

# Social Media Plan

## Preliminary Actions

- Set up a profile with your name or business name
  - Name | Occupation/Industry
  - 4 Line bio framework
    - What you do/sell and who you help
    - How can people work with you
    - Credibility
    - Call to Action
  - Clear profile picture
  - Ensure it's a business account
- Instagram Settings to Turn On
  - Crossposting - recommend reels on Facebook
  - Media quality - upload at highest quality
  - Show account suggestions on profiles - must be done on desktop

## What to Post

- 5 topics that go viral
  - Adventure
  - Comedy
  - Emotion
  - Inspiration
  - Surprise
- Post about you, your world, unique ways of doing things and be aspirational
- Think about establishing connection, value and proof of success
- Video reply to comments
- Research content
  - Go to "Creator Search Insights" on TikTok and look at the Content Gap
  - Study content in your niche that has over 1 million views

## Filming Settings

- 4K at 30fps
- Exposure adjustment - cinematic mode - 6.3
- Export videos at 1080P at 30fps
- Upload all media at highest quality

## Posting Tips

- Post 1-3 times a day
- Choose hooks that evoke curiosity
  - Less than 3-5 seconds to grab audience's attention
  - Do not solve the curiosity until the end of your video
- Use visual elements when filming
- Speak in easy, actionable sentences
- Ensure the audio is clear (lavalier mic)
- Do not save content as draft
- Use ChatGPT to draft captions and hashtags
- Make your thumbnail a statement with a question word

## Engagement

- Respond to all comments on your posts
- Comment on other people's posts for 5 minutes a day
  - People you want on your team
  - People you need to follow-up with
  - Influencers with your target audience

## Strategies

- 5/1/30 - To get new clients
  - I'm looking for 5 people that want to \_\_\_\_\_ in the next 30 days
- 180 Days Method - Monetizing channel
  - For 180 days make a reel solving a hyper-specific problem in your niche, then create a digital product related to all the content you put out and subtly pitch that product

## TikTok Strategies

- Search "how to go viral" - sets algorithm
- Repost the same video if it was successful
- Have a main account and several "child" accounts that repost the same content with slight tweaks
- Go live