

{Digital Dining Room} 

[B&L] Bloom Your Relationships

Deepen the connections you've already got...

Story  Bistro

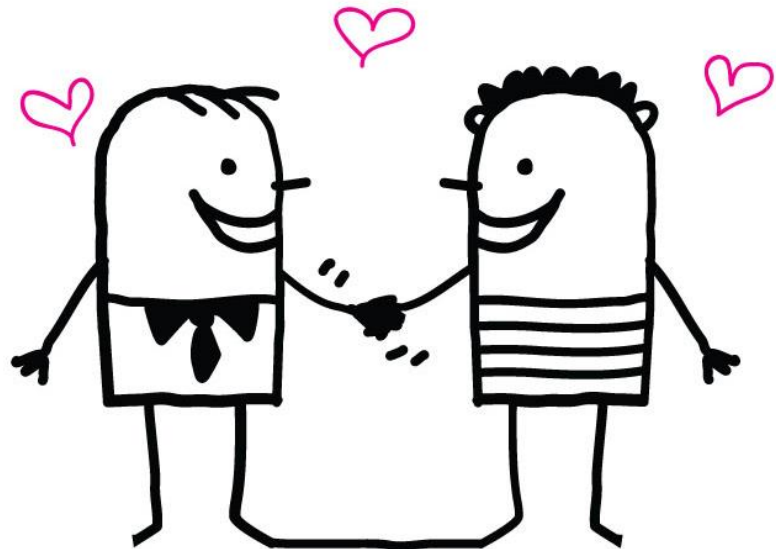
Social media is about sociology not technology.
-- Brian Solis



Bloom

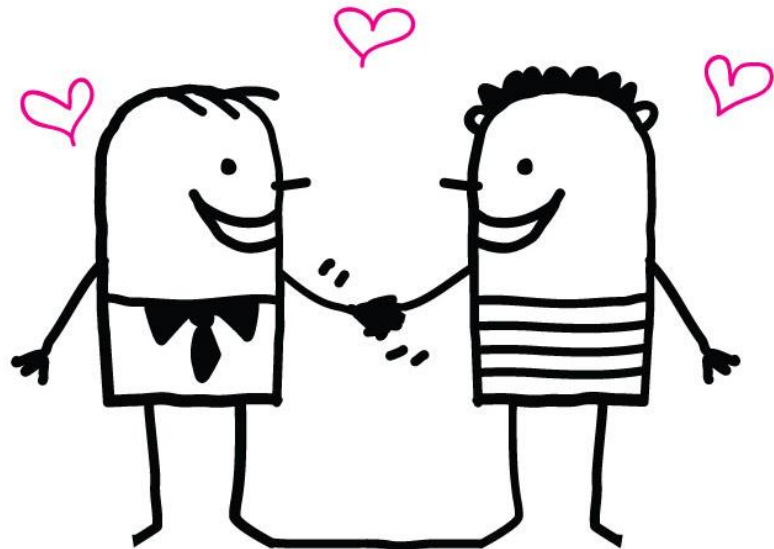
Question:

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



Fructus Artifolii.

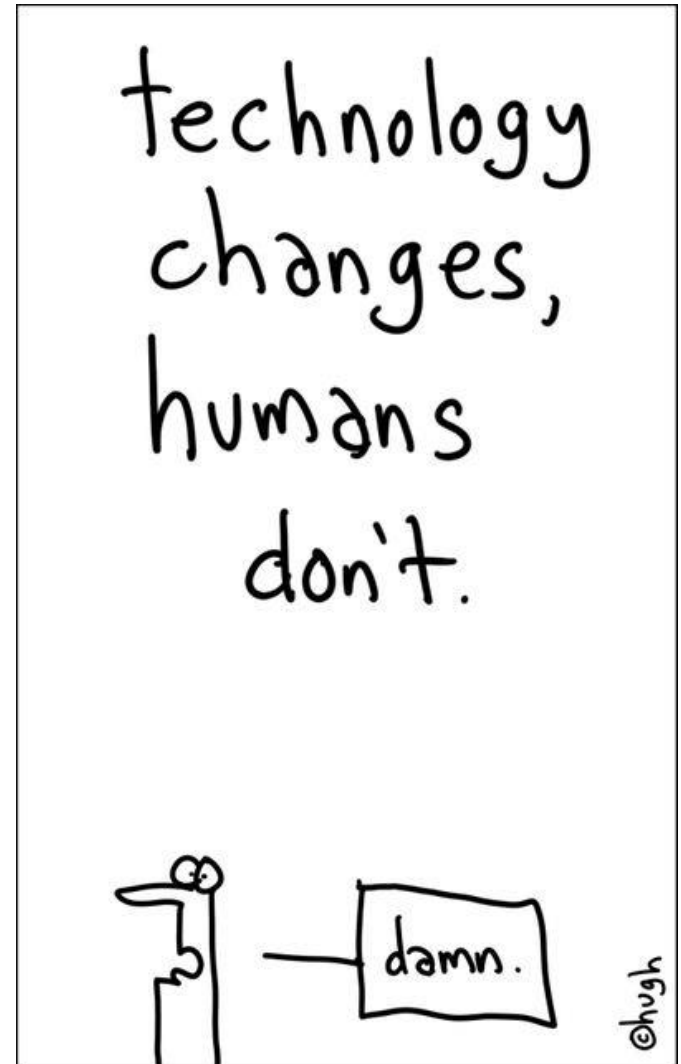
fine art
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Keys to Social Media Success

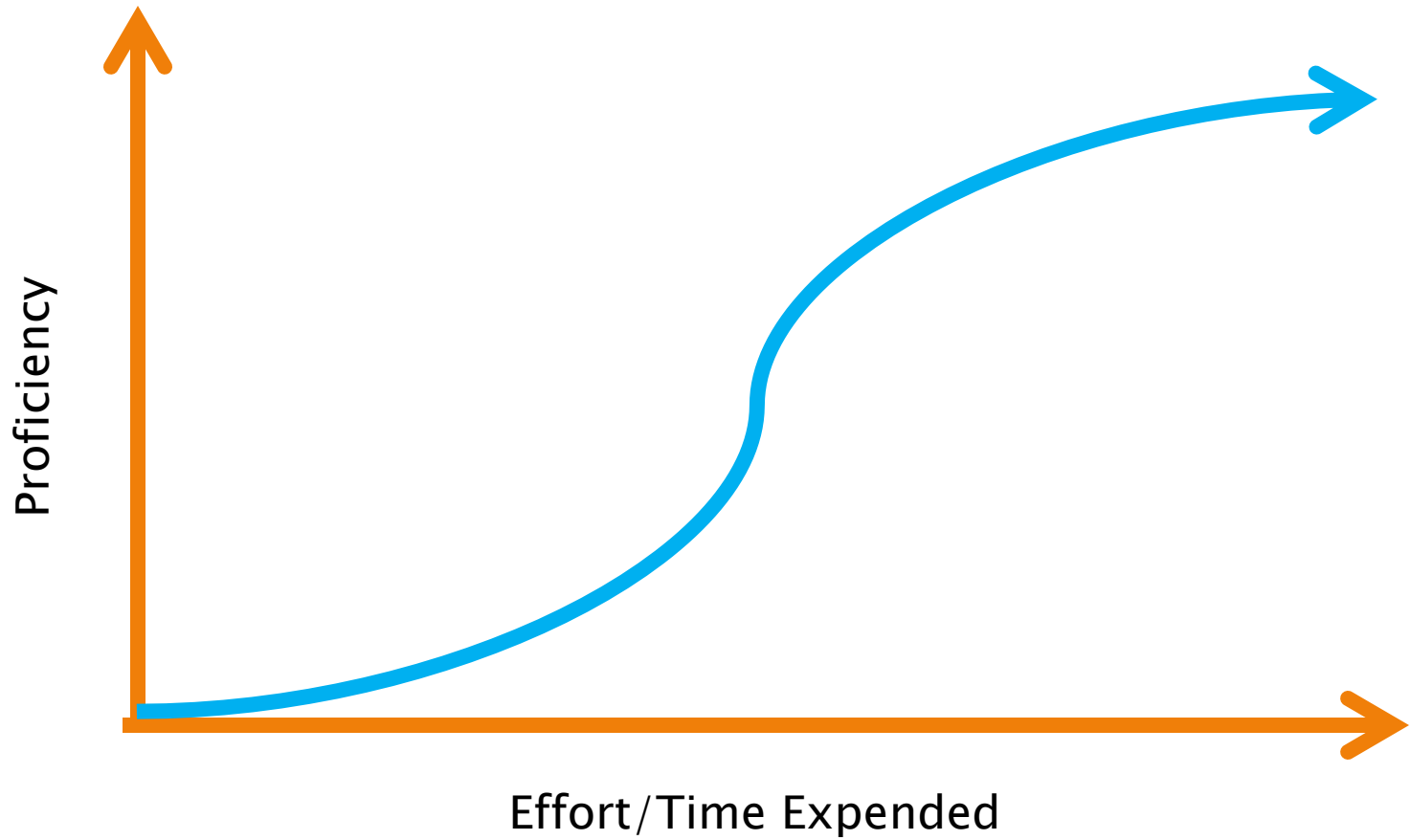
»» Keep these in mind...

Remember: Everything Changes

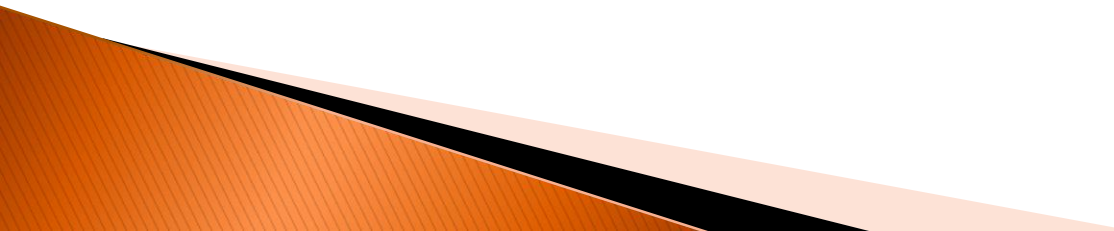
- ❑ Algorithms
- ❑ Interfaces
- ❑ User groups
- ❑ 3rd Party apps
- ❑ Etc...



The Learning Curve Takes Time



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.
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All Roads Should Point Home (Your Website!)



Every Channel is Different

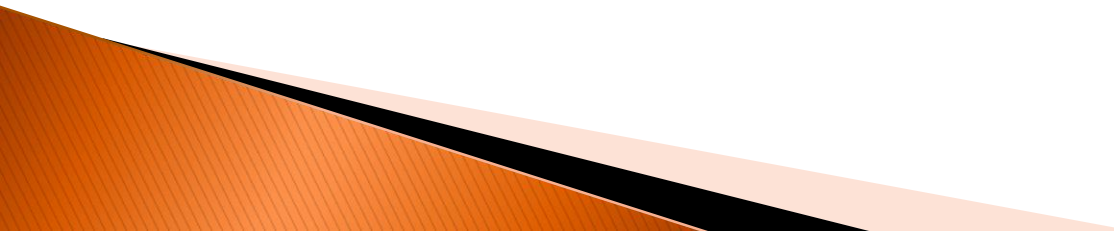
- ❑ Different culture
- ❑ Different language
- ❑ Different “rules”



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.**
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Be Curious!

- ❑ Ask questions
- ❑ Dig deeper
- ❑ Don't take things at face value
- ❑ Use Snopes!



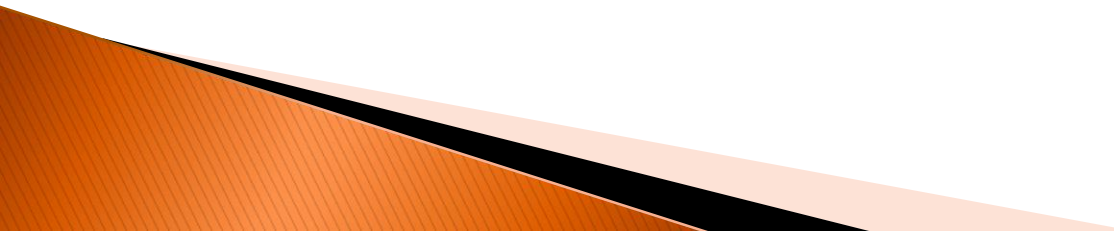
Develop a List of Top 100

- ❑ 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.
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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

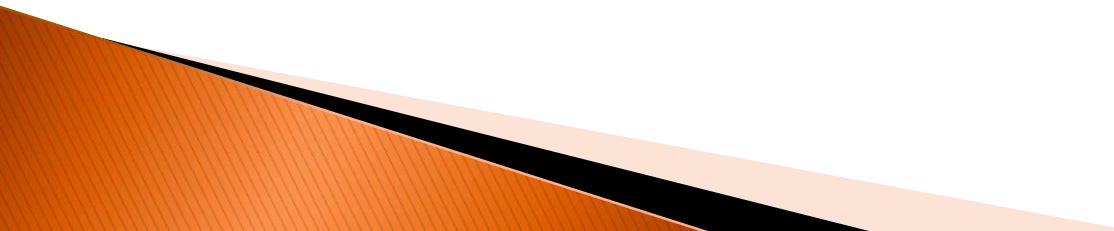
Personal Profiles vs. Biz Pages

- ❑ 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

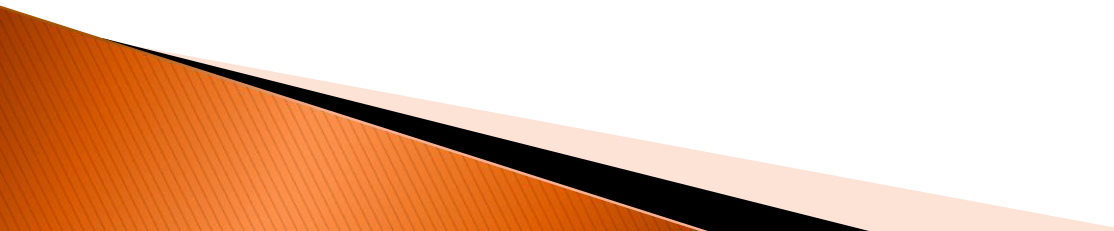
How do I share my stuff without sounding like an infomercial?

- ❑ 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
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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
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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.
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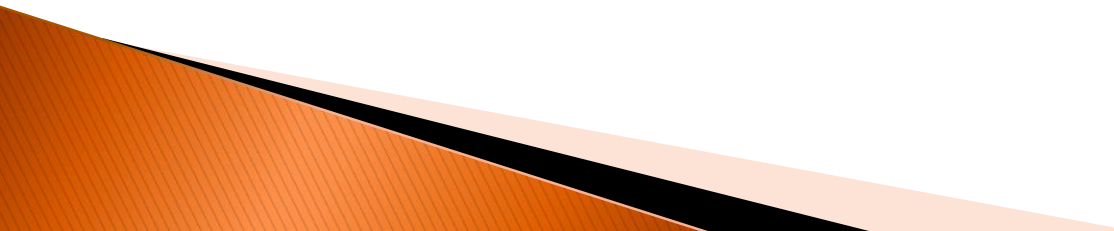
How is LinkedIn Different?

- ❑ 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

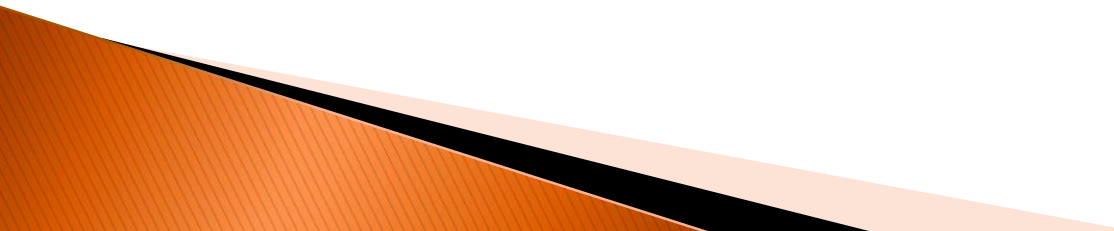
How Do I Maximize Reach?

- ❑ 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.***
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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?

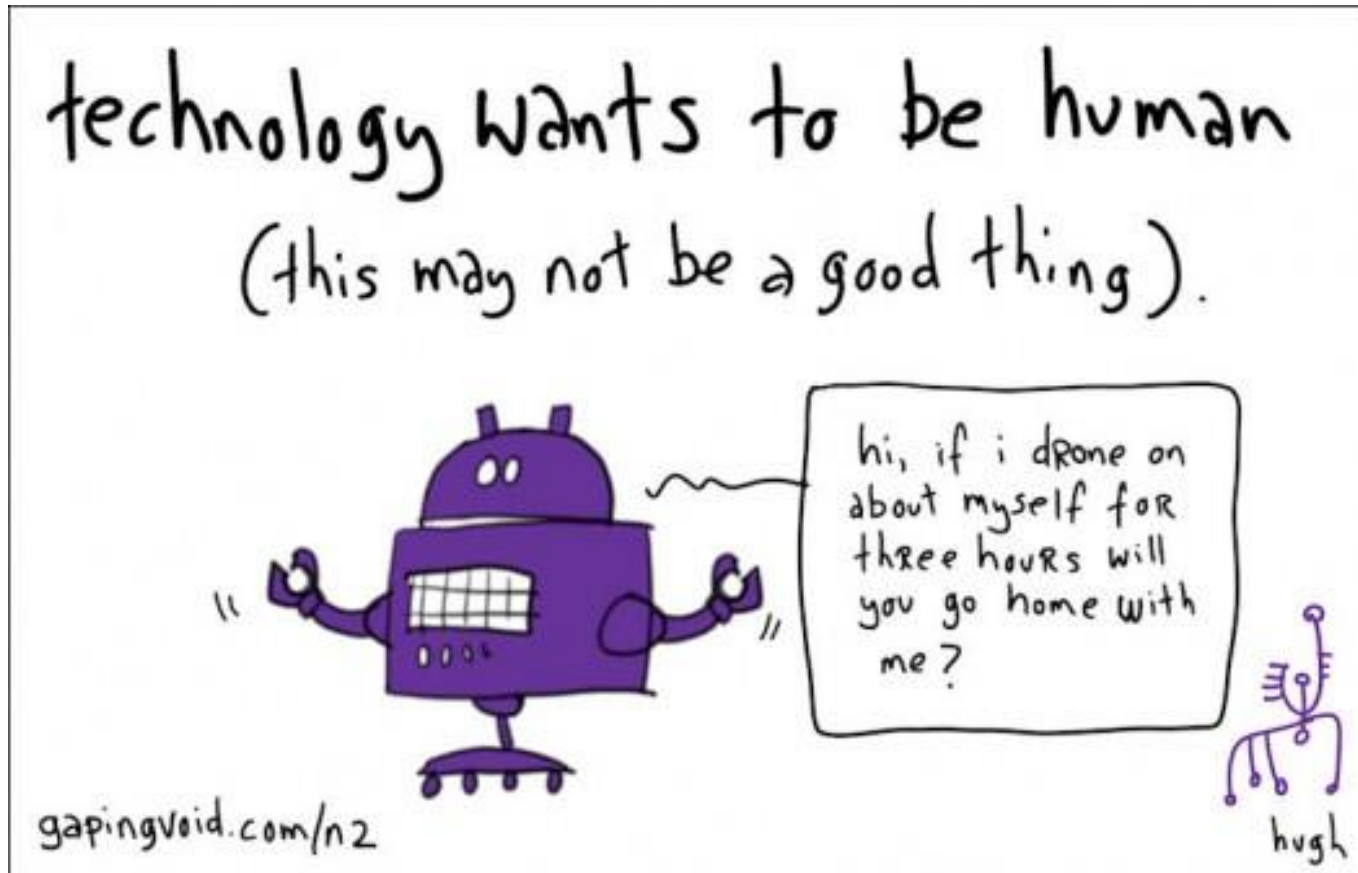
- ❑ **Cultivate a style and theme that fits your brand**
 - ❑ Spend time browsing!
 - ❑ Start collections.
 - ❑ Look for humor, elements of surprise.
 - ❑ Remember we love to make eye contact.
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Can you be penalized for over-posting?

- ❑ 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.



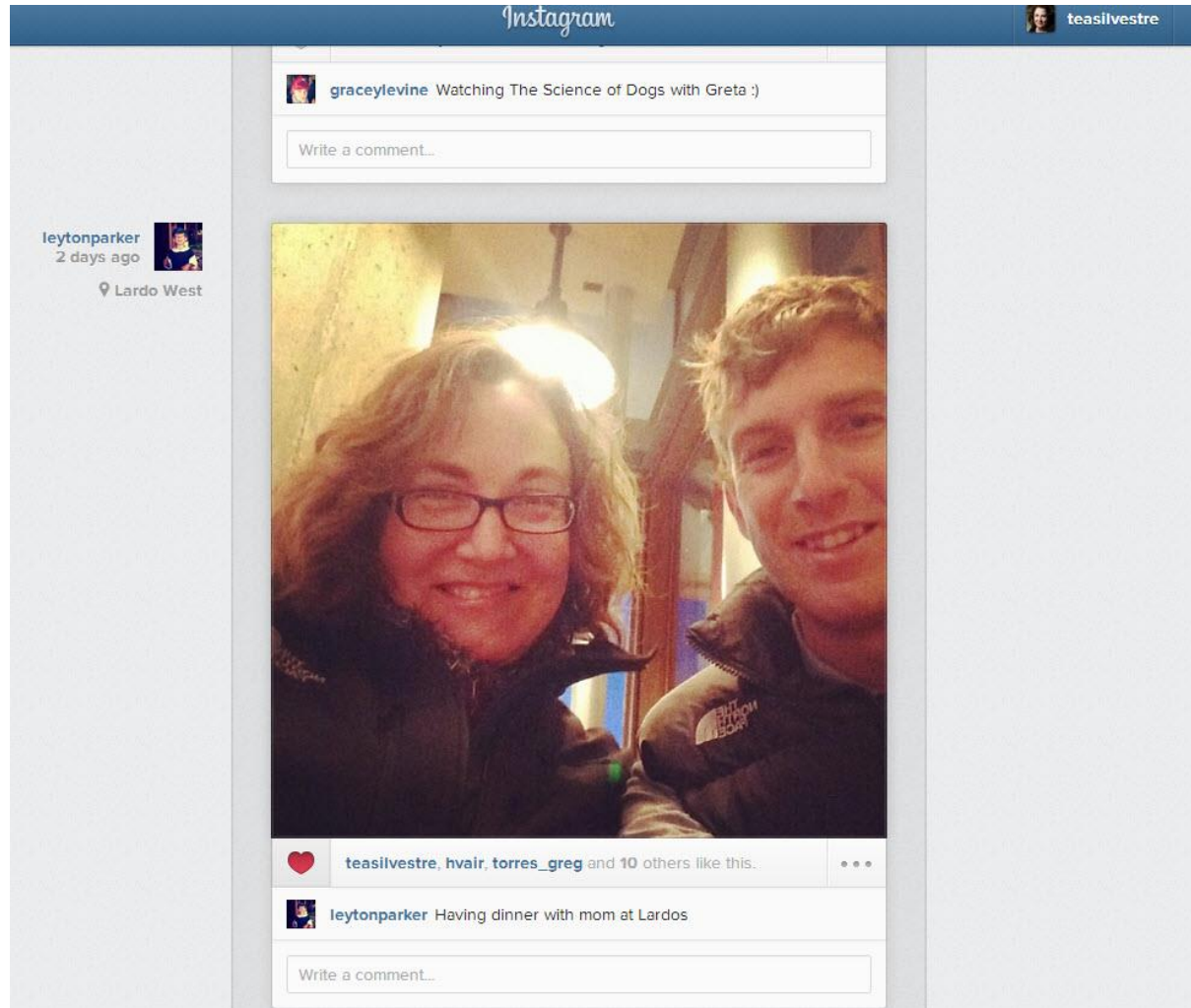
Be (a Good) Human



<http://list.ly/list/D6q-put-the-social-back-in-social-media>

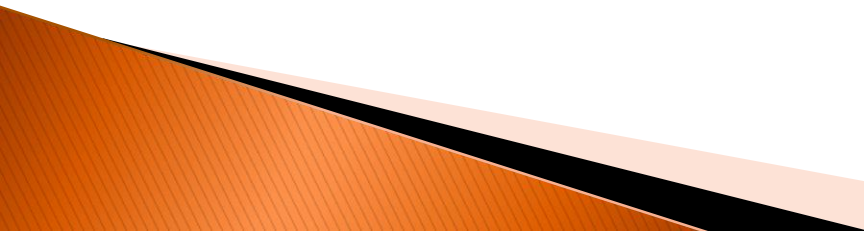
How Effective is Instagram?

Depends
on your
audience!

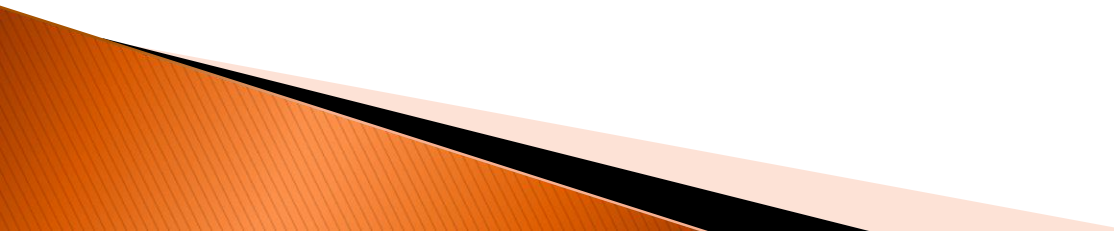


Your mission: A Treasure Hunt!

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
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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.**
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For More...

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