Hi Everyone..

Yikes... Please forgive the audio problems.. we're always striving to get the tech issues handled.

Thank you for being so gracious

Shawne

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you are in the right place if you are joining

Social Media Content: Creating Compelling Copy that Engages Clients, Customers and Patients

I talk and move fast.

All my webinars are NO NOTES.. Sit back.. take a breath, absorb..

After the webinar.. you'll get the record

The best part? you'll get cliff notes.. right from the script I'm using right now.♥♥♥♥

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I really do use the same structured principles in everything I teach...

And today's no different…

I use real life examples of those listening in...

I went to actual social media feeds of many attending the webinar to get real world examples.

Just so you know you can't get it wrong.

Play in the concept of:

shame-less self promotion

shame-less learning

everything is without shame

good to great... admire courage♥

take what you want and leave the rest

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What this webinar is not…

Not a techie course.

Stuff you need to know about writing in 3 social media platforms: Twitter, LinkedIn and Facebook

99% of the writing tips apply to all 3 platforms

There's some caveats ... like the use of hashtags.

Bonus for my TV people who are pursuing free publicity ... all these tips apply to press releases and on-camera sound bites.

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We're going to focus on engaging, endearing, and smart content... with the goal of increasing engagement with your brand/patients/volunteers... whatever that may be.

Everything is through my trial and error... and the game of social media keeps changing and evolving... you need to change and evolve your marketing too

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Shout out to ChirohealthUSA who are our sponsors who helped make this webinar possible

I adore Ray Foxworth

Thank you !

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We're going to dance in being comfortable with being uncomfortable...

Forgiveness - Taking a risk in business and getting over it quickly if you screw up.

Key to authentic marketing ... in this stage for another 30 years...

Project Forgive... our non-religious, non-partisan movement on forgiveness... we even did a little video that went viral... seen by tens of thousands across the globe

It's risky to be authentic, vulnerable... odd word

and I applaud anyone who takes business risks

Perfection is over-rated... (and actually sucks)♥

80% on the mark... and fudging it up to 100% as you get better...

Get a little riskier in your writing... you may make mistakes. The game is to make your mistakes, shift it and make it fantastic...

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This is not hard, writing is a skill.

I'm here to adoringly guide you...

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Here's how it's going to go...

-Overall writing tips.

Apply it to the most used social platforms...Twitter, linkedin and facebook.

special note...

as I was going through content I noticed many facebook pages didn't have content that I could actually copy edit.

nothing wrong...

there were more engagement issues, rather than copy writing issues... (it's not that deep, Shawne)

So we'll address that as we go through class very lovingly and offer content themes that can be created to get some fab copy up on your facebook pages.

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**Overall writing tips here:**

Smart tips for original content

-Write like you talk

-Read your post outl oud♥

would you talk that that??????????????????

-use of contractions

-use of the word you

-aware of arrogance

(not meant condescending) arrogance isn't bad... leadership... but if you sound preachy... people won't engage...

-Dumping cliches

(are you telling people to diet and exercise to lose weight??) Yikes.

Mention

Integrity as an influencer in social media

not a moral judgement...

3 things...

-FIX TIPOS! typos...

-Make sure the links are fully there.

-easy to read!!

time and time again.. there is consistent integrity/leadership in your feeds

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**Hashtags**

Twitter loves Hastags,

Stay away from Hashtags on LinkedIn.. **♥**

Facebook?????

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Twitter

The game is to increase your influence by 1) a growing following and 2) getting retweeted!!!

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-Being content focused...for twitter

want to highlight

RetweetLab.com

-created by

Dan Zarella ... (this guy frickin' rocks!!!) Book►The Science of Marketing

He looked at millions of twitter accounts...

Highly followed accounts tend to spend a lower percentage of their

tweets replying to other accounts—they are less interactive—

than less followed accounts

Highly followed accounts tweet more links than their lesser followed counterparts. These accounts did not

build their reach by being in conversations; they built it by sharing

interesting content in a broadcast fashion.

In fact, there are not

many examples of well-known Twitter accounts that are built on

lots of replies, whereas there are countless accounts with more than

1 million followers that do nothing more than share interesting

facts, quotes, links, and news...

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Ann Tran's feed is a perfect example of this... 400K followers

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Me? I do both.

ShawneTV Twitter feed

Start noticing..

how I retweet:

how easy they are to read...

notice contractions in my writing

notice the use of "you"

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words to avoid in Dan's research ... especially for Twitter ... least retweetable... thing they have in common?? talking about yourself ... it starts to feel preachy too (can apply to linkedin and facebook too♥

notice the word "but" we'll get to that...

**1. game**

**2. going**

**3. haha**

**4. lol**

**5. but**

**6. watching**

**7. work**

**8. home**

**9. night**

**10. bed**

**11. well**

**12. sleep**

**13. gonna**

**14. hey**

**15. tomorrow**

**16. tired**

**17. some**

**18. back**

**19. bored**

**20. listening**

**most retweetable words, valuable for others**

**1. you**

**2. twitter**

**3. please**

**4. retweet**

**5. post**

**6. blog**

**7. social**

**8. free**

**9. media**

**10. help**

**11. please retweet**

**12. great**

**13. social media**

**14. 10**

**15. follow**

**16. how to**

**17. top**

**18. blog post**

**19. check out**

**20. new blog post** ))))))))))))))))))))))))))))

new blog post... (lots of bloggers on this webinar, Shawne)

Headline writing resources... (start being aware)

-Cosmo♥

-Inc Mag

-New Blog Post (Twitter most retweeted♥)

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Great headlines

-Why Your Lipstick Isn't Lasting

-Should You Go Organic While Expecting?

-Top 10 Great Products that Make You Look 10 Years Younger Instantly

-How to Avoid Hiring a Lazy Employee

-Check Out the Worst Diet Mistakes Everyone Makes at the Holidays

I'll revisit this again... as we go through copy...

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Let's go to actual copy and rework it a bit...

@KWAN YIN HEALING

@DrPhyllisBooks

Looked at: Anil Gupta

@billbachrach

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Fast Writing/Selling Tip

If versus When

If is an invitation.

When is selling/leadership

If you build it, they will come.

When you build it, they will come.

(What is your targeted demographic?)

If you buy this product, your sales will go through the roof.

When you buy this product, your sales will go through the roof.

My linkedin webinars..

If you're inspired to write better...

When you're inspired to write better....

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Anil♥

Adversity is your friend, it's a great teacher but you must be a willing student - Anil Gupta - [www.anilguptainspires.com](http://www.anilguptainspires.com/" \t "_blank)

After: If you let it, adversity can actually become your best friend. #inspired

When you let it, adversity can actually become your best friend.

Facebook

two things:

specific pages.. and specific copy.

I highly highly recommend you go listen to my social media engagment webinar... a lot of the mistakes being made that I'm seeing here.. are so so so easy to fix.. like repositioning a poster on facebook.. how to share other facebook pages.. to get that engagement going...

So let me start with some copy writing themes...

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Project Forgive examples

our theme is forgiveness.. that also encompasses, love, non-religious spirituality... great theme...

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Notion of incorporation text only on facebook

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theme

my personal FB page... just so you can see it?

outrageous humor...(I like to think so at least)♥

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ShawneTV? Still working that out.. I've tried a number of themes..

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Facebook pages: all have great brands...

Jan Enns...

building communities... programs rolling out smoothly..

play with a theme...

quotes on stats community support

govt humor....

customer service in a govt setting

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Leaders In Transition

Leadership quotes that punchy, easy to read and are inside the poster itself... shorten the quotes you pick

LOOK AT IT

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Planned Parenthood...

links to articles...

no need to convert anyone... speak to your audience!! LGBT news

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Jane Atkinson... dynamo

sometimes feels more like a personal feed...

speaker tips.. better yet.. quote your clients... woohooo!!!

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Orlando CHIRO ....

Fab site♥

get rid of "talk to your chiropractor"

Is your primary clientele athletics...

Want to relieve stress.. got back to the water.. reseracher shows 8 glasses a day is fantastic for your muscles

LeadingAge California.... exquisite page

fast advice

grandma grandpa

tongue in cheek humor

Pulse 3 foundation

WOW>>> quote some of your giving doctors.. not sure if you are focused on the

general public... ... lower holiday stress right now by.....

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What works better?

My renewed mind

Joy of Mom

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Winding down..

Consult with me ... anything marketing ... copy for linkedin, facebook or oncamera training, press releases whatever.. I'm $300 half hour, $500 full hour. you can set it up with hily.

-Remember. you'll get cliff notes

This was recorded ... you will receive it in 48 hours

any questions ... email Hily

Come connect with me...

Check out Project Forgive...

Join me on ShawneTV

Check out bootcamp....

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Thank you for being here and big thank you to CHIROHEALTHUSA

See you next time.