



## Social Media Resources + things to think of:

- Grab all [Social media handles](#) early. If you are not using them, make sure they are set to private so that people do not see that the account is not yet active.
- Use all [Facebook](#) and [Instagram](#) business resources.
- Curate the content you post. The number one mistake people make is posting content they do not care about just for the sake of posting. Make sure each photo, article, etc. that is posted [aligns with your brand](#) or your goals.
- Create a contact list – this should include a group of people that you can rely on, resources and contacts that you have reached out to. Keep them organized in an excel sheet. This way every time you need to find a solution to a problem you have a [solid starting point](#).
- Keep a list of people that inspire you or people that you admire. [Cold emails](#) can be nerve wrecking to send but in my experience 9/10 emails I send receive a response. I even went to lunch with someone after a cold email.
- Make a [list of goals](#). Monthly and yearly. Think both small and big. This will allow you to keep track of your progress and create a solid action plan.
- [Schedule](#) the content you can so that it benefits you the most. If you are generating your own content try to post every other day to space it out. If you're creating or producing less content it's okay to post once a week. As long as what you post is relevant and engaging to your audience there is no right or wrong schedule. Each platform has a native scheduling app, except for Instagram but if you must schedule something [grum](#) is currently the only platform that allows for scheduled content.
- [Free press](#) is the best press. Lean on your community. If you have friends that have websites that are looking for content, offer to do an interview. Rent a camera, a tripod and don't be afraid to take photos of yourself if you can't find a friend willing to shoot you. (Ideally you should have good

high quality photos that way if anyone ever reaches out to do a story, you have content they will want to use) This interview allows you to do two things. Get free press and generate content that you can share on your social media outlets.

- [Content](#) – look for relevant things you can post. Ensure that each article aligns with your brand, goal and vision before you post.
- Don't compare yourself to others. It's hard but please believe that everyone started somewhere. When you post try to use a max of three hashtags. If you can integrate them into the post that's even better. If you're starting out and you want to use more, depending on the platform you can tag people, or post hashtags under the post to [increase engagement](#).
- Remember that social media is still new and no one has mastered the right or wrong way to do this. We're all still figuring it out.
- [Content creation](#) is tough but if you allow people to connect with you and tell them about your progress, triumphs and struggles it will allow for them to engage with you even more. When you accomplish something be sure to [share it on social!](#)