

## Growing Your Social Media Platform

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The slides for these notes are available at [www.michellerayburn.com/WTP](http://www.michellerayburn.com/WTP)

### Establish a Goal

Write down one outcome that you would like to achieve as a result of taking this class today.

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### The big question: WHY? Why are you on social media?

- As authors and speakers, we need to think about why we are on social media.
  - List some reasons we might use social media
- Tips for how to accomplish your goals as they pertain to your **platform**
  - Separate out your personal page from your professional.
    - Rants are for you—for your support.
    - Resources are for readers—for their support.
  - It will be hard to grow your reach if you can't separate the two.
    - Politics
    - Religious views that have a narrow understanding
  - Eliminate things that are unrelated to your platform
    - Recipes - unless they fit your brand
    - Memes – offensive or raunchy

### Defining Reach

- What is **reach**? It is more than numbers.
  - You could have 100 followers, but have a reach of 5000. This means that if your 100 followers share your content, like it, and comment, it will let their friends know that you liked it.
  - Sharing makes people aware of your posts who are not yet your followers.
  - If your posts interest people, your reach will be greater.
  - If they don't like it, you'll have a lot of drive-by customers.
- **Engagement** is the length of time and quality of interaction between you and your followers.
- This matters too! This means someone paused and took some time to consider what you posted.
- Again, if you have no reach or engagement, then it won't matter if you have 10,000 followers of 100.
- You can compare how your numbers add up with your competitors numbers.

### Your Platform Grows When You Know Your Audience and Speak to Them

- Audience demographics
  - Age
  - Interests
  - Needs
  - Budget
  - Relationship status
  - Their questions
  - Their concerns
  - Their desire for entertainment
  - Their need for help with a specific task
  - Your influence on their decision

- Choose a platform(s) that has your audience in mind.
  - Where do they hang out?
  - What can you give them?
  - They want to know, “What’s in it for me?”
  - If they are 55, Instagram could be a waste of your time.
    - Instagram – 59% are 18-29 years old
  - Young millennials or post-millennials, probably aren’t on Facebook.
- If your content is targeting business owners, you might find them on LinkedIn.
- Stay true to your brand.
  - If you don’t have this figured out, a little brainstorming is in order.
  - What do you deliver?
  - How can you make it consistent?
  - What makes you memorable?

### Personal Profile versus Professional Page

- Personal Page advantages:
  - You aren’t as affected by the algorithms.
  - You can control what content is public and what is private
- Personal Page disadvantages:
  - No idea of your reach. No analytics (insights)
  - No advertising
  - Can’t schedule posts
  - Not allowed to promote business
- Professional Page advantages:
  - You have insights available (analytics)
  - You can run ads to people who follow you, or target people who don’t
  - You can schedule posts and videos (premiere)
  - You are allowed to promote or sell something.
  - Key words from your posts will also improve your search engine rankings, and will bring people to your content via Google, etc. (we will talk about key words in a minute)
  - You can create an event when you’re speaking somewhere and direct people to registration (if the group isn’t promoting)
  - You can add an opt-in for your newsletter list.
- Professional Page disadvantages:
  - Everything is public, so you have to be aware when you post.
  - Facebook controls who you reach through the algorithm.

### Practical Tips to Grow Your Reach

- Post content that people will interact with and share with friends. This leads to referrals and word of mouth.
  - On Facebook, this is likes, comments and shares, tags
  - On Instagram this is likes and comments (no shares), tags
  - On Twitter this is retweets, comments, likes and tags
  - On LinkedIn this is shares, comments, likes and tags.
  - On Pinterest, this is a pin of your content, or a comment
  - People also share links via websites and email.
- Interact - this is not like when someone invites you to speak to an audience. This is a conversation.
- Like other pages as your page.

- Comment on other people’s posts.
- Ask people to tag your professional profile rather than personal profile when promoting you for an event or book signing.
- Get “accidentally discovered” by new fans outside of referrals and word of mouth by using hashtags and key words.
- Spy on your “competition” and see what they are doing.
- Do a “live” giveaway when you’re speaking at an event.
  - Have people get out their smartphone, follow your profile (specify which platform) and then within a few minutes give away a book to a new fan.
  - Also could do a hashtag and do the giveaway that way.
- Collaborate with friends to share each other’s content.

#### How to get algorithms to work in your favor:

- Every time someone likes something from your page, it adds to the possibility that Facebook will deliver even more of your content to them. The more the interaction grows, the more they see it. Your content has to be something they will interact with.
  - Please never post something like “I finally figured out the bypass...” Thank you.
- If they interact with similar posts, Facebook will also show them yours. So get to know what your audience is doing online.
- If your key words are relevant to a hot topic in the news, your post might be shown to your followers.
- You can like other professional pages as your page.
- Be relevant.

#### Relevant content examples:

- Show your human side – photos, humor
- Ask fans to share their thoughts
- Show a video or image that inspires them with something that makes them say, “My friends have to see this.”
- Show stories or testimonials from others.
- Share a resource or link to your blog or another that will give solve a problem or meet a need.
- Give practical tips and free content
- Exclusive content that they can’t get anywhere else

#### Use Hashtags to Expand Your Reach

- Use hashtags on Instagram, Twitter. And Facebook (also starting to be more used on LinkedIn. Hashtags could be another whole session. **A hashtag is like assigning a category to your post.**
- Why use them?
  - Instagram posts with at least one hashtag tend to receive **12.6% more engagement**
  - follow hashtags, not just people. If your post comes up because of a hashtag, you might gain a new follower.
  - They help you reach people who have never heard of you.
- Tips for hashtags
  - Check out what hashtags people with a large following (in your field) are using
  - If you don’t want to clutter up your caption on Instagram with a bunch of hashtags, you can put them in the first comment right after you post. This will also help people find your post.
  - Examples: #authorsofinstagram #momsofteens #momsofboys #podcaster
  - Do a search for best hashtags for authors, etc.

- If you create your own branded hashtag, that's ok, but people need to find you.
- Hashtags for events. Jump on and share and comment using the hashtag.

### **Paying for Reach**

- You can spend as little as \$1 per day.
- Organic versus paid
  - Organic is the reach you get naturally through shares and comments.
  - Paid is advertising.
- If they don't see it, they can't interact or share. So paying for a boosted post now and then helps. (next class)

### **Tips Many Authors Forget**

- Have links to your social profiles on your website
- Have share buttons on your blog posts
- Link to your business pages from your personal profile
- Put the Facebook logo or a link on your business card
- Add social media links to your email signature
- Cross post content. Not the auto share from Facebook to Twitter, but a version of your post for different platforms.
  - Share your blog on social
  - Share your Facebook posts on a blog (through a plugin)
  - Share a few professional posts to your personal page.
- Let people know that you have a new Facebook page through
  - Email
  - Your personal page
  - Mention during a live video
  - Promotions
  - Invite people to like it
    - Customize the invite. Don't use the standard "Hi, I'm inviting you to like my Page because I thought you might be interested in supporting it."
    - They might think your author page is a duplicate/fake. So let them know this is my new professional page.
- Use stories on Instagram or Facebook
  - Up for 24 hours

### **Mistakes People Make**

- They don't set up their Instagram as a business page, so they can't cross promote ads from Facebook. Also can see some analytics about their traffic as a business.
- They make it all about themselves
  - Instagram pages loaded up with selfies
- They make too many changes too often. Tweak and see if your followers grow. Otherwise you won't know what is working.
- Posting at the wrong time of day.
  - See insights for when people are online.
  - You have to compete with all of the other content. If they are on most at 7 pm, let your post be the one that pops up for them.
- Selling too much – You will lose followers if you're too pushy.
- They ignore comments and messages. Follow up!

When you grow your reach and engagement, you will grow your platform.

**Challenge:** What one step will you implement in the next 30 days that will expand your platform?

State your action here: \_\_\_\_\_

Recommended Resources:

***Facebook Marketing for Dummies*** by Stephanie Diamond and John Haydon

***Social Media Marketing All-in-One for Dummies*** by Jan Zimmerman and Deborah NG

***Likable Social Media***, Third Edition by Dave Kerpen

***How to Market a Book*** by Joanna Penn

Recommended Podcasts:

**The Art of Paid Traffic** with Rick Mulready

**The Online Marketing Made Easy Podcast** with Amy Porterfield

**Marketing School** with Neil Patel and Eric Siu