



24

Random social media  
tips you can start  
implementing today!



# INTRO LETTER

Hey Friend,

I am so pumped that you're making the choice to learn, enhance your knowledge, and expand your expertise in digital marketing - specifically social media.

So why am I qualified to even talk about this? Well I have been working in digital marketing for the past five years. I have a degree in public relations and professional communications and have geared my career to learning the best practices for all aspects of digital marketing. I want to share some of that with you.

Without getting too deep here, the internet, like the universe, is constantly expanding. There are new tools, new sites, new platforms, new rules, and new galaxies being discovered all the time.

Before you get overwhelmed thinking your accounts are going to get sucked into the black hole of online oblivion, I have put together this guide of 24 random social media tips that you can start implementing today. This whole social media thing, doesn't need to be so complicated.

So enough chit chat, let's dive in...

*Chelsey*

Founder of Strategically Chic



# 01

One way to get your Instagram looking beautiful and consistent is to create your own filters or presets. Adobe Lightroom is fantastic tool for creating personalized preset filters that totally represent your brand. If you aren't ready to invest in Lightroom, check out Snapseed!

Snapseed will get you on your way to creating your own filters for free.

# 02

Friends, social media is meant to be social. This might seem obvious, but so often I see people who want more engagement not engaging enough themselves.

Every time someone comments on one of your post or DM's you, make sure you respond timely! The algorithm loves engagement! The more engagement = higher chances of your account being seen.

# 03

We all want the perfect Instagram photo but it can be hard to capture. Sometimes our friends aren't down to take a 100 photos with you.

The thing is that's what you have to do! Whenever you are taking photos of anything or anyone take a billion! I like to shoot portrait for Instagram, because it will fit the dimensions for the platform better. Be sure to take the photo in landscape and portrait so you can use the photos on other platforms.

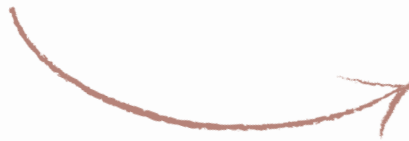


04

What makes your IG bio go from good to GREAT? Follow this template to greatness!

Your bio should start with your name and business name. Next, be sure that your bio shares what you do and who you do it for. This should be simple and concise, especially because you only have 150 characters to make your point -- what's the purpose of your account? How do you make an impact in people's lives? Then include a call to action to encourage people to click the link to your website, giveaway, product, service, or wherever you want your audience to go. If you have space, add some relevant hashtags to help people discover you!

HERE IS AN EXAMPLE OF  
A OPTIMIZED INSTAGRAM  
BIO



05

Imagine this... you're on a vacation, taking in the most beautiful sites in the world. You want to remember this moment and share the moment with your friends so you go to take a photo... BUT there are a million tourists ruining your perfect photo moment!

Well, I have a solution! Next time you know you're going to a touristy spot get up before sunrise and get to that spot to watch the sun come up! It will be well worth it - I promise! Not only will you score the perfect photo because there will be FAR LESS people, but you will have a much more intimate experience with these magical places.

06

When it comes to promoting your business on social media, you need to show your value, worth, and expertise three times more than directly selling your services or product.

If you are running a campaign or selling a product on IG, try to avoid doing so on your feed and do more of that through stories, IGTV, and most importantly through email marketing!

Not everyone is on social media, but everyone has an email address!

07

Ready to take action on your accounts? I'm hearing a big hell yes!

No matter what platform you are on (Facebook, Pinterest, LinkedIn, IG, etc) you need to go through the back end and FILL EVERYTHING OUT! Don't leave anything empty!

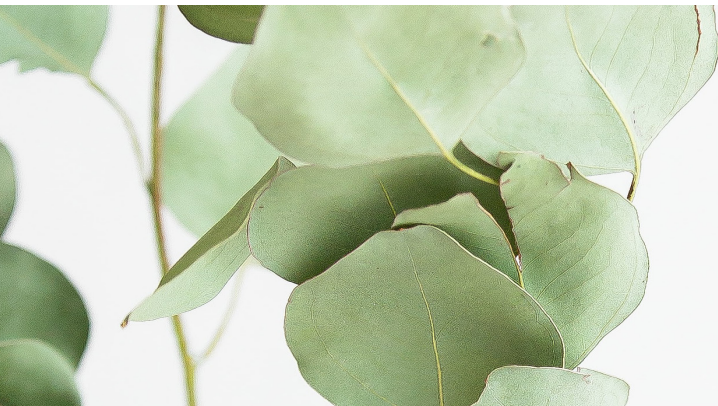
The more you fill out the greater the chance of your ideal client coming across your page = they are one step closer to becoming a client!

08

Friends, let's get real. If you want real results on your social media accounts you've got to be CONSISTENT! Consistency is the key to success.

Why is it so important you might ask? Well...

1. Creates brand trust
2. Generates more engagement
3. Extends your reach
4. The algorithm will love you for it
5. It will show your following you are committed



*"Everything you want  
is on the other side of  
consistency"*

09

You want to make sure your social media efforts are being directed towards something - a call to action if you will.

One great way to do this is to create a free give away in exchange for someone's email address. This way you can grow your email list, provide value, and now you have a direct line of communication with a potential client. Because not everyone is on social media but everyone has an email address.

10

I know Instagram has become the cool kids on the playground.

But, guys don't forget about our old friend Facebook...

Facebook is the LARGEST social media platform with 2.83 billion ACTIVE users. Facebook is a great platform to utilize - it's almost like a secondary website. People search Facebook to discover businesses like yours!

So don't immediately dismiss our dear old friend Facebook. Ask yourself if it's a platform that makes sense for you business and I think you will find that it is!

11

Yes there are generic optimal times to post on social media but what good is that if YOUR audience isn't online during those times...

On your Instagram insights you can actually see when your community is using the gram!

Here's how:

- 1) Go to your profile
- 2) Click on the hamburger on the top right corner
- 3) Click on Insights
- 4) Now go to the Audience tab
- 5) Scroll to the bottom where it says Followers... And VOLIA! From here you can see what days and times your community is most active

Please note: this only works on business profiles.



*"Social media is a dance between selling and providing value. But always lead with value."*

12

Stories are powerful on social media, PERIOD!

If you have a personal brand, show your face, get out in front of the camera and share your story. You'll be amazed with the connections you make AND the increased engagement on your accounts!

So, I challenge all of you who have been dreading doing an IG story or posting a picture of yourself to do one post this week!

13

Do you use the highlight reel on IG?

If not friend, you really should! They are an amazing way to let new followers quickly get to know you, your style and your business.

People will connect more with you through stories and highlights than on a post, because they're more personal.

I challenge you to create a super cute highlight similar to the 'About' section of your website this week!

14

Did you know on LinkedIn you can change your 'connect' button to a 'follow' button!

Adding the 'follow' button will make it easier for people to connect with you and start seeing your content right away!

Here's how to add the 'follow' button:

To add the 'follow' button on your LinkedIn profile, you need to go to your 'Settings' in the LinkedIn mobile app, then go to the 'Privacy' tab. In that listing, you'll find a 'Who can follow you' setting - tap on that and you can select the CTA for your profile.

And BOOM! You've got yourself a follow button!

15

Do you sell a product?

Are you looking to increase your sales?

I'm hearing a big 'hell yes!'

Alrighty! Well, I'm sure you've seen plenty of these campaigns, I bet you've even participated in one... That's because they WORK.

Create a beautiful package with a variety of your products. Launch a giveaway campaign. To win, people have to: TAG A FRIEND, LIKE YOUR PAGE, AND SHARE THE POST.

Give your campaign plenty of time so you can grow your following significantly! Then all your other promotional posts in the future (that come from a place of value and service) will have more eyeballs on them!





# 16

Do you hate copywriting? If you said yes, you're not alone. Many business owners hate writing... in fact many people think it's the most difficult part of their business. Yet so many successful entrepreneurs attribute their success to good copy writing.

So how can you find the right words? Here is a template you can follow...

- 1) Attention Grabber - This makes your viewer stop scrolling, not because you're cute (though you are), but because you spoke directly to them.
- 2) Reel Them In - This serves one purpose: get them to read the next sentence by clicking on the link.
- 3) Keep Them On The Line - It is very difficult to get clicks to your site. So when that click is made you must do everything to show them they made the right decision.
- 4) Identify Their Concerns - This is where you explain the who and what!
- 5) Answer Their Concerns - This is where you SHINE! Talk about how you can solve their problem and showcase yourself/business.

# 17

Content creation is one of the hardest parts when running a social media account. Here are some ways to repurpose your precious content:

- 1) Share your posts in your newsletters.
- 2) Blogging! Create a blog that ties back to you post.
- 3) Pin it! Pinterest is a great place for you to repurpose your IG posts.
- 4) Use old images as the background for quotes.
- 5) Share your IG stories on youtube!

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Hashtags can be tricky business. What are they? How do they work? Which ones should I use? Which ones should I not use?

I don't know about you, but I have definitely asked myself these questions before. Hashtags are a great way to get your account discovered. You want to make sure you're using appropriate hashtags for the post... don't just throw in random hashtags that do not relate (hashtag etiquette 101, am I right!).

Okay, with that out of the way, here is my 5 step process to picking the right hashtags:

#### 1. Searchable Terms

Put yourself in your dream customer's shoes and ask yourself, what would they be searching for?

#### 2. Location Searches

This is for people who are searching for things/people/photos in a certain place. This is a powerful way to get discovered by new people.

#### 3. Geographic Searches

This is for people who are searching for a certain service in a certain area. I.e. #socialmediamanagertoronto

#### 4. Industry Searches

These hashtags are specifically related to your industry used by peers and counterparts.

#### 5. Hashtag Size

I try to choose hashtags that get used a decent amount but not too much. It's a fine line. Hashtags with more than 700,000 posts will make it quite difficult to have yours discovered. I recommend using hashtags that have less than 700,000 posts (or at least for most of your 30 hashtags). The smaller the hashtag the more likely you will get discovered by the right people.



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Putting money behind social media ads can be kind of intimidating... It's hard to know if your ad is going to convert the way you want it too or how much money you should put behind it.

Here's how you can run your paid social ads strategically. Create 3 different ads and put a small amount of money behind each them - \$10 or so and see which one does the best in terms of engagement, followers, and actions taken. Once you see what's working, double down on it and put more money behind the ad that did the best.

20

A quick way to grow your following on social media is to go out there and put yourself in front of your audience!

What I mean by that is go and be a guest on a small podcast, agree to do small speaking events, ask your favourite cafe if you could do an Instagram take over for them, offer to write blogs of another account!

It's called NETWORKING!

People are always looking for free content and if you help another business out you can then leverage their following. This is one of the fastest ways to get yourself in front of the right people.

21

When researching hashtags to use for your post, imagine there are three sizes:

Small: 0-250K posts  
Medium: 250K - 1M posts  
Large: 1M posts

You mostly want to stick to the small and medium-size hashtags, especially when you still have a relatively small following. I would recommend staying away from large hashtags until you have over 10K followers. Even then, use them sparingly.

You will get a much bigger conversion using smaller hashtags because your post will inevitably get lost in large hashtags - don't waste your time.

22

It's pretty easy to have conversations with your target audience on Instagram, but outreach is a little trickier on Facebook (organically speaking). Until someone starts engaging with your Facebook page it's pretty much impossible to start those conversations...

Until now.

Two words my friends... FACEBOOK GROUPS!

You can join Facebook groups as your business page. Research Facebook groups where your target audience is hanging out and become a member of those groups. Make sure you add yourself through your business page, not your personal account.

When you ask to join the group, Facebook will ask you which account you want to join the group as. Once you're in you can now start engaging and having conversations with your audience in the Facebook group through your business page. This will help your business get more exposure and you can start making real connections online.

23

One way to get more reach out of your posts is to tag accounts to your photo on Instagram IF you think the post resonates with those accounts. When you're uploading your photo to Instagram you can tap on the photo to tag other accounts. The tag will be hidden from your followers unless they tap the live photo. It's a great way for you and the accounts you're tagging to gain more exposure.

Remember it's Instagram etiquette to only tag an account if it actually makes sense ie. the photo was taken at a certain location, you're giving information that you think their audience will benefit from, your photo/content aligns with their brand.

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One super way to reach new audiences is through Instagram stories. But not by just showing up on the stories but by utilizing all of the geotags you can.

Geotags are your 'location,' 'mention,' and 'hashtag' stickers. Whenever you are on the stories use all three of these whenever you can if it makes sense. When you do that you're allowing your stories to be repurposed to another story reel and therefore reaching new audiences who might see your content, realize how cool you are and check out your account!