

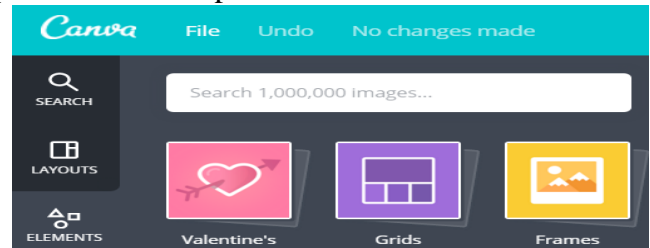
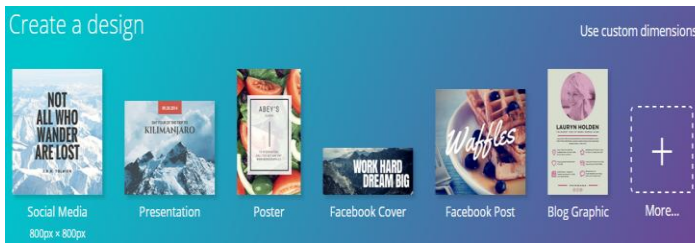
Social Media Practical Tips and Resources



OBJECTIVE: To provide practical tips and resources that will make your social media presence more productive and professional in time, engagement and appearance.

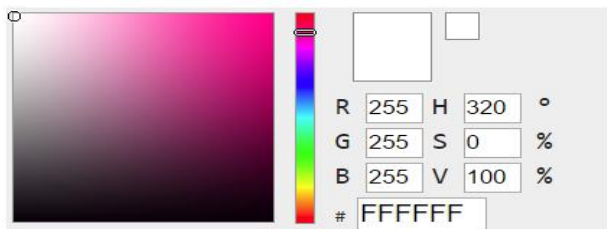
- I. First, know your purpose and the best platform for your social media account(s).
- II. Use Four C's to enhance your social media experience:
 - 1) **Creative Setups** – Be creative in setting up your social media pages. Brand yourself.

- www.Canva.com – Create designs with preformatted templates.



- www.rapidtables.com/web/color/RGB_Color.htm – Color picker & code chart

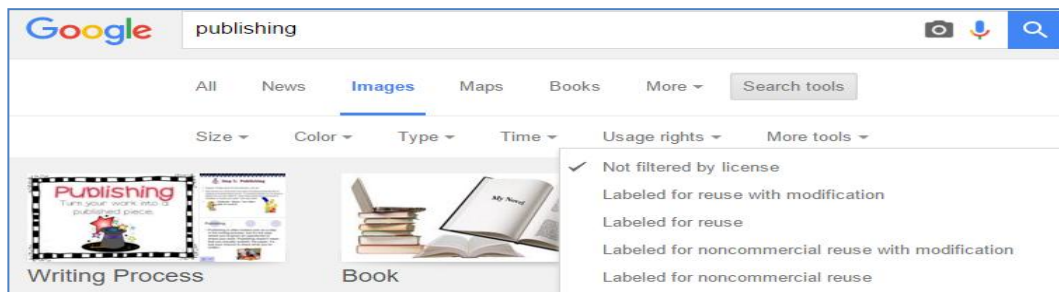
RGB color picker



RGB color codes chart

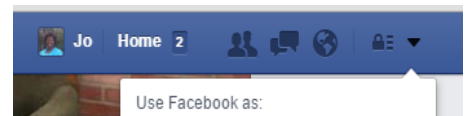


- www.google.com – Image type ... search tools ... usage rights.



- 2) **Complete Profiles** – Provide full details about you, your book, business and or blog.

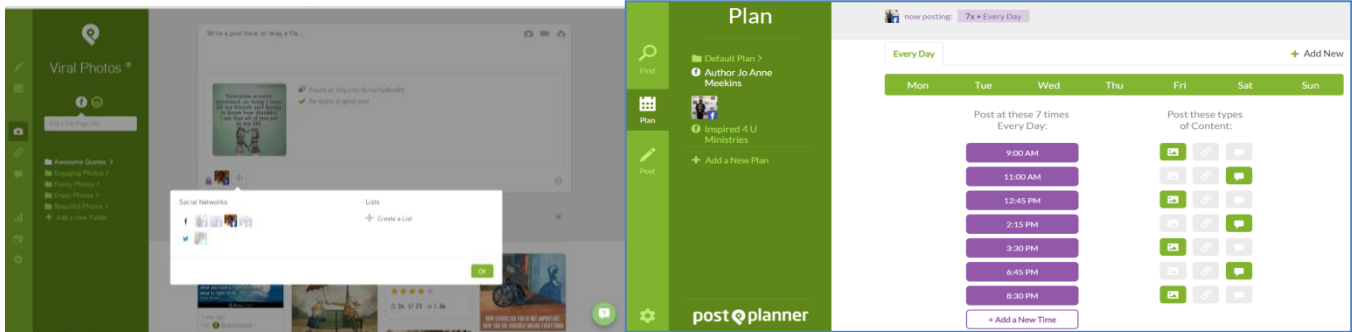
- Include Links – Websites, blog, videos, publications, documents.
- Cross Reference – Post info on other social media pages where applicable in “About or Profile” sections.
- Edit Settings – Timeline, privacy, security... (FB) (also see *Edit Settings* screenshot in sec. II. 4)



Supporting clients to live faith-filled, authentic lives and publish writing projects in excellence!

3) **Consistent Content** – Post a variety of content regularly, alternating between texts, links and photos. Schedule content to post in advance.

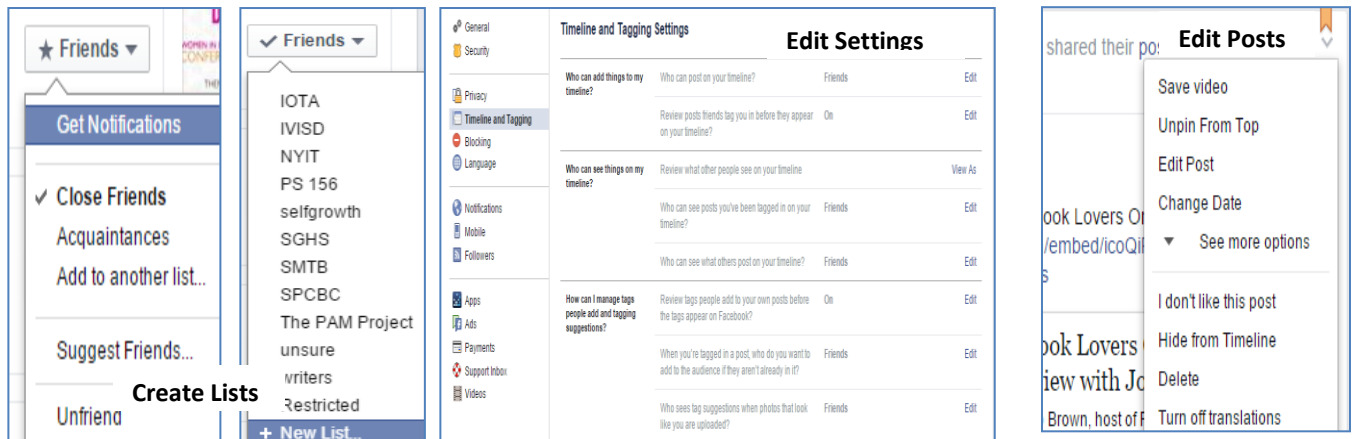
- Pre-Schedule – Post Planner FB app or <https://love.postplanner.com> (<http://zfer.us/ehSj6>).



- Edit Posts – Edit typos (FB) or delete and redo. (see screenshot in sec. II. 4)

4) **Categorize Contacts** – Create lists to add friends, followers, circles to; add photos to albums.

- Grow Contacts – Search box, SM Recommendations/ Suggestions



- Beware Hackers – Review their content before accepting. Check with friends.
- Re-Share – Share good content of others with your networks – re-tweet, repost.

III. Lastly, a key thing to remember: **Relationships = Results (Revenue)**

1) Build relationships with like-minded people, doing what you want to do, teaching what you want to learn or needing what you have to offer.

- Connect – Join interest groups, Stay in alignment with present purpose/ goal.
- Participate – Introduce yourself; share your story when applicable; contribute helpful, interesting or inspirational content; respond to comments/ questions.
- Be Authentic – Let people know the real you.