Hi Everyone..

Here are the cliff notes...

Enjoy,

Shawne

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**Social Media Marketing:**

***Creating Engagement on  
Twitter, LinkedIn and Facebook***

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First let me tell you what this webinar is not..

Not a techie course...

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

I'm going to show you what works and what doesn't work.

The bottom line? The right engagement can be incredibly effective in attracting clients, patients, volunteers and even a fab boss.

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Before I get started I want to give a shout out to ChirohealthUSA who are our sponsors who helped make this webinar possible

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It's all about forgiving yourself for not being perfect... being 80% on the mark and fudging it up to 100%.

So after today, you're going to get a little riskier in your engagement ... you may make mistakes. The game is to make your mistakes, shift it and make it fantastic...

You take a risk by stepping out of your comfort zone ... forgive yourself for it NOT being perfect ... then adjust accordingly!!

I would be remiss if I didn't mention 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 … and heres the thing ... it's risky to be authentic, it's risky to be vulnerable.

My job as a coach and marketing mentor is to take you to your next level of exquisite so clients, patients volunteers and new bosses respond.

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This is not hard, exquisite, compelling social media engagement is a skill. It's just a skill

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**Let's start with Twitter**

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

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**First ... one of the things that's deliciously worked for me is posting 5 pieces of content per day for both my twitter profiles.. @ShawneTV and Project\_Forgive**

**Without fail - 5 posts a day of content. (usually quotes!)**

**Take a look ... here are my quotes and I also quote others that I support ... or famous people quotes.**

**When you look at my twitter feed you will receive rich, thought provoking quotes or fast tips....**

**1pm, 1:30, 2, 2:30, 3pm**

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**another great tip is using arrows, hearts, smiley faces ShawneTV ... it makes you standout ... to do this you hit your alt key than a number.**

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**ProjectForgive example...**

**for instance ♥ alt 3 is a heart.. ► alt 16 is an arrow. See how I'm doing this... ???**

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**The Mistake a lot of folks make is selling on Twitter ... now ... how many of you buy a bunch of stuff on twitter? No, you really don't do that... so stop having twitter be a primary selling place for you.**

**Now here's a new definition of selling.**

**New perceptions can alter your destiny**

**Selling is anytime you ask someone to go do something even if it's free!!**

**Like ... sign up for a free meditation ... or receive this free download...**

**Even though it's free ... it's still an action someone must take to "get" something.**

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**Twitter is about fast engagement ... People engage with quotes, fast tips and/or to look at compelling articles, blogs, or pictures.**

**Make sure they are around 100 characters... easier to retweet! the game is retweeting.. when people retweet you.. that's when your following grows!**

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**Average person gets about 15-40 retweets per month ... at this time we are at about 800 per month.**

**Great ways to get retweeted!**

**The way you grow is to help others grow.... by retweeting them...**

**Instead of thanking someone retweet them!! especially if they have a large following.. you are giving them influence .. and influential people are looking for other influential people...**

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**You can take a step further by asking for content from influencers so you can put them in your feed.. pre-loaded..**

**Hootsuite.com**

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**My tweets are pre-loaded in advance in Hoot suite ... see how I do this?**

**Like I said ... I post at 1, 1:30, 2, 2:30 and 3pm**

**ShawneTV rhythm**

**the 1pm, 2pm, and 3pm content is usually my quote on something.**

**The 1:30 is for other's quotes...**

**and the 2:30 is for a media or networking tip. I'm training my twitter audience that not only will I give compelling content ... I will also give fab free media and business advice...**

**ProjectForgive ... my content and other quotes at 1:30**

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**Also I have a landing page on my website... www.ShawneTV.com/twitterposts when someone asks for content.. I send them to this landing page... and they have access to my content tweets. Create a page like this.**

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**Also ... here's a tighter shot of my twitter page... you'll notice, I've sprinkled in selling/awareness tweets.. when a lot of your content is going out, you can sprinkle in "selling tweets. My ratio is about 20 content tweets to 1 selling tweet ... such as: check out media mastery bootcamp.**

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**Then I created a master file... like this.. and I reuse the same content ... some people recycle after 3 months or so.. I have a year's worth of content in my master file ..... so the material stays fresh.**

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**What not to do on Twitter:**

**DO NOT SHARE YOUR FACEBOOK POSTS HERE!!!!**

**DO Not do an autoresponder... that says go to my website.. sex on the first date... blah blah blah**

**do not send half-links.. many people write compelling copy.. then put in the link and it's chopped off.. that says you're asleep at the wheel!**

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**Sharon Carne**

**lots of facebook.. use bitly.com**

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**Tourism Calgary**

**great.. interaction.. need content**

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**Patricia Morgan... great content.. consider no link... just give them something...**

**hashtag.. #brilliance... advanced**

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**Dr. Carla Sullivan... website.. qcwellnesscenters.com**

**Great website.. add color to social media icons**

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**I did find her on Twitter...**

**great pics**

**pay attention to exclamation points**

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**LinkedIn**

**get your profile rocking (did a webinar already on headline, summary...**

**highly recommend you get it on my website, shameless plug ♥**

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**Couple of thoughts for engagement**

**1) Personally engage- answer people!!!**

**2) Answer yes to connecting people**

**3) Post daily!!! ... dang I don't have time ... me EITHER>>**

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**Recycle content!!**

**How I do it!!**

**It's easy, I recycle content!!**

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**I click on one of my posts.. right there at 1pm**

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**and I insert the same quote.. so Now I have 3 posts at 1pm... one for ShawneTV, one for PF... one for my Linkedin**

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**Those posts show up in people's feeds....**

**In my feed:**

[**Richard Krawczyk**](http://www.linkedin.com/nhome/nus-redirect?url=http%3A%2F%2Fwww%2Elinkedin%2Ecom%2Fprofile%2Fview%3Fid%3D21604586%26snapshotID%3D%26authType%3Dname%26authToken%3Dr69r%26ref%3DNUS%26goback%3D%252Enmp_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1%26trk%3DNUS-body-member-name&urlhash=fs7t&trkToken=action%3DviewMember%26pageKey%3Duscp-home%26contextId%3D4c07be29-4a38-4701-b55c-d0e69e4e991d%26isSponsored%3Dfalse%26distanceFromViewer%3D1%26aggregationType%3Dnone%26isPublic%3Dfalse%26verbType%3Dlinkedin%3Ashare%26activityId%3Dactivity%3A5784322780635869184%26isDigested%3Dfalse%26isFolloweeOfPoster%3Dfalse%26actorType%3Dlinkedin%3Amember%26feedPosition%3D18%26actorId%3Dmember%3A21604586%26objectId%3Darticle%3A5784299773645303898%26rowPosition%3D1%26objectType%3Dlinkedin%3Aarticle&goback=%2Enmp_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1)

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Share like Twitter....

-articles really work here

-content works here

-get rid of hashtags

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How I post on LinkedIn:

3 a day..

1pm, 2pm, 3pm

Content from both

@ShawneTV and @Project\_Forgive

same voice.. same spin.. a little more spiritual on one than the other.. forgiveness is present in my brand

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Noticed while looking up profiles on LInked:

-some were not on LinkedIn

-some had no photos

-most had no content

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Shawne's content

Lots of engagement...

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# Necole StephensNecole Stephens

# my linkedin Profile copy is there IN HER FEED!

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Necole Stephens summary

## Background

### Summary

Necole Stephens is a nationally recognized Spirit Medium, Spiritual Mentor, Inspirational Speaker, Certified Grief Specialist, and bereaved parent. Necole has dedicated her life to the helping and healing of others. She is able to enhance the spiritual awareness of her clients and empathize from her firsthand experience with grief. Necole travels across the country giving inspirational talks and running her Angel Kisses events, which provide audiences a chance to connect with their loved ones.  
  
During Necole’s private sessions and seminars, she incorporates messages from the spirit world with grief recovery tools to cultivate hope, healing, and a sense of meaning for her clients. Necole offers guidance on learning how to become connected to our loved ones in spirit rather than to the grief itself and rediscovering our fundamental nature and inner essence that was lost along the way. Throughout her years of connecting with loved ones in the afterlife and from personal experiences; Necole has embarked on a journey to share with others that it is okay to smile even while enduring their deepest pain.

Sidebar!!! Keywords!! how would people find you.. go look at my summary and see what I did - www.linkedin.com/in/shawnetv

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Bottomline for LinkedIn?

-Profile rocking first.

-Daily Content for engagement

-Groups? Always asked.....

where do you want to spend your time??????

What resonates for you? What lights you up???

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**Facebook**

**What gets shared and talked about on facebook when you're building a following?**

**Think about you! What do you scroll through on facebook... what do you shareshare and comment on?**

**-Posters (memes)**

**-compelling short videos**

**-rarely share articles.. are you reading articles on facebook???**

**-not selling of courses/products**

**when is the last time you bought something on facebook? Exactly**

**So give people what they want! Compelling, inspirational, funny posters that makes them want to share**

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**Pages that work!**

**ProjectForgive**

**Your inner sparkle**

**Coach MD**

**Kwan Yin Healing**

**couple of reasons why they work**

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**Reposition photos**

**When you reposition, you make it easy for them to read quickly and share..**

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**Keep your posters tight and readable**

**(Mystic Sound)**

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**How to powerfully share, it's a networking game.**

**Your inner sparkle**

**Always acknowledge a poster and give the shares from that page!!!!**

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**Kwan Yin Healing**

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**Dr. Sharon Melnick...**

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**My web presenters**

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**Hanson family chiropractic**

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**Kwan Yin Healing**

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**Make your own posters ... free sites for pics ... you can also buy**

**picmonkey.com (LOVE THIS SITE!!!)**

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**How often to post on Facebook???**

**3 times a day....**

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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 (**[**hily@shawnetv.com**](mailto:hily@shawnetv.com)**)**

**-Remember you get cliff notes**

**LinkedIn Webinar:** [**http://shawnetv.com/linkedin-webinar**](http://shawnetv.com/linkedin-webinar)

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

any questions.. email Hily@ShawneTV.com

**Come connect with me...**

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**www.ProjectForgive.com**

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**www.ShawneTV.com**

**Check out bootcamp....**

[**www.MediaMasteryBootcamp.com**](http://www.MediaMasteryBootcamp.com)

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**thank you for being here and big thank you to CHIROHEALTHUSA**

**see you next time.**