

Episode 71 – Leveraging Your Social Media Presence

What was once believed that social media was only a trend that the “kids” were using is now considered a valuable business tool. People are making more of their buying decisions



based on what they learn and see through digital media. Social media is not going away so instead of resisting and why not learn more about leveraging it for your business, organization, or brand. We are human and we have the need to be social.

In today's podcast, I want to talk about some of the fears that people get caught up with when it comes to social media. I understand why people are fearful yet I also understand there is a way to leverage social media for your business to position yourself in the market place effectively.

Let's talk about some of the fears people have:

1. **I am NOT _____ enough!** Social media is changing on a daily basis and I think sometimes people get overwhelmed with trying to keep up with all of the changes. For the most part, the practice of using social media stays the same. It is too easy to say you **do not know enough** to use social media and use that as an excuse not to engage. If you feel you don't know enough about how social media works, consider doing some of your own research and take a look at what other people are posting and how you may be able to leverage this opportunity. You may decide to go to a networking event where you know that there'll be some social media marketers. They can share information to alleviate your fears. Take some time to experiment and start small. You have all the resources you need now all you have to do is tap into them - get social!



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2. **I am going to FAIL!** Fear of failure is one of the biggest things holding people back from achieving success. You may be afraid to share your ideas for fear of being criticized or ridiculed if something goes wrong. **Failure and mistakes are nothing more than learning experiences giving you feedback and letting you know what worked and what didn't work.** That's it! Learn the lesson and move on. You need to have confidence in your ideas and what you stand for. When you don't your own and believe in your ideas, how do you expect others to believe in you?

Create a strategy for yourself. Many businesses are reluctant to get into the social media game as they are not sure what to post and what times of day to post. Why not test to see if something works for a short period of time and if it doesn't work you can change it. You can always check out what times are best by Googling it or checking out iconographics on Pinterest. When creating your strategy you want to be very clear about your intention, your why-what is the outcome that you're hoping to achieve? What is the message that you want to share? Who is your audience? What do they do? What platforms are they spending their time on? You need to be positioned where they are. Social media is a great way to build brand loyalty and it is a cost-effective marketing tool to promote your business.

You can share some personal posts here and there so that your persona shines through but you do not have to post pictures of your dog regularly unless the dog is part of your brand or is the mascot or ambassador for your company. **Think about what you post and post with intention.** Random pictures should be saved for a personal profile. Give Facebook Live or Instagram Stories a try by giving life to your brand and sharing a little glimpse into your day and what you do. Video, by far, is one of the most captivating and engaging marketing tools you could be using.

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3. **I am going to be _____!** Criticized, judged, or ridiculed – you fill in the blank- if I post the wrong thing or say something silly. Worse yet, I may look foolish on video. People are always going to be entitled to their opinions whether we like them or not. They see the world through their eyes. What they believe is truly none of your business; it is their opinion. You are not going to please everyone. Those people who are critical or judgmental often lack information. They may make assumptions because they may not be willing to do it themselves or see if the strategy actually works. Their thoughts and actions come out of their own fears and beliefs. If you are holding yourself back based on what others believe, you may not take the leap necessary to achieve your goals. What others believe is more about them than it is about you. If you get one negative response from someone, do not let it steal your joy from all the great things people say about you and your business.

What if you shifted your thinking to, “I am going to be positioned as an expert in my field.” “I am going to share valuable content that will boost my credibility.” See the difference! When you are using social media with intention to captivate and add value to your customers, how can you go wrong?

Each blog post or social media post that you post leaves a digital footprint. Think about the message or the legacy you want to leave. Keep your posts positive and intentional. By leveraging social media, you are opening up the opportunity to expand your exposure activities at a low cost and reaching more people in a different way. Quit leaving money on the table – people need to know about what you are doing.

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