[B&L] Bloom Your Relationships

Deepen the connections you’ve already got...
Social media is about sociology not technology.

-- Brian Solis
Question:

What makes you want to join a conversation? (Online or Off?)
Question:

How many clients do you need to be fully booked?
Storytelling...

The Heart + Layers = Whole Story
Keys to Social Media Success

Keep these in mind...
Remember: Everything Changes

- Algorithms
- Interfaces
- User groups
- 3rd Party apps
- Etc...

technology changes, humans don't.
The Learning Curve Takes Time

Effort/Time Expended

Proficiency
For Most, Size Doesn’t Matter

- The size of your list, the size of your fan base is NOT as important as the interactions you have with those who you’re already connected to.
- Small is the new big.
- Small allows you time and space to be personal and focus and relationships.
- Small won’t last forever.
All Roads Should Point Home (Your Website!)
Every Channel is Different

- Different culture
- Different language
- Different “rules”
Interact Wisely

Before You Post, Ask: Could this come back to bite me (or anyone else) in the butt?
Be Personal

- **LISTEN.** Spend at least as much time listening to what others are saying as you do thinking about what you’re going to say.

- **Personalize** a message when you can (e.g., Happy Birthday vs. Happy Birthday, Kiddo. I knew you were bound for greater things.)

- Use their first name (be sure to tag them if they weren’t the one to post the original thread).

- **Use private messages and share directly to them when you can/it’s appropriate.**
Be Curious!

- Ask questions
- Dig deeper
- Don’t take things at face value
- Use Snopes!
Develop a List of Top 100

- People you’d like to work with/for
- Research their websites, social media profiles
- Reach out 1:1 to share a resource or idea
Your Questions

What’s Got You Stumped?
Can I focus on just Twitter & Facebook?

- Are your Ideal Clients there?
- How do you know?
- Go where THEY hang out and are most comfortable.
- Don’t try to master more than 2 or 3 channels unless you are Social Media Consultant.
When, What, & How Often?

- It depends on...
  - The Channel
  - Your Ideal Clients
  - What you have to share
- Interact daily >> Post weekly (minimum)
- Use automation to support your efforts, not drive them.
How Do I Fit it All In?

- Have a **specific** goal before you start (no more than 3). Examples:
  - Boost engagement by 25%
  - Generate 5 leads per week
  - Build rapport with my Top 100
- Schedule the time and set a timer
- Use automation **only when necessary**
- Use your mobile device (responsibly)
How much should I Promote vs. Socialize?

- Aim for a ratio of 1:4 (Promo:Social)
- Social *can* be work-related!
- Social is often more about responding to others, participation
Personal Profiles vs. Biz Pages

- Remember, YOU get to choose.
- Biz pages are public and have no limits on connections.
- Biz pages are needed to utilize FB ads.
- Personal profiles are limited to 5000 connections but will garner more engagement.
- A good mix of both is recommended.
- Let your personal connections know you have a Biz page. Ask them to connect. (Incentives!)
- Create **interest lists** for business and post biz stuff from your personal profile to those lists
How do I share my stuff without sounding like an infomercial?

- Start with a question.
- Start with the background.
- Share in response to someone’s question.
- Preface with...this is what I’ve been working on and why it’s important
- Ask for feedback, input
- Share what you’re learning
- Share what you’re curious about
- Share who you’re working with & why they’re amazing
- Share what you’re amazed & awed by
How Personal Should I Get?

- As personal as you/your family feel comfortable with.
- Avoid ranting, whining on a regular basis. (Some ranting is good. Daily ranting makes it seem like you’re just always in a bad mood.)
- Avoid descriptions of bodily functions or health blow-by-blows
- Sharing your personal trauma is usually best done after the fact and only if it matters to your audience
I’m a private person. Me no-likey this social media stuff.

- Start small. Like things. Comment on things. Share other people’s things.
- Practice stepping just outside your comfort zone on a weekly basis.
- Be supportive of others.
- Don’t sugar coat everything. You don’t need to be 100% inspirational and positive. That won’t help build rapport.
How is LinkedIn Different?

- Start with your profile...
  - Optimize your headline
  - Get as close to 100% complete as possible
- Know your Ideal Client, search for folks who match that profile, and reach out when it makes sense
- Stay professional
- Participate in groups
- Repurpose blog posts as posts on LI
- Interact, post, and share on a daily basis.
What’s the Role of Google+?

- Impacts your SEO!
- Beyond that, it depends on your audience
  - Hangouts on air are super helpful
  - Communities (Groups) are action-packed
  - Events integrate with Google calendar, Mail
How Do I Maximize Reach?

- Each channel is different. And so are their algorithms.
- Those algorithms will change regularly.
- Share more than once.
- Pay attention to trends (images vs. videos, etc.)
- Be human. Be engaging.
Best Way to Engage People?

- Be human.
- Ask questions.
- Get on your soapbox.
- Use emotion (inspire or rant).
- storybistro.com/start-conversations-online/
How Do I Select Compelling Images?

- Cultivate a style and theme that fits your brand
- Spend time browsing!
- Start collections.
- Look for humor, elements of surprise.
- Remember we love to make eye contact.
Can you be penalized for over-posting?

- There is NO official social media police.
- If you over-post (or post bad things), your connections will unfriend you, hide you, report you as spam.
Be (a Good) Human

technology wants to be human
(this may not be a good thing).

How Effective is Instagram?

Depends on your audience!
Your mission: A Treasure Hunt!

The 10-Day Experiment

- Pick a new(ish) or ignored channel
- Spend 10 minutes per day
- Build rapport with 10 people from your Top 100
- Have 10 interactions
- Socialize (see Listly: bit.ly/1gAZeRE)
- Get the Worksheet: bit.ly/sm-wksht
The Prize

1. Post your answers to the forum no later than NOON Friday, March 20th (PST).
2. Each person who meets the deadline is entered to win: ONE FREE in-depth social media review (your brand/voice).
3. For each 3 people you provide feedback to (before we meet on Monday) you’ll receive an additional entry.
For More...

DigitalDiningRoom.com