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## MAXIMIZE YOUR SOCIAL MEDIA PRESENCE

This template is designed to shed light on the immense power of utilizing social media to enhance your online business. In today's digital landscape, social media has emerged as a game-changer, offering unparalleled opportunities to connect with a vast audience.

By leveraging platforms like Facebook, Instagram, YouTube, and LinkedIn, you can effectively promote your products or services, engage with your audience, and build a strong online presence.

With its ability to reach billions of users worldwide, social media has become an indispensable tool for businesses looking to expand their reach and drive growth. So, let's harness the power of social media and unlock the full potential of your online business!

### A NOTE ABOUT PRIVACY WHILE POSTING ONLINE...

Often business owners feel shy when it comes to sharing about their business on social media. They fear judgment or annoyance from family and friends and they don't want to come off as boasting about their success.

If this sounds like you, this belief is holding you back from a successful online business!

Two ideas to rectify this:

1. You could create a new FB / IG profile and invite only your close friends and family to join you over there. Then, use your existing profile(s) for business.
2. You could give it a try, using your profiles for business, and see if the stories in your head are true or not, and make decisions from facts instead of assumptions. Really, do you care if Jill, a friend from HS Algebra, unfriends you because you're posting more about your business? Nope, me neither. 🙄

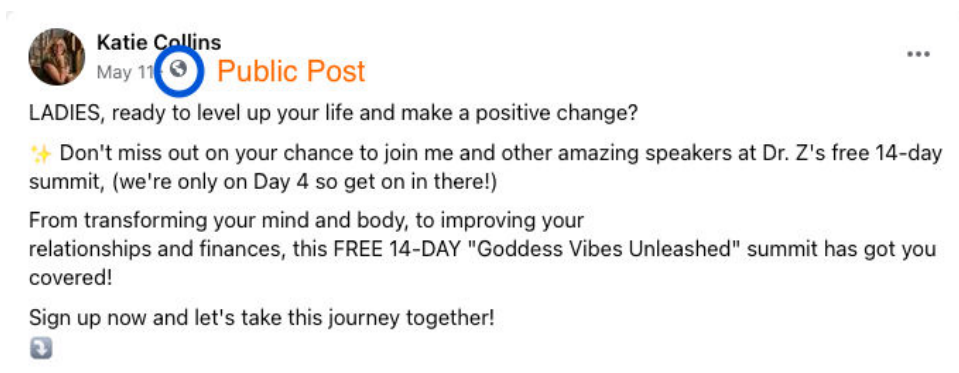
### FACEBOOK

To start, let's make sure we're on the same page with some "Facebook 101" vocabulary:

1. Your **Facebook Profile** is your **personal** page.

Example: <https://www.facebook.com/katiemae29>

Here you'll see your friends list, your pictures, and your timeline of posts. It's a personal choice to use this for just personal, or to mix business with personal. Truth is, your reach is much greater when you post from your personal profile as opposed to your business page. You can choose the audience who sees each post. So, some posts you may want only friends to see (like cute nephew pics) and other posts, namely about your business, should be marked for a 'public' audience.



## HOW TO CHANGE THE AUDIENCE OF THINGS YOU'VE SHARED ON YOUR TIMELINE



- Click your profile picture in the top right of Facebook.
  - Scroll down to the post you want to edit.
  - Click the audience selector next to the date or time on the post. The icon will be different depending on its current audience settings.
  - Select a new audience from the options that appear (example: Public, Friends, Only Me).
2. Your **Facebook Business Page** is where you'd post all things business-related.  
Example: <https://www.facebook.com/thelaunchsquadlab> or <https://www.facebook.com/CoachKatieCollins>

You can upload a Banner / FB Cover Image with your business branding, and in the 'about' section you can tell your story. You can link various apps, such as your calendar system, your landing pages, etc. **All posts from here are public** (but it only shows in the feed if someone "likes" or "follows" you).

3. You may also want a **Facebook Group**.  
Example: <https://www.facebook.com/groups/lightenyourlaunch>

This is a great way to build a community of like-minded audience members. It's a smaller container for you to nourish your followers inside of, as opposed to a business page which doesn't have the same 'community' feel. At this time, Facebook's algorithm favors Group content and community building, and that gets the most notice in the news feeds.

4. You can **Go Live** from all three of those places. Facebook favors Live video content over posting a link from YouTube, for example. They want the users to stay on their platform, not go elsewhere.

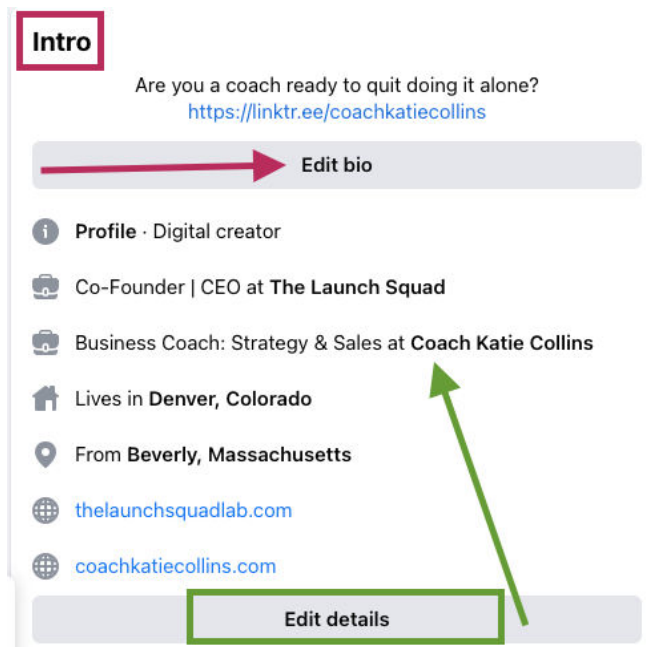
We recommend using [Streamyard](#) for live streaming, as it allows you to stream to three different places at the same time. It also allows you to pre-record a video and have it stream live whenever you want. Finally, it allows you to add branding by adding overlays to your videos (as long as you upgrade from the free version.)

# TOP 5 WAYS TO SHOW UP AND EASILY MARKET YOUR BUSINESS ON FB

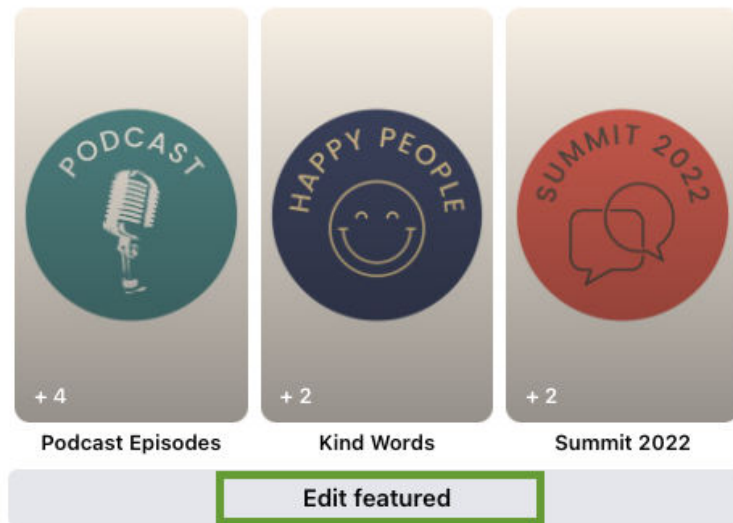
## (FOR FREE)

### 1. Personal Profile

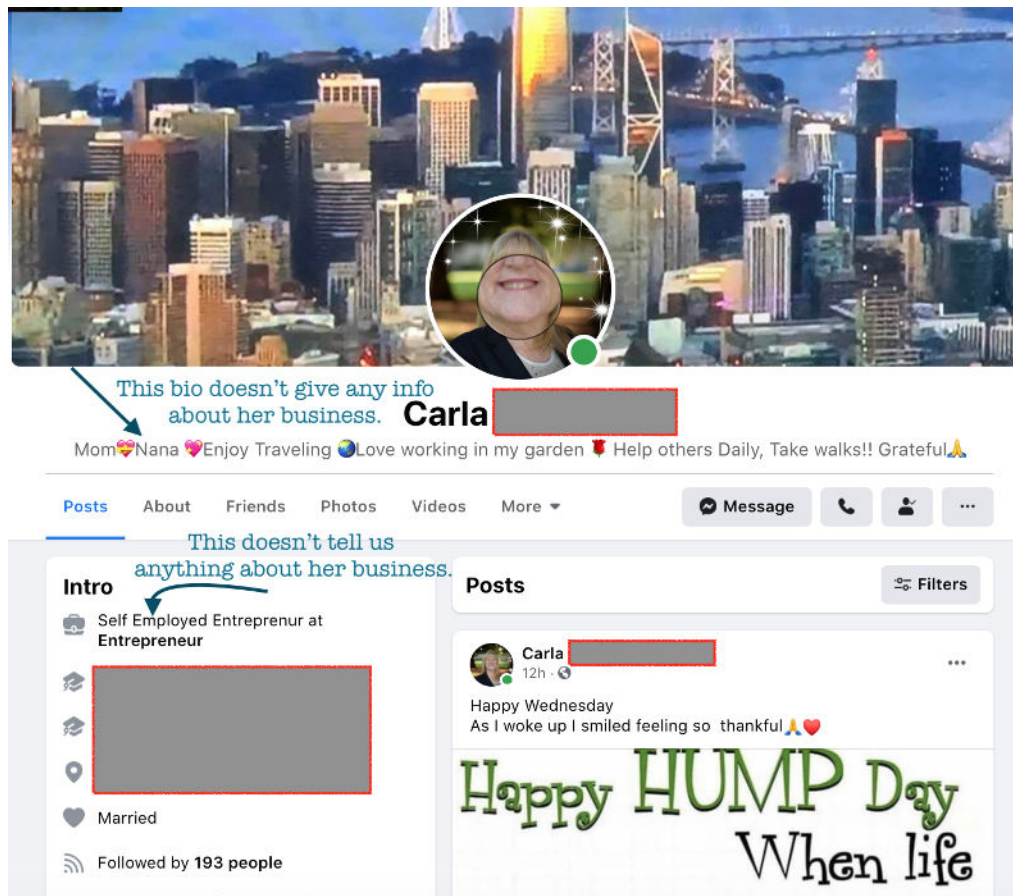
- Edit your **details** so that you can include “works at” and then link your business page. If you have several former jobs listed, consider if all of those are necessary to list at this stage. Less is better so they read the important, impressive stuff. 😊
- Edit your **bio / intro** (very limited character space) to sum up what you do, for whom, and how to connect with you (some sort of CTA) like your website link.



- Featured “Stories” Section: Often underutilized, if not an oversight altogether, FB allows you to select stories you’ve posted (or you can create new ones) where you can feature parts of your business. You can continually add to these over time. This is a great way to display testimonials, podcast episodes, or news about your upcoming events. (See image below.)



Take a look at this profile example and see if you can spot the mistakes:



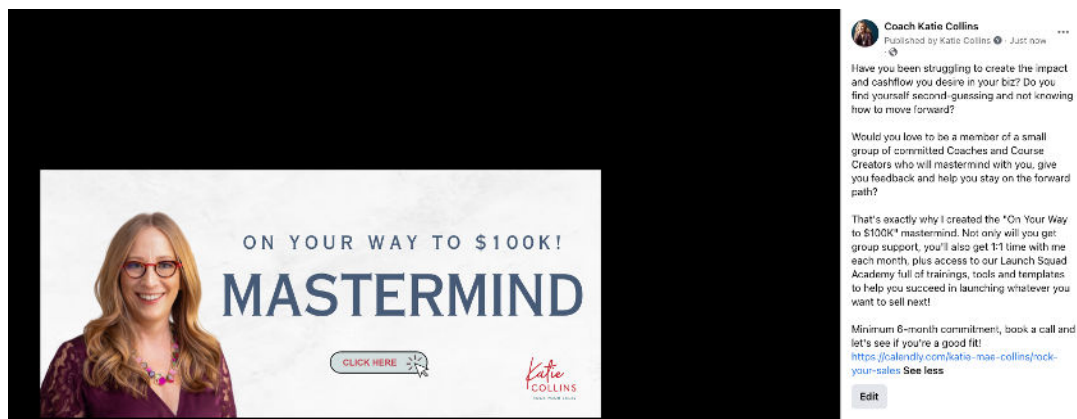
**Figure A:** no business bio, no featured stories, no identifying info on what she does

## 2. Your FB Business Page

- Update your Banner / Cover photo so it acts as an advertisement. What do you want a person to know about when they first land on your business page? Ideas include an upcoming event, webinar or challenge. Or your free gift. We recommend adding a "click here" element to your image.



- b. Update the description of the picture/banner image you're using. If your audience needs a link to follow, put the link in the description because the "click here" element inside the image isn't actually clickable. But when they click on the image, the description appears.



### 3. Facebook Group

- a. How to Open a New Facebook Group [TEMPLATE]
- b. Be sure your **cover photo** matches the rest of your branding. An image of you on the banner creates connection, and lets people know at first glance whose group it is.
  - i. Components of the cover photo:



1. Your image
2. Logo of group branding (if applicable)
3. Information they should know (when do you go live? Do you have engagement days? How can they find you? What are the topics of the group?) You don't want to include ALL of this information; ask yourself what the most important info is.



## The Coaches' Path to Consistent Cash



+ Invite

- c. Create **3 questions** to ask potential members as they request to join the group. We recommend establishing whether or not they fall into your niche, what their biggest challenge or question is, and offer them your lead magnet so you can email it to them.





**Membership questions** Create

Question 1

**How do you identify yourself: a coach, course creator, online expert, or something else? If something else, what?**

Write your answer...

Edit Delete

Question 2

**When it comes to launching, what stresses you out the most?**

Write your answer...

Edit Delete

Question 3

**If you haven't downloaded our free report: Demystifying the Lucrative Launch, enter your email here:**

Write your answer...

Edit Delete

- d. Establish your **group description and rules** so people know immediately who the group is for, and what to expect to receive from it. Be sure your language is inviting to the group you're trying to attract.



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## About this group

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Welcome! We're so glad you're here! If you'd like to be a part of this very special group, it's **REQUIRED** that the questions for entry get answered. We personally make sure each profile (no pages please!) is a good fit for this group, and we do not accept any SPAMMERS.

This is a group for Coaches and Course Creators who want to ensure their business model is on a consistent path to cash!

Hi, we're The Launch Squad and we help you either launch for your first time, or improve your current launch style for greater impact and income. We'll either show you what to do for a DIY style, or we'll do it **WITH** you and **FOR** you to take out the stress!

Please join us if:

- ★ You're not just a dreamer, but a **DOER**, ready to increase your income and impact
- ★ You desire a safe community to learn from and with
- ★ You're excited to contribute your knowledge, life experience and skill set to others
- ★ You're ready to earn more income
- ★ You're willing to take uncomfortable action
- ★ You're ready for more visibility, and you'd appreciate the encouragement

This group is **NOT** for you if:

- ★ You're not willing to take action from at least some of the suggestions you receive
- ★ You desire to do it **ALL** alone
- ★ You don't want to learn how to leverage your business

Our vision for this group is to act as a "mastermind" so you don't have to do this alone.

Welcome and dive right in with your burning questions! **See less**



**Group rules from the admins** ...

1

**Be Kind and Courteous**

^

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

2

**No Hate Speech or Bullying**

^

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

3

**No Promotions or Spam**

^

Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed except on the designated self promotion days.



- e. Use the **Guides section** if you have a free mini course you want to “gift” to members...

## The Coaches' Path to Consistent Cash



+ Invite

Discussion **Guides** Featured Rooms Members Events Media Files Questions



GUIDE 1

### L.A.U.N.C.H It Virtual Retreat

...



Welcome Aboard!  
Text



L.A.U.N.C.H It Workbook  
Link

Bette Wilder

Like

Comment

Send

GUIDE 2

### Day 1 - Leveling Up

...



Day 1 Morning Meditation  
Video



Leveling Up & Becoming Someone New  
Image



Homework for day 1  
Image

Like

Comment

Send

GUIDE 3

### Day 2 – Activate Your Offer

...



Day 2 Morning Meditation  
Video



Activating Your Offer  
Image



Homework for Day 2  
Image

Like

Comment

Send

GUIDE 4

### Day 3 – Unique Lead Magnet

...

## Guides

This event was one of our most popular! Join along at any time for our L.A.U.N.C.H. It Virtual Retreat where we'll show you the exact steps you need to take to launch your course or program. Download the workbook and get started! [See less](#)

[Edit description](#)

Create guide

## Progress

0 of 6 required guides completed



#### 4. Network inside other FB groups

*First, let's chat about Facebook group etiquette:*

Imagine going to a party as a new friend. Would you pop into the center of attention immediately and promote YOUR OWN party before getting to know who's there and what they are about? NO? Well, consider your participation in these groups similar. Don't just be the "fly by the night to promote" member. People can spot that a mile away, and it certainly doesn't build the connection you're looking for.

It may feel easier to lurk, watch and listen, but if you want results, it starts with connection.

- a. How to build connections: *Engage!* Comment on the live videos. Take the time to answer people's questions, give feedback when they request it, participate in market research requests of others, etc. In other words, BE the member that you hope is in the group when YOU ask for support.
- b. Commenting: Meet them where they are... be gentle with the approach. Instead of "you should"... "You might want to consider xyz, or, "I'm playing devil's advocate here, but..." AND add authority /positioning if appropriate and true (I talk about this in my group all the time! I post about this very topic! My clients struggle with the same thing and my favorite advice I give them is...)
- c. When you comment and show up in a big way like this, guess what people do? **They click over to your profile to check you out.** So, let's make it super easy for them to get connected with you immediately! (These are FREE leads as a result of your networking!!)
- d. *Promote!* On the appropriate day of week (as set by each group's guidelines) and check if you have to promote within a thread, or if you can create your own post.
  - i. HINT: keep a list of groups you're allowed to post inside of, according to each day of the week. So, when you're in a promo period, you can look at the list and immediately see which groups allow you to promote on Mondays, etc. This is also an easy task to pass off to an assistant.



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## 5. Post in all the places!

- a. Consider what you want to post on your personal page, because that gets the most reach, by far. However, groups get a lot of attention too, so whatever you post in a group will likely also get seen.
- b. What to post:
  - i. Personal stuff for your friends:
    - 1. Even as your network expands and you may end up having 'friends' that you've never personally connected with, there's a reason you accepted them. Give them a chance to view your personal world. This creates connection, and gives something to talk about!
  - ii. Business items from your personal page:
    - 1. If you're promoting something, you should post every day. When posting from your personal page, share something personal related to it. Ex: "I'm so excited to share this with my friends because I've had my nose down in 'planning mode' for ages and now this is ready to be birthed and put out into the world!"
    - 2. Remember, when people see you featured in tons of different types of events, this is positioning for you. Don't be shy to share what you're up to from your personal page!
  - iii. Testimonials! Anytime someone comments, emails or posts in your group with a win or feedback about your 'awesomeness' screenshot it! You never know when you may want to post it, either immediately or when you're promoting something. (Take care of their privacy; use your discretion and/or ask for permission to share.)

## BEST PRACTICES FOR FACEBOOK:

- FB doesn't like when you use shortened / masked links, like bit.ly. They may refuse your post and ask you to try again, or they simply won't show it to many people.
- Putting a link in the comments section works better for reach, instead of putting the link in the actual post

- You can “pin” a post to the top of your business page; great for announcements and timely promos
- Posts with images get a better reach, and more attention
- It’s normal to post 1-3 times per day!
- You can schedule posts ahead of time; we use [Plann](#).
- “Boosting” posts from your business page is often a waste of money. Look into doing regular FB ads instead.
- Be sure to monitor your business page for comments / likes and inbox messages. They rate you on your response time, so be sure to reply to each sender.
  - Got an admirer? Sometimes men will reach out to flirt with me on my business page and send me a message. I just simply respond and ask if they have any specific questions about client attraction or sales. That usually gets them to stop. :)

## INSTAGRAM

### 3 Must-haves for Your Instagram Strategy in 2023

(source: <https://later.com/blog/instagram-strategy/>)

1. Reach New Audiences: Reels, Collaborations, Carousels
2. Convert Into Followers: Profile Bio, Grid Planning, Highlights
3. Build Community: Stories, Comments, Relatable Memes

#### Instagram Tactics for Reaching New Audiences:

- [Instagram Collabs](#): Tap into new audiences by co-authoring a feed post or Reel with another Instagram user.
- [Instagram Reels](#): Consistently share Reels that align with your niche to reach new audiences via the Reels and Explore tabs.
- [Instagram Carousel Posts](#): Carousel posts are the perfect format for sharing educational or insightful content. And the best part? They're super shareable. More shares = greater reach.
- [Add a Keyword to Your Instagram Name Field](#): Add a commonly searched term to your Instagram name field to increase your profile visibility via the [Explore Page](#).
- [Giveaways](#): Hosting a giveaway is a fast-pass tactic for boosting reach, especially when the entry requirements include tagging friends or sharing a post on stories.



### Instagram Tactics for Converting Visitors Into Followers:

- **Profile Picture and Bio:** A well-crafted profile bio and picture tell your audience what you're all about. Think of it as a sign above your shop door that encourages people to walk in.
- **Content Pillars:** Having clear and consistent content pillars (topics you frequently cover) will convince visitors that your posts are aligned with their interests. The more obvious your content pillars, the more likely people will follow your account.
- **Stories Highlights:** Instagram Stories Highlights sit at the top of your Instagram profile, making them great for giving a quick preview of what your content is all about. Make sure your highlights are up to date, reflect your main content themes, and visually support your brand.
- **Pinned Posts:** Spotlight specific feed posts right at the top of your grid. It could be a popular Reel, an introductory post, or a post that generates a ton of saves. Let your best content shine.
- **Feed Aesthetic:** First impressions count! Curating a grid that is on-brand, cohesive, and clearly showcases your content is still one of the best ways to convert visitors into followers.

### Instagram Tactics for Community Building:

- **Instagram Stories:** Stories are designed to be informal and interactive, making them the perfect channel for conversational content. Use interactive stickers (such as polls and emoji sliders) to entice as much engagement as possible, and show up on camera to help humanize your brand. Experiment with the [Close Friends lists](#) to serve exclusive content to hyper-engaged followers.
- **Comments:** When it comes to fostering community, listening is just as important as speaking. Take time to reply to comments and encourage conversations on your posts. Add a call-to-action in your [Instagram captions](#) and use the [Pinned Comments](#) feature to help shape the dialogue.
- **Instagram Live:** Live broadcasts are direct and unedited, making them a great channel to connect with your audience on a more personal level. Plus, you can now [schedule Instagram Lives](#), which is great for building hype and boosting view counts.
- **Memes:** If you think memes are reserved for joke accounts, think again. In 2023, memes are key for connecting with your community and generating engagement. From cute animals to funny TV show clips, memes reign supreme. If you're [looking for inspiration](#), think about what your audience really loves — or hates — and consider how these sentiments could play out as text overlays on trending visuals.

- **Guides:** The Instagram Guides feature is relatively underused, but it's great for community building. Guides can be used to provide a valuable service to your community — from travel guides and product picks, to curated lists of educational posts.
- **Direct Messages:** As they say, "it goes down in the DMs." Set up **automated responses** to answer FAQs, learn more about your followers, and even drive sales. Or, you can post a fun **Instagram Note** prompting users to send you a message — hello, engagement.

It may feel like a lot of different content types to manage, but you don't have to cover everything all at once.

Split deliverables into weekly and monthly requirements, experiment, be consistent, and see what works for a more digestible Instagram strategy.

Remember, quality > quantity, always.

## YOUTUBE

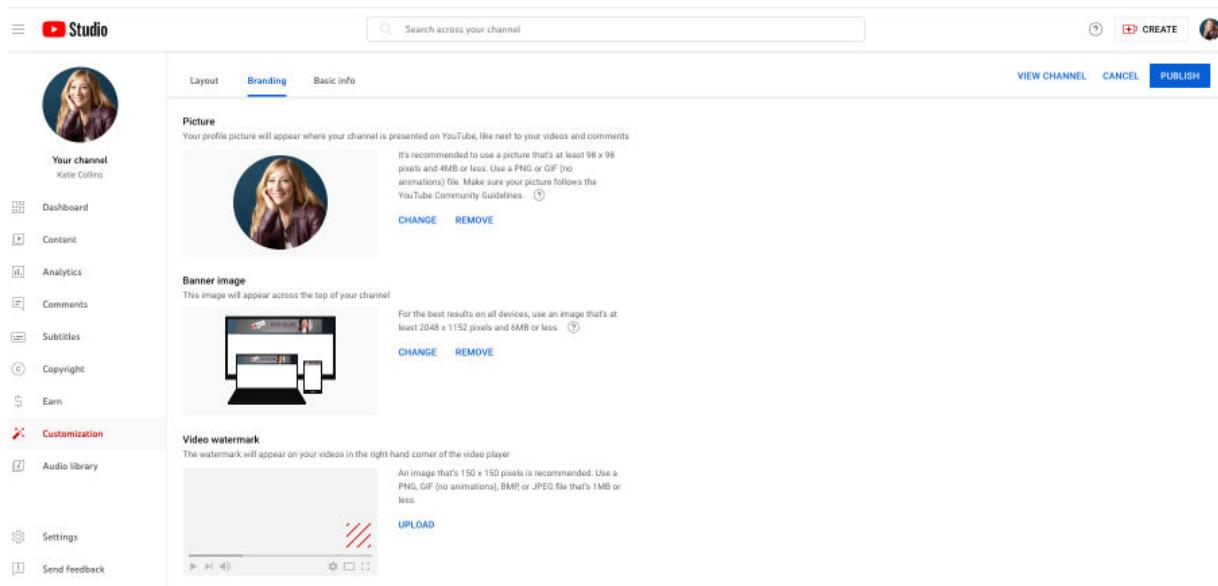
This is a great platform because it acts as a search engine, like Google. So if someone is searching for something related to your niche, they are likely to find you if you are consistent with posting videos.

Even if gaining subscribers isn't something that's important to you at this time, just simply having a "catalog" of video content is an awesome way for your audience to binge watch all of your awesomeness!



A few things you can do to **brand your channel**:

1. Click on “Customize Channel” to take the next steps:
2. Update your profile picture
3. Update your banner image (pay attention to the sizing guidelines they give you; the view changes whether the viewer is using their TV, their phone or their computer.)
4. Update your handle



When you upload a new video, there's a description box where you can let the audience know what the video is about. This is a very underutilized feature; [here's a blog post](#) telling you how to write killer descriptions!

You also get the chance to use a custom thumbnail. If you don't, YouTube will give you three options for thumbnails, different screen grabs of your video. And they never pick a flattering one!



We highly recommend you use Canva to make your YouTube thumbnails; they have awesome templates for you!



Overcoming Resistance Through Self Leadership



Become a Sales Superstar with Katie Collins



ARE YOU UNDER EARNING? HERE'S WHY



DO YOU BELONG HERE



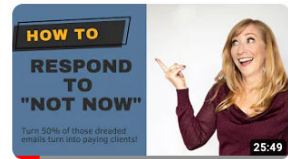
12 Rules to Live By for Digital Coaches



INVITE YOUR INTUITION TO BE YOUR BIZ PARTNER



HOW TO WRITE COPY THAT CONVERTS



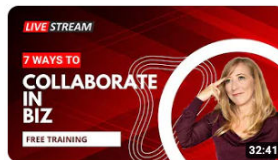
HOW TO TURN NOT NOW INTO A YES!



Coach Katie Collins Intro



WAYS TO FUND YOUR DREAMS



2021 7 WAYS TO COLLABORATE IN BIZ



5 Hot tips to Keep Your Mindset Focused on Success

There are many reasons why you might want to optimize your YouTube channel. [Here's a recent blog post](#) that gives you ideas for how to do that.

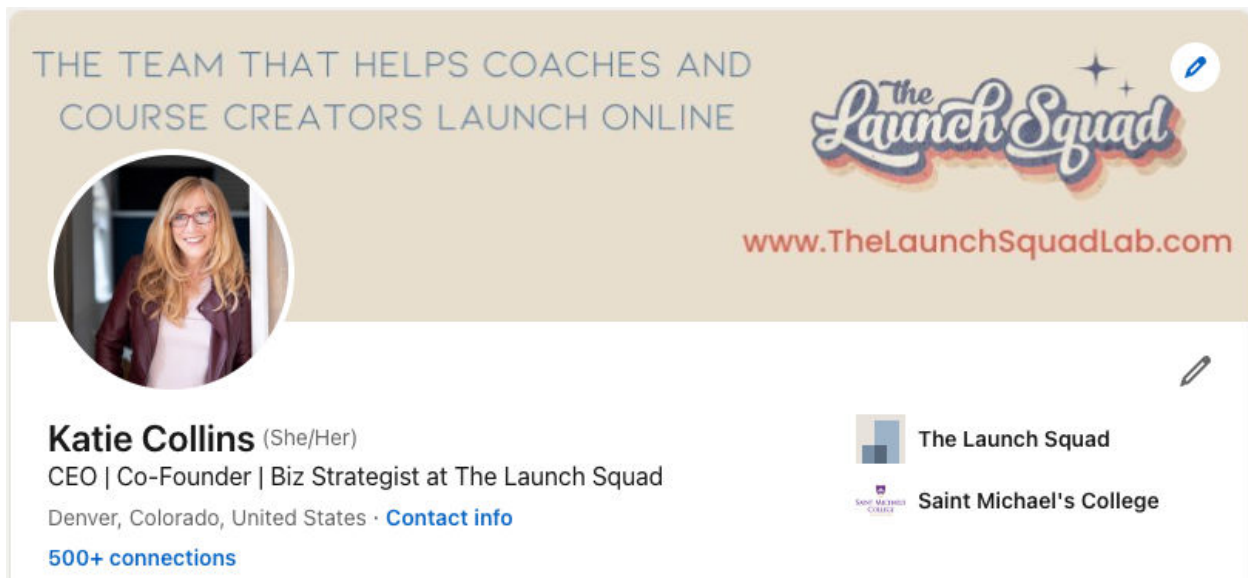
And here's a great [video resource](#) for how to update your video description to get more views.

## LINKEDIN

Is LinkedIn the right platform for you?

My motto has always been, it can't hurt. Although I don't spend a ton of time on that platform personally, because I was there and my info was updated, I did end up getting a cherished client (Hi Blaine! 🙌) because she found me in a search!

As with all platforms, be sure to update your profile picture and cover/banner image. Let people know exactly who you help and what you do on your cover photo. Pay attention to the sizing for the banner; it's significantly different from Facebook. And note where the profile pic takes up space on the banner so you can correctly place your text.



When posting regular posts on LinkedIn, it's important to understand their algorithm.

Like every content platform, LinkedIn tries to show related quality content to the users. They also want their users to stay on their platform for as long as possible.

For the first 30-60 minutes after you post your content, the LinkedIn feed algorithm scores it. It determines whether it's high quality or low quality.

- If it's marked as "high quality" content, it appears in the feed for a short period of time. At the same time, bots observe how your audience is engaging with your content.
- If people in your network liked, commented on, or shared your post, LI decides to give your post a higher status. The more engagement it gets, the better results you'll get as far as reach goes.
- At this point, actual humans (gasp!) will review your content. They'll determine why your post is performing well, and whether or not there is something spammy in there.
- If not, they'll keep showing your post in related channels and it will keep getting engagements.
- This continues for 48 hours or so and then it drops down very quickly.

It's a good idea to post your content when people on your contact list are active.



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According to Hootsuite, the best time to post on LinkedIn is 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST. The best day for B2B brands to post on LinkedIn is Wednesday (followed by Tuesday). The best days for B2C brands to post on LinkedIn are Monday and Wednesday.

Keep in mind that every audience is different, so you may know your audience better than Hootsuite data statistics!

## **BEST PRACTICES FOR LINKEDIN**

- Don't use links in your posts. (LinkedIn wants people to stay on their platform, so they penalize you if you are trying to get people to leave by clicking on your link.) Put your link in the first comment instead.
- Content:
  - Write in a conversational tone, like you're writing to a friend.
  - Use simple words. Make it easy to consume, even for non-native speakers.
  - Use white space. Forget the grammar rules you learned about how many sentences should be in a paragraph. I usually do 1-2 sentences per line, depending how long they are. I like 3-4 lines of text before a break.
  - Start your post with a hook! When people see your post, they will see the first two lines and the rest will be "under the fold." So that first sentence will help them determine whether or not they want to click to read more.
  - Use emojis sparingly, but don't be afraid to use them. They help break up text, and are pleasing to the eye.
- Use #hashtags and tag people in your network for greater reach.
- Promote your lead magnet with valuable content (either written or video) and an announcement of your free gift. Ask people to "comment" to get the free gift. Send them a DM asking for their email to send the free gift. (There are automation programs that make this easy. It doesn't have to be done single handedly.)
- Feel free to get personal! Your audience on LinkedIn likes to know about your content, products, accomplishments and promotions, but they also love personalities they can relate to. Consider sharing about your daily challenges, breakdowns (and breakthroughs!), life stories and personal milestones, too.
- When you post a link to your latest article, gone are the days where you can say "I wrote a new article called XYZ, check it out here!" These days, you've got to HOOK them! You can do this by following the Hero's Journey outline:
  - What challenge is being faced?
  - What problems has the challenge brought you?





- How did you try to solve this challenge?
- What was the solution? Who/what helped you?
- What transformation occurred as a result?

## SOCIAL MEDIA PRESENCE CONCLUSION

Yep, there's a LOT of info here. And it can get overwhelming very quickly.

If you weren't much of a social media user before becoming a business owner, you might be throwing your hands up in the air right now.

Take a deep breath.

1. You can choose platforms you want to be on, and leave the rest... for now. Get your feet wet on 1-2 platforms and when you are more comfortable, you can add more.
2. Posting on social media is the job for a VA or social media manager. Please don't consume your time by doing this all yourself. Ask us about our [Content Repurpose & Distribution Plan!](#)
3. It may feel like you're talking to yourself for the first 90 days – be okay with this! Followers, comments, likes and shares will come, we promise!

Social media is all about consistency, value of your content, and the give and take of being a member on each platform. Be sure to be the person you're hoping to attract.

"Like", "Comment", "Share" and give kudos to other content creators. Be seen, be heard, be inspiring.