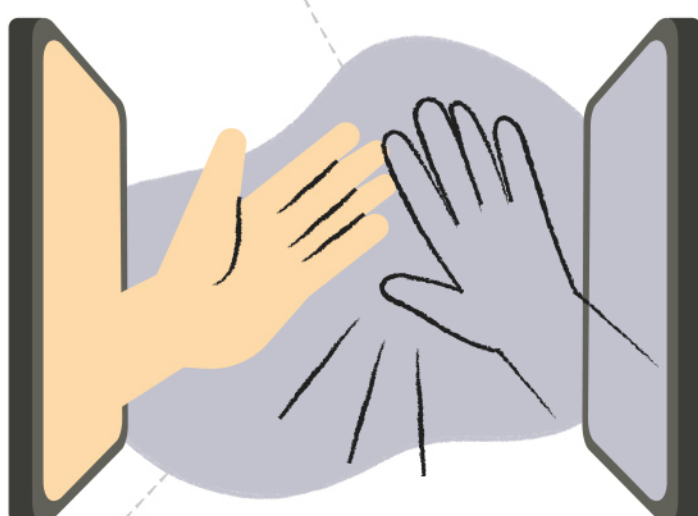


How & Why you should share **social content**

1. Social Media is a great way to keep in touch with established connections, and offers the opportunity to reach a seemingly limitless amount of people to connect with.

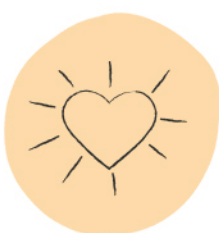
What you publish, on top of networking practices like commenting on other people's content, **helps get you noticed on social media.**



2. People follow brands & businesses for different reasons:



a. Their content **resonates with them**



b. A connection is established that **leads to a relationship with the brand over time**



c. People also follow **businesses & entrepreneurs** for different reasons

- To engage with them
- Ask questions
- Learn about a product/service
- Mentorship (learn what they do)
- Promotions
- Because the business has engaging, valuable, and/or relatable content

3. How do you get your content noticed?



I. Know your target audience

a. Understand:

- 1. who** they are
- 2. what** their needs or wants are
- 3. what** they're looking for
- 4. what** problems you can solve for them

b. Providing content that is aimed towards at least 1 or more of those 4 **will help get your content noticed by the right people**

II. Use the the 4 C's of Social

1. Content: what you post

2. Context: how you word what you post

3. Consistency: keeping to a regular posting schedule, that works for you, helps followers know when to expect more content from you

4. Connection: your personal brand should be relevant, relatable, valuable and interesting to your audience

