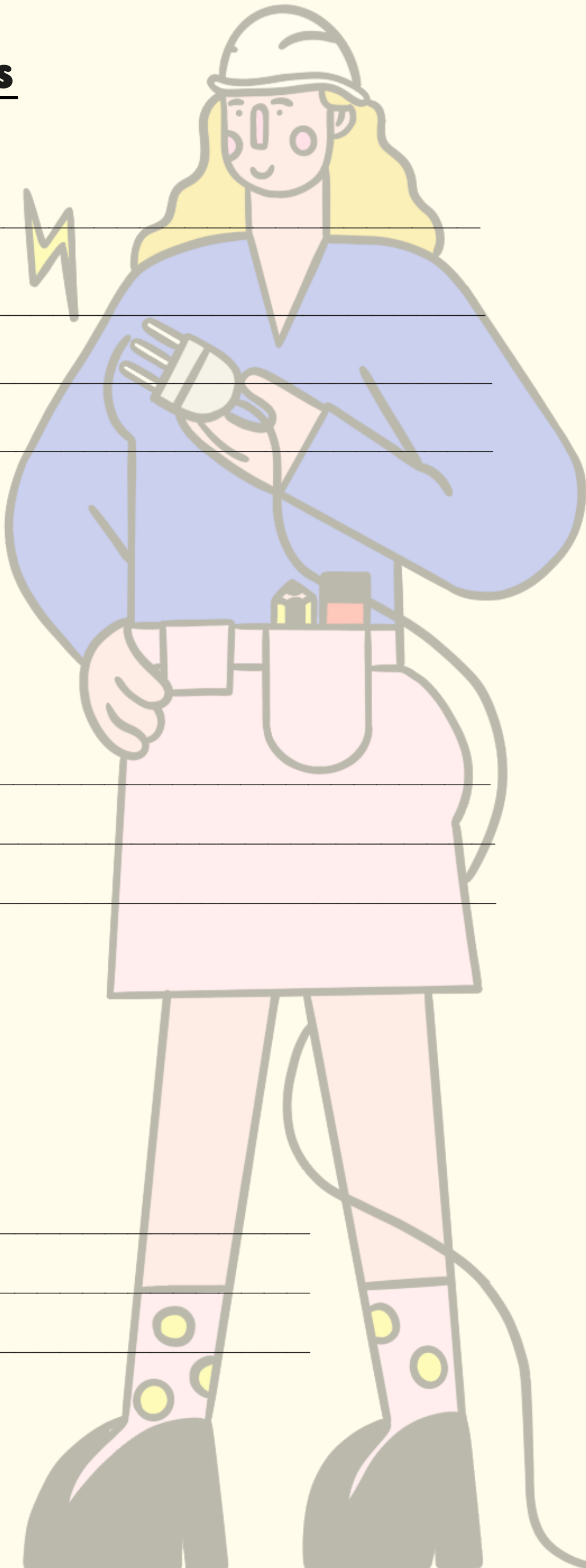
Audience 1: _____

Audience 2: _____

Audience 3: _____

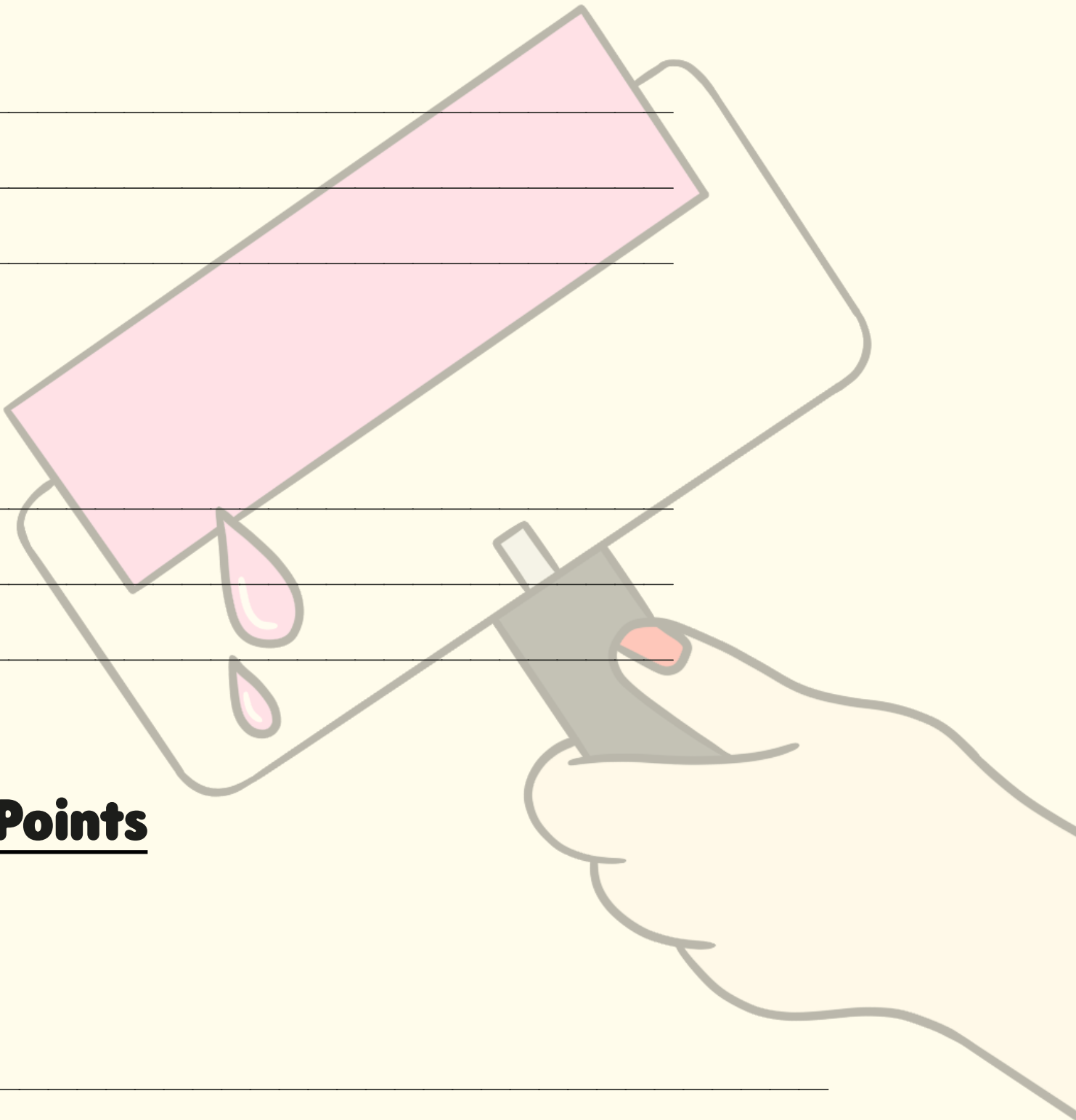
Step 3: Needs

Audience 1:



Audience 2:

Audience 3:



Step 4: Talking Points

Audience 1

Challenge: _____

My advice: _____

Challenge: _____

My advice: _____

Challenge: _____

My advice: _____

Audience 2

Challenge: _____

My advice: _____

Challenge: _____

My advice: _____

Challenge: _____

My advice: _____

Audience 3

Challenge: _____

My advice: _____

Challenge: _____

My advice: _____

Challenge: _____

My advice: _____

