

Presented by
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July 22, 2020

FUNDAMENTALS OF SOCIAL MEDIA FOR COACHES

TODAY'S AGENDA

1. Social Media's Benefits
2. Framework
3. 3-Steps
4. Tone and Voice Exercise
5. Platform Process
6. Execution

SOCIAL MEDIA IS PROVEN TO DRIVE BUSINESS

Helps build
your brand
presence

1. Grow followers and build lists
 2. Drive higher visibility in search
 3. Build favorable relationship with audience
 4. Excite audiences about events
 5. Increase your business...over time
-

IT'S NEVER BEEN EASIER
TO GET STARTED
(OR MORE IMPORTANT
FOR YOUR BUSINESS)



FRAMEWORK

Think

Think of content creation as the “promotion” pillar for one of your four marketing pillars, which include price, promotion, distribution and product.

Develop

Develop content pillars that support your marketing goals such as:

Awareness | Engagement
Conversion | Referrals

Match

Match created content with the needs of your audience to constantly deliver value.

STEP 1

UNDERSTAND YOUR AUDIENCE AND ITS NEEDS

Who	is your audience?
What	do you know about your audience?
Where	can you find your audience online?
What	service does your audience need that you can fulfill?

BUILDING THE CONTENT

Use	consistent tone and voice
Express	yourself in an authentic way. Your self-expression does not have to be “perfect” though make sure your spelling is correct!
Make	the content short and snappy, as social media is a quick bite vs. a long meal
Use	images and videos as often as possible to drive up engagement, views, likes, followers
Remind	people why they should pay attention to you until you’re even more well known

STEP 2

DEVELOP
CONTENT THAT
RESONATES WITH
YOUR AUDIENCE

Tone

Use a consistent tone in all your posts that matches your authentic self

Voice

So, what is your voice?

STRUCTURE OF A SUCCESSFUL POST

- Headline (if relevant)
- Your logo
- Images that bring the post to life
- Short videos work well in the platform algorithm and will display more than images
- Calls to action, with as much specificity as you can fit
- Shortened urls if driving audience to a different location
- Tag people in the videos or images
- Trending hashtags



EXERCISE: REFINE YOUR TONE AND VOICE

Take a moment now to write meaningful words to you and your audience. Use these words to drive the development of your tone, voice, and images you will develop for each post.

DESIRED VOICE (PERSONALITY)	DESIRED TONE (MOOD)	DESIRED IMAGES (MATCH TO VOICE AND TONE)

STEP 3

DISTRIBUTE YOUR
POSTS TO
AMPLIFY YOUR
PRESENCE
ACROSS
PLATFORMS

Consider your entire communication strategy



NEW RULES FOR MESSAGE AMPLIFICATION



Use the platforms your audience uses



Use the platforms the way they're intended, and the way your audience uses them



Use all the hashtags you're allowed to use. Use trending hashtags to drive discovery



Create content based upon trending hashtags if the content type matches your communication goals



Tag photos with the names of people in the photos and share your page or posts with your contacts



Link all your social media accounts

PLATFORM EXECUTION METHODOLOGY

SUCCESSFUL FACEBOOK PAGE

Facebook page interface for Empowered Living.

Page Header: Empowered Living | Search | John | Home | Create

Profile Picture: Empowered Living logo (A stylized 'A' with a plus sign inside a circle).

Page Name: Empowered Living

Username: @empoweredlivingcommu

Followers: 1.9M followers

Description: For those who dare to live life by design, not default.

Navigation Menu: Home, Live, Videos, Events, Shop, Posts, About, Community, Photos, Subscribe

Follow Button: Follow

Spotlight Section: 7 videos

Featured Video:

THEN I GRASPED THE MEANING OF THE GREATEST SECRET THAT HUMAN POETRY AND HUMAN THOUGHT AND BELIEF HAVE TO IMPART: THE SALVATION OF HUMANS IS THROUGH LOVE AND IN LOVE.

~ VIKTOR FRANKL

PAUL MARTINELLI
RODDY GALBRAITH

ME & MEANING

EMPOWERED LIVING

Featured Post:

FEATURED

This is who we are

2 months ago • 21K views • 76 comments

If you're looking for a "p...
If you're looking for pos...
life If you want to live yo...
your best self Empower...

124 shares

Footer: Create a Page

Description

Shop

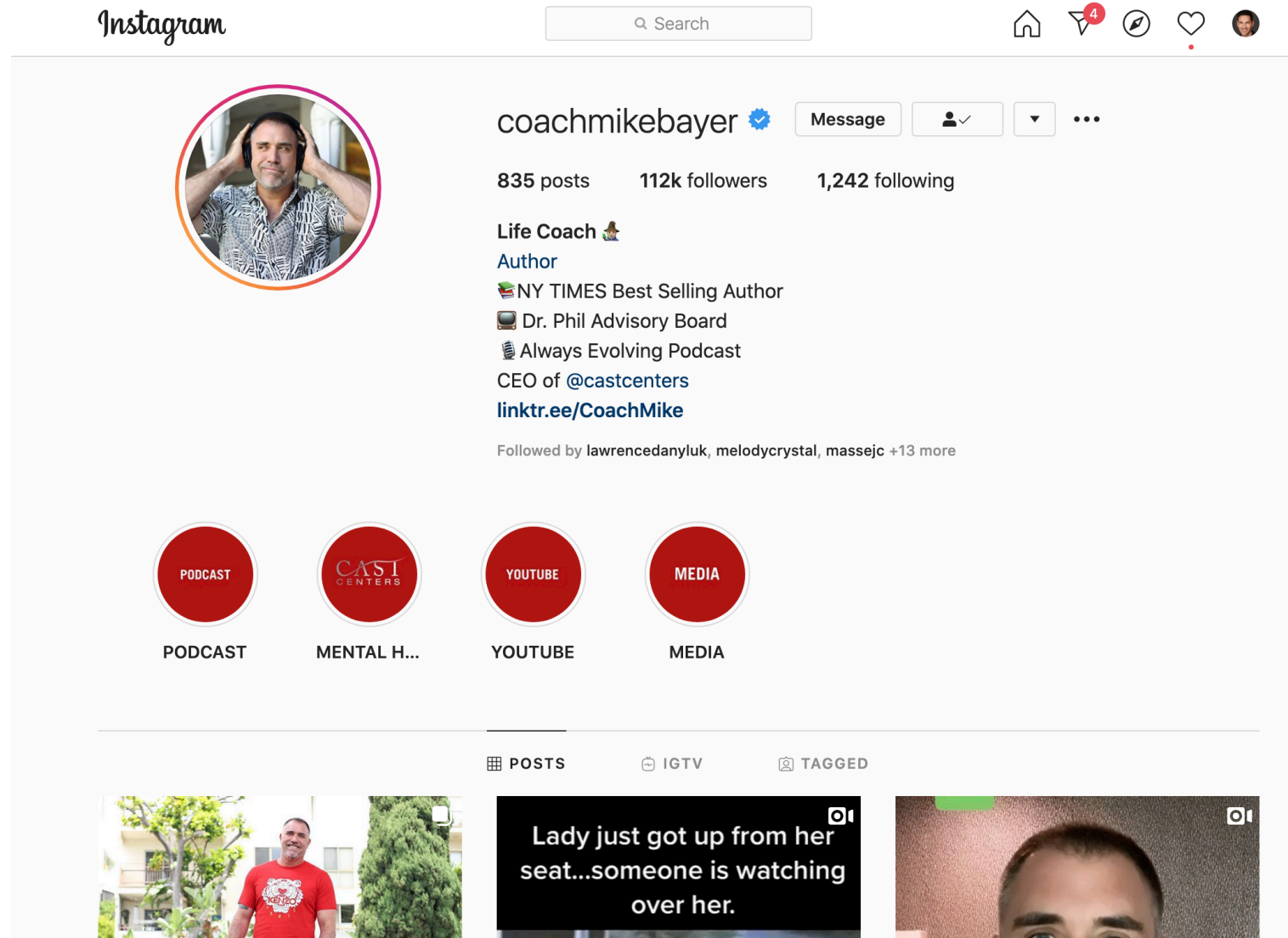
Video

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FACEBOOK PAGES

Why	How	What	When	Who
-Your audience is on FB	-Set up business page, Keep profile for friends	-Behind the scenes photos or videos	-Be consistent -Be frequent -Use schedule feature	-Start with your network to build your list of followers
-FB has tools you can use to grow your list	-less than 50 characters -link in post if content is long	-Quotes	-Look at insights to see when audience uses and time zones they live in	-Add follow button on your website
-Access followers activity and insights to drive ad decisions	-Use video and images to boost engagement	-Fill-in-the-blank	-Share content in the moment if able	-When you have enough content, use ads to target your prospects
-You may integrate with your mail provider to grow your email list inexpensively	-Profile pic 170x170 px to show up best on mobile -Cover 820x820	-True or false	<u>Do</u> -"Talk with" -Monitor page and respond	<u>Remember</u> -Commitment level is high
-FB gives you call to action buttons for your various goals like events, join a mailing list	-Tell fans what you want them to do	-Blog posts	<u>Don't</u> -Cross promote -Have typos -Use too many links	
	-Have a conversation -Put FB link on your website	-Newsletters or Announcements		


SUCCESSFUL INSTAGRAM PAGE











INSTAGRAM


Why	How	What	When	Who
-Almost all brands have one, even coaches	-Set up as business page -Connect with FB business -Use same name as Twitter -Use a business logo or face	-Image-based storytelling	-Post every day. You can skip Saturday if unable to get to it - low volume day	-Start with who you think your customers are
World has moved to visual storytelling	-Add personality in bio/mission -Post 1st picture -Follow others similar to you	-Video-based storytelling (video helps you rank higher in the feed)	-2x/day is ok, or 1/x day 5 days/week, otherwise you clutter people's feed	-Then, look at your follower's hashtags and use them too
The world is mobile, and IG is greatest mobile platform	-Think about each message -Similar fonts, visuals, timing -# by location, event or subject -contests	-Live	-Post in the morning and again mid to late afternoon; then, slowly change times to see the time that provides most engagement	-Use insights to see if the demographics of your user match what you think
	-Acknowledge and validate	-Post fun brand-related things too, maybe as your second post		-When you have enough data, you can start advertising or boosting posts
	-Engage and respond; tag photos with @xxxx	-Offer exclusivity		
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SUCCESSFUL LINKEDIN BUSINESS PAGE



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 **Hays**
Staffing & Recruiting · London, England · 4,169,593 followers

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Coronavirus update: We will continue to deliver our services to the high standards you would expect of us. We have adapted our way of working and have robust and flexible plans in place so we can continue to suppor... see more

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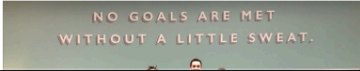


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LINKEDIN BUSINESS PAGE

Why	How	What	When	Who
<ul style="list-style-type: none">-Create meaningful connections-Develop a good representation of yourself	<ul style="list-style-type: none">-Set up business page, Keep profile for friends-can run promos and display content better, use tags and images	Product updates	<ul style="list-style-type: none">-Mondays through Fridays or Tuesday, Wednesday and Thursday	<ul style="list-style-type: none">-People who you believe are your customers or followers
<ul style="list-style-type: none">-Choose who sees your profile	<ul style="list-style-type: none">-Include a mission and goals	Industry news		<ul style="list-style-type: none">-Who has viewed your profile?
<ul style="list-style-type: none">-Display a portfolio of your work	<ul style="list-style-type: none">-Contribute to conversations	Recruitment videos		<ul style="list-style-type: none">-Who has engaged with your content?
<ul style="list-style-type: none">-Build on your profile	<ul style="list-style-type: none">-Select connections you accept	Job postings		
<ul style="list-style-type: none">-Can link personal and business profiles	<ul style="list-style-type: none">-Don't send too many requests	Blog posts		
<ul style="list-style-type: none">-Can join networks of like-minded people	<ul style="list-style-type: none">-Manage your visibility-Show rich media	Newsletters or Announcements		
<ul style="list-style-type: none">-Can use to grow list	<ul style="list-style-type: none">-Post potential employment			

TWITTER

Why	How	What	When	Who
-Gives you access to connect with people quicker and easier, people who you would never be able to reach	-Set up business page, Keep profile for friends -Can run promos and display content better	Industry news	-Every day	Follow people you respect based on your bio and you might get them to follow you back
-Helps you to understand the needs of your demographics	-Create a bio that captures you and page, most people will follow you based upon your bio	Quotes, ask questions	-Monitor throughout the day -Respond when possible	-Talk back to people who talk to you
-Great platform to share links and indirectly sell your stuff	-Connect your touch points (meaning TW, LI, IG)	YouTube videos		-Make it easy for people to discover you
-Creates relationships	-Don't create long hashtags	Event updates		
-Tool to get people to join your email list		Blog posts and articles		
		Newsletters or Announcements		

EXPERT TIPS + TOOLS

- Make one content calendar that includes the platforms on which you publish
- Be consistent; publish posts every day, even if just one
- Publisher tool: Use Hootsuite (the free version) to schedule posts in advance
- Designer tool: Use tools like Canva to create compelling imagery (the free or paid version)
- Photos/videos: Use your own photos/videos whenever possible

THANK YOU!

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