

SOCIAL

Social Media User Guide

Welcome to Social30

The Next 30 Days

The purpose of the Social30 guide is to give you a 30 day plan to jumpstart your business on social media. There are so many platforms out there these days that it's hard to know where to start. If you will set aside a few minutes every day to follow this guide, within 30 days you will:

- Be more comfortable with the various social media platforms
- Be better equipped to meet and converse with new people about business topics
- See your social presence increase as you make new connections
- Become an authority to your growing audience.

Every day you will find a one-time task that won't need to be revisited after you initially complete it, and you will find one or two tasks that should be revisited each month so that your presence on social media stays fresh and compelling. The world of social media is quite fluid as trends, topics, and even functionality on the platforms themselves change with no warning.

Social media is an incredibly powerful way to connect with new people. It has two major problems stacked against it, though.

Problem One: social media is a huge time sink.

Problem Two: many people find it difficult being creative with what to say.

There is a solution! The Network Pro Soundboard is a service that provides authentic social media content, so you can spend less time worrying about finding content and more time growing your business. Much more information about the Soundboard can be found in this guide and at <http://www.healthylivingsoundboard.com>

The Social30 guide and the Healthy Living Soundboard were created by EdgeTheory.

Twitter is a Powerful Public Platform



One Time

Have you considered making a Twitter account? While Twitter does have a higher learning curve than the other social media platforms, it has the power to connect you with so many new people because of the public nature of the platform. Once you create your account, make sure you have a Twitter icon image, background header image, bio, website, and location in place on your profile so that Twitter users know you are a real person.



Twitter Profiles

This is what the Healthy Living Soundboard Twitter profile looks like. Be creative and make your profile stand out when creating your account!

Every Month

1. Is it time to update your Twitter background image? Keep it fresh. Many more people than you realize will click on your icon and visit your profile. You want to look your best!
2. Take some time to click around on Twitter and familiarize yourself with how hashtags work. Notice that they work as search terms as well as links. Anytime you find a hashtag in use, you can click on it to see every tweet that uses it. This is how conversation topics work on Twitter, and why it's important to be a part of these ongoing conversations.

Try It!

Search for [#smallbusiness](#) and see what conversations are currently trending!

Day 1 Continued >

Twitter Basic Layout



1. Search

This is how you will find trending conversations about topics that you are interested in.

2. Compose a Tweet

Create a new Tweet when you have something you want to share. Remember to use #hashtags!

3. Follow

Click the follow button when you come across someone that you want to keep up with. Their updates will appear in your feed when you sign in.

4. Feed

A real-time feed of Tweets from all of the people you follow or when you use search.

Is Your Twitter Handle Memorable?



One Time

Is your Twitter handle something that is creative and easy to remember? Your handle is what comes after the @ symbol. When you created your Twitter account, Twitter might have recommended a handle name like @James99887322 or something equally terrible. If you have a handle like this, it's time to change it out so other people can actually remember it!

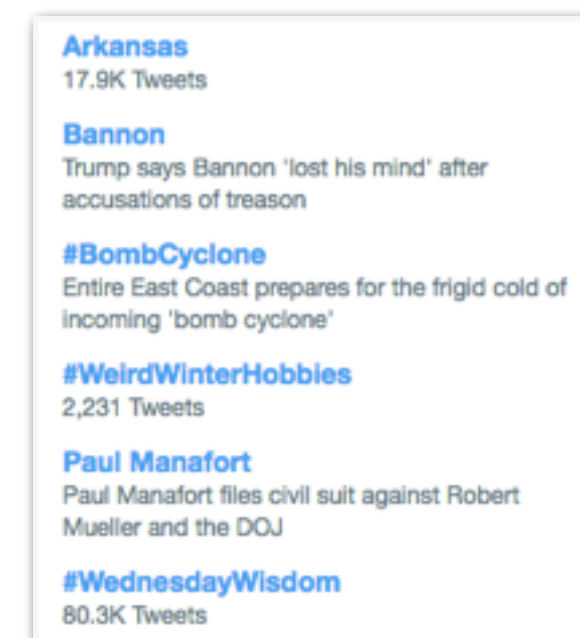
Go to Settings, then Account, where you can change your handle.

Try It!

Search for [#smallbusiness](#) and see what conversations are currently trending!

Every Month

1. What's trending on Twitter right now that you can capitalize on? Is it a particular health awareness week? Is there a trending topic related to something you are passionate about outside of the healthy living conversation? Jump in, be heard, and be sure to use the trending hashtag!
2. Go follow 10-15 new people or businesses on Twitter. Search for topics you are interested in and follow accounts that are engaged in that conversation. Keep in mind, if you are hoping for someone to follow you back, notice their follower to following ratio. If they have 15K followers, but are only following 435 accounts, then don't get your hopes up. Of course, if they follow as many or more accounts than they have as followers, then they will probably follow you back.



How Does Your Facebook Profile Look?



One Time

Make sure your Facebook personal profile has up-to-date photos that are properly sized. No one likes to have the top of their head cut off! The background banner image on your profile is pretty big, so make sure you have a high quality image there to keep it from looking fuzzy on desktop.



Every Month

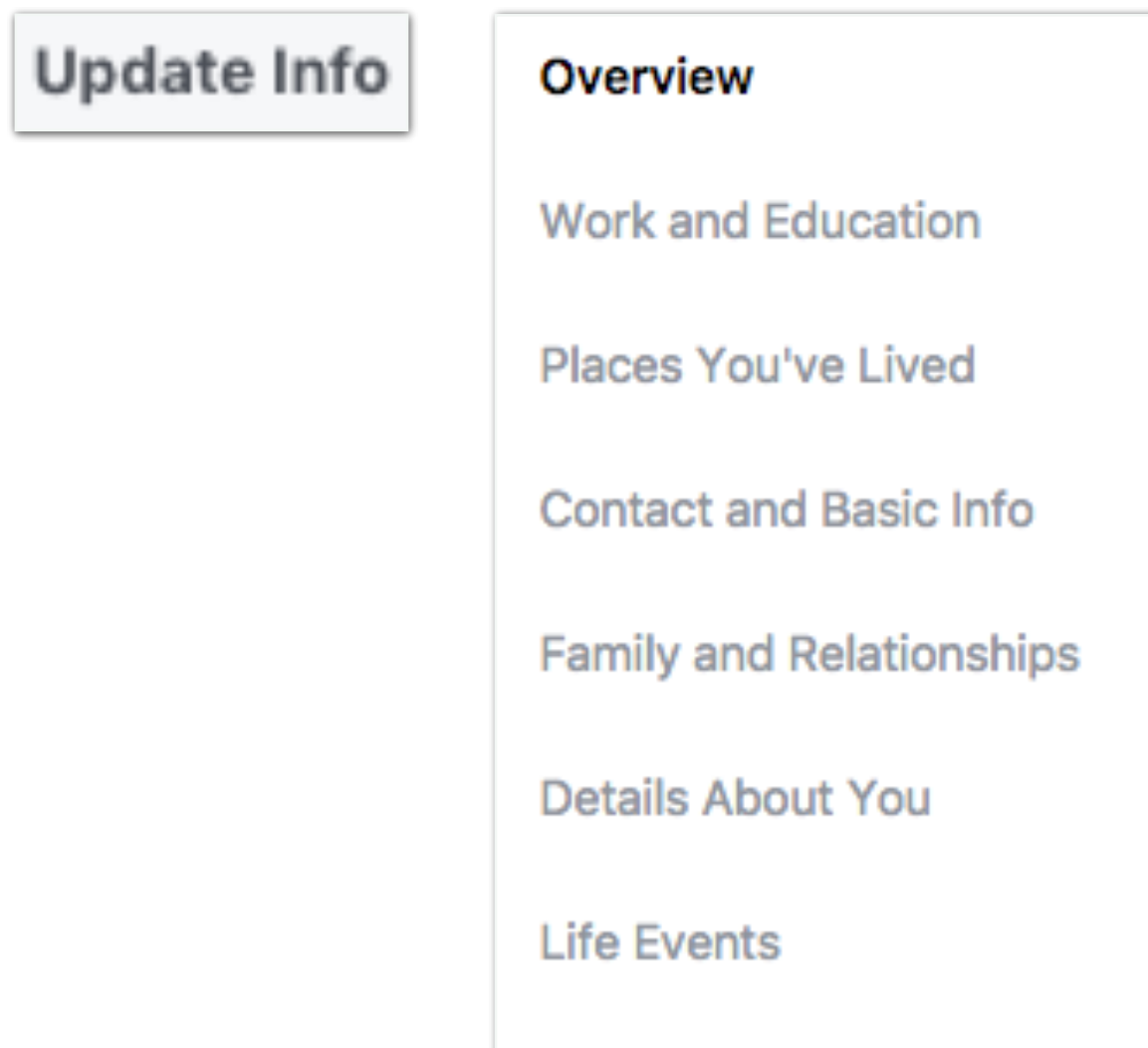
1. Is it time to update your Facebook profile image? Has it been that way for more than a few months? Why not make a change?
2. Facebook is all about connections but not all connections are created equal. Did you know that Facebook tracks your affinity with your friends in your own network? That means that, even if you accepted a friend request from someone years ago, you probably aren't seeing their posts if you've never interacted with them on FB apart from that initial friendship request acceptance. Take the time today to go through your friend network, find someone who you haven't spoken to in years, check out their posts, and make a comment on something recent they've posted. This will help you: a) let that friend know you care and b) Facebook will up your affinity with that person, allowing you to see their posts more frequently and he or she see yours. Think of this as re-activating a warm market!

Is Your Facebook Profile Filled Out?



One Time

There are many aspects to your Facebook profile that allow you provide more information about yourself, which allows Facebook to help you make new connections with people from your past. Take the time to completely fill out and update your profile, so that Facebook can help you make connections from your past. When you are looking at your own profile, find the Update Info button and fill out as much info as you are comfortable with. The more, the better.



Every Month

1. Take time to like some local business pages. They will appreciate it and you can potentially make connections with some business owners that you can partner with in a creative way.
2. Have you considered making a Facebook Live video post? To create a Live Video, look for that feature when you go to create a post. This is an easy way for you to share a thought, bit of wisdom, or something you've learned, in a way that will be sure to catch some eyes. If you are nervous about this, try it first to your team group page, because you know everyone in there and they will be encouraging. This is the kind of content that drives a lot of engagement so be yourself!

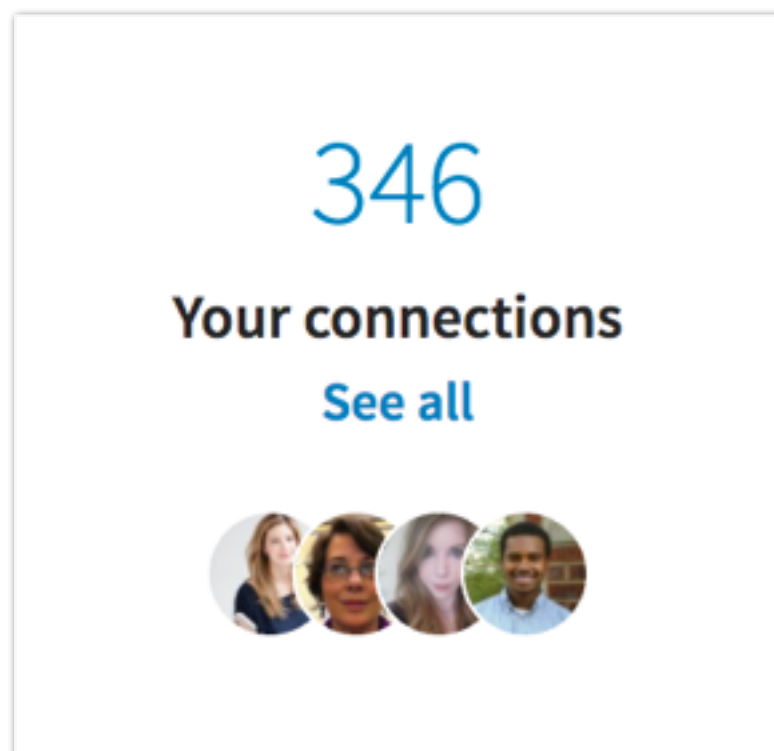


LinkedIn is Today's Chamber of Commerce



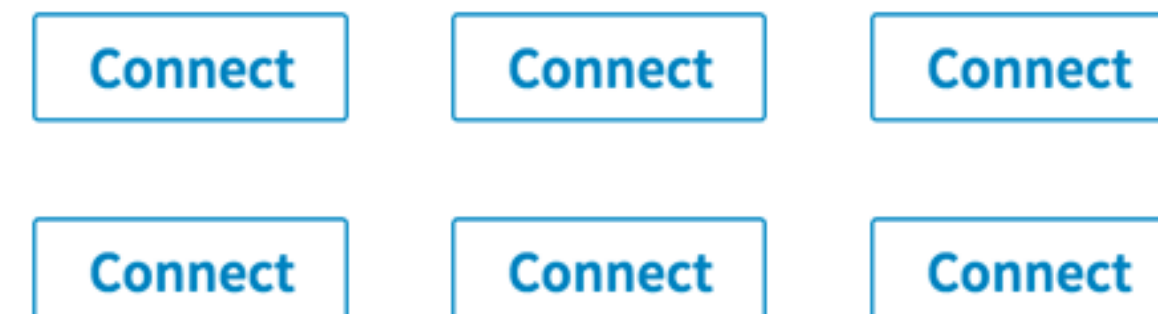
One Time

Have you considered having a presence on LinkedIn? While you may not be job hunting, it's a good platform to have a presence. Think of it like a Chamber of Commerce, where the whole point is to meet, greet, and see how business people can help each other. Take the time to create or update your LinkedIn profile. Why would you not want to connect with local business owners of health food stores, gyms, pilates studios, and bicycle shops?



Every Month

1. Is it time to update your LinkedIn info? This won't be applicable every month, but when you do have an update, it's worth recording. Let people know about promotions and changes at work, as well as your skill sets.
2. Have you thought about ways you can connect with local businesses? You might not be able to put products on the shelf anywhere, but have you thought about having a table or booth at a local 5K on a Saturday morning, or present at a local group?



Instagram - Simply the Place to Be



One Time

Instagram is where everyone that has left Facebook has landed. Do you have a presence on the platform? It's quite simple compared to Facebook as it's only photos, not articles. If you haven't created an Instagram account today's the day! Keep in mind, Instagram operates primarily on a mobile device only. Your account can be viewed on the web but posts can only be created through mobile.



Every Month

1. Have you followed anyone new on Instagram recently? Find some influencers in your business' space, as well as accounts associated with things that you are passionate about. And don't just look and consume! Make comments and add to the conversation.
2. Instagram does a great job of telling you what hashtags are performing well. Be sure to include top hashtags in your posts. In addition, you may want to search Google for trending and planned Instagram hashtags. A number of organizations plan hashtags in advance that you can leverage to be included in larger conversations.

| | |
|---|--|
| # | #smallbusiness 10,366,176 posts |
| # | #smallbusinesssaturday 842,671 posts |
| # | #smallbusinessowner 1,098,419 posts |
| # | #smallbusinesss 8,551 posts |

Take Control of Your Schedule



One Time

Now that you've created these new accounts and are ready to share great content provided by Soundboard across multiple platforms, it's time to take control of your calendar. It's true that Soundboard can tweet for you (if you picked that option when you signed up), and it's true that none of the other platforms allow for auto-posting. Would you like to schedule LinkedIn, Facebook, Pinterest, and Instagram content out ahead of time? Check out <http://www.buffer.com>. This free service that integrates with Soundboard and allows you to connect your social media profiles in one location. The killer feature is that you can schedule content out ahead of time. Put it on your calendar right now to budget 30 minutes once or twice a week to log into Soundboard and then schedule out your posts for the next few days. Now you don't have to think about posting content every day!



Every Month

1. If you signed up for these social media platforms on your computer, make sure you download all the apps to your phone. After you've downloaded them all and signed into your accounts, make sure you keep your notifications turned on. You are much more likely to respond to notifications and engagements when you are on the go if you respond when they happen. Pick up a new follower? Most of the time it's good form to follow them back. Somebody comment on a FB or Instagram post? Keep the conversation going!
2. Take some time to familiarize yourself with the features of Buffer as new updates happen fairly regularly. Buffer will help you keep track of engagements, best times to post, and it will even tell you how many people click on the articles you post regardless of whether or not they actually like the post. Very helpful info!

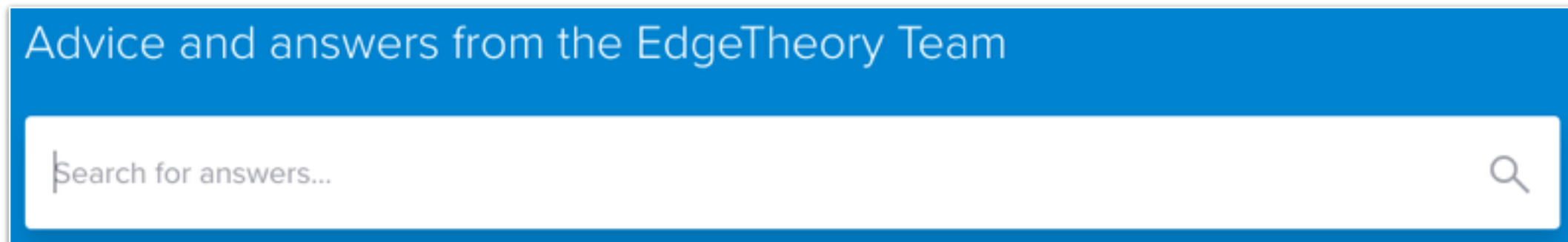


All the Info You Need In One Place



One Time

Did you know that the Soundboard has a knowledge base? If you have specific questions about how things work, best practices for Twitter or Facebook, need help with Buffer, or even saving images to your phone to use on Instagram, tips can all be found here: <https://intercom.help/soundboard>



Every Month

1. Thinking about prospecting on Facebook? A great way to make lots of new connections is to join topical groups. Think of them as a warm market just waiting for your input and wisdom. Join a group around small business, entrepreneurship, etc and use Soundboard content to post into the group. Then, take the time to comment on other people's posts. You'll be making new connections in no time!

Small Business Owners

+1 Join

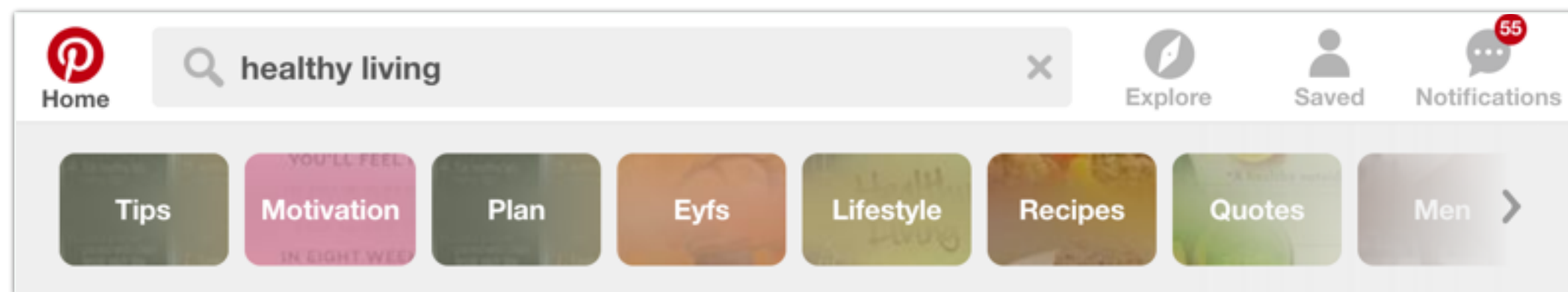
2. Have you thought about your Facebook business page in a while? Facebook has been actively working to limit the amount of exposure a business page has, so if you haven't touched it in a while, don't worry about it. If you are thinking of creating a new one, don't! You won't get any exposure unless you pay a LOT to boost your posts!

Pinterest - A Visual Place for your Voice



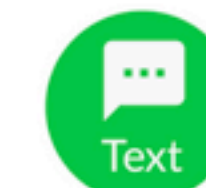
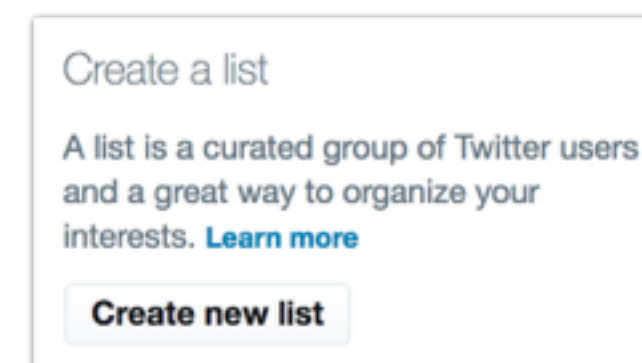
One Time

It's time to make a decision about Pinterest. This platform may or may not be for you. Have you used it in the past or are you currently using it? Make a healthy living board and pin some Soundboard images. Never tried it before? Just hop on it and peruse and see if it's something you are interested in. Don't just think in terms of healthy living content. What else are you interested in? Travel? Motorsports? Underwater basket weaving? It's all on Pinterest so join the conversation!



Every Month

1. Have you ever made a Twitter list? It's a great way to compartmentalize accounts by topic to make it easier to find content. Once you start following a lot of accounts, your Home feed is a jumbled mess. If you create lists, you can move accounts into these lists then find content more easily. Make a "Health Influencers" list and add everyone from your local yoga teacher to the Mayo Clinic. Make another list of your area news outlets. Now when you go to check Twitter, don't look at your home feed. Just check your lists so that you are getting information by topic.
2. The Soundboard provides so many ways for you work on customer retention. Have you got a customer that is gluten-free? Search for a related article and text it to them. Got a customer that runs half-marathons? Facebook Message them an article about new running technology to track their progress. Show your customers you know something about them and are thinking about them outside of getting a product re-order.



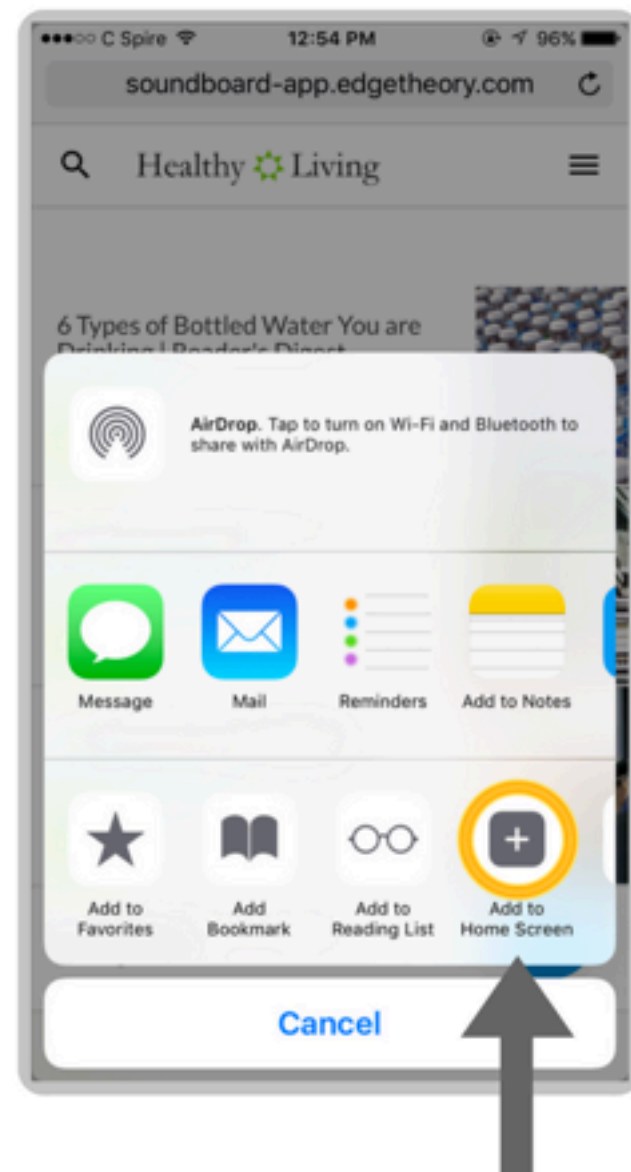
Bookmark the Soundboard



One Time

Make sure you bookmark the Healthy Living Soundboard on both your computer and on your mobile device. This will allow you to stay logged in and quickly revisit it anytime you want to share some content.

Did you know that it's easy to bookmark a website to your mobile device's desktop and have it show up just like any other app? While you are logged into Soundboard on your mobile browser check your browser for a button that says "Add to Home Screen" or something similar.



Every Month

1. As a business owner you are your own brand. It's important to have good content going out regularly but you need to be listening and conversing as well. Today's the day to start a conversation with someone new on Twitter. Search for something that interests you in the form of a hashtag like #equestrian or #flyfishing and find someone who has mentioned it then reply to their tweet. The Compose Tweet box will pop up and it will already have the name of the account that you are replying to. Type your message and tweet. You've just started a conversation!
2. While we're in the mood for conversation let's start one on Facebook as well! It's not enough to post content then sit back and hope people will flock to it. Facebook weights your relationships with other people in your friend network by an affinity score. If you accepted a friend request 6 years ago from a high school buddy but haven't spoken to them on FB since then you have a low affinity score with that person. You probably aren't seeing their posts very often, if at all, based on how FB serves up posts in your feed. Look back through your friend network, find someone you know but haven't spoken to in many moons, and go to their profile. Find a recent post and make a comment. This builds affinity so you'll see their stuff more frequently and they'll see yours. Plus, they'll be happy to hear from you!

#Hashtags, the Great Conversation Unifiers



One Time

Do you know how hashtags work? A hashtag is any word or phrase that is started with a # sign and has no spaces or punctuation. A hashtag is a way to categorize terms & concepts on social media. Hashtags actually become live links so if you click on a hashtag you will be taken to a list of posts or tweets that contain that hashtag regardless of whether you follow the accounts or not. People make up hashtags and there are some that are constantly in use, like #healthy. You will see some hashtags with #CapitalLettersToMakeThemEasierToRead but that isn't necessary. Finding commonly used hashtags is a great way to get involved in larger conversations. It's funny to make up your own but if no one else is using it your post isn't going to be seen in the same way it would be if you used a well-known hashtag.

Monday: #MondayFunday, #MondayBlues, #MotivationMonday

Tuesday: #TransformationTuesday or #TT, #TipTuesday, #TravelTuesday

Wednesday: #WayBackWednesday, #WisdomWednesday

Thursday: #ThrowBackThursday, #ThankfulThursday

Friday: #FollowFriday or #FF, #FridayFunday

Saturday: #SocialSaturday, #SaturdaySwag

Sunday: #SelfieSunday or #SS

Every Month

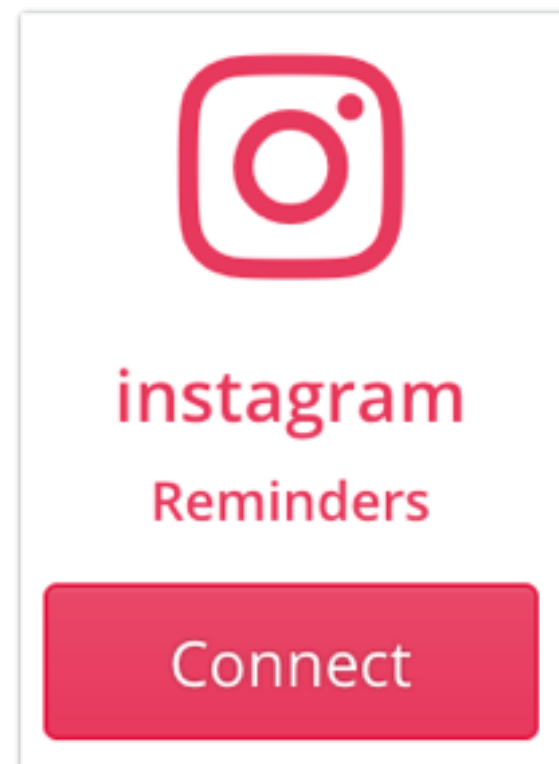
1. Take some time to make some connections on LinkedIn. This platform does a good job of connecting you with your existing contacts who have a profile as well as people you have worked with in the past and went to school with. LinkedIn is probably not going to turn into your biggest marketplace for selling product but it can be a terrific place to make more business-minded connections. You never know who is actually looking to leave their job and find something with a little more flexibility.
2. What day of the week is it? Have some fun with a frequently used hashtag like #TBT (Throwback Thursday: where people post old and embarrassing pics of themselves or even happy memories) or #WisdomWednesday where you can share a poignant thought. Here are some actively used tags for each day:

Buffer & Instagram



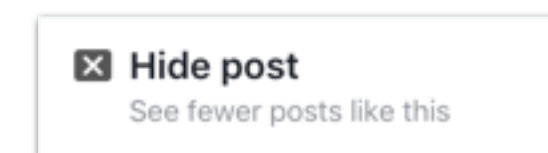
One Time

Your Buffer account integrates with Instagram, up to a point. You can sync your Instagram account and schedule posts but Buffer can't complete the post because Instagram doesn't allow posting from outside apps. Buffer will remind you to post at the scheduled time which is helpful if you want to create a post for later. Take some time to see if this is a good option for you: <https://buffer.com/instagram>



Every Month

1. Facebook is really good about showing you things that it thinks you care about, but do you really care about all the stuff that is at the top of your feed? Is your feed full of overhead fast-forward cooking videos of cakes and pies? If you don't want to watch other people cook junk food then feel free to click on the arrow at the top right of the post and click Hide Post which tells Facebook not to serve you up so many of these. Then go search for something by topic. Many healthy living influencers have public pages that you can follow and glean good content from. Take the time to curate your feed a little bit.



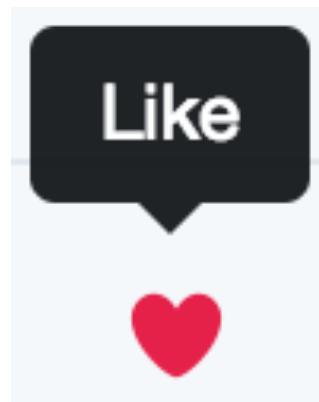
2. Is it a specific awareness month or week about a cause you are interested in? You can find trending hashtags from cycling safety to saving the speckled armadillos. Search for awareness months on Google and see if there is a conversation you can get involved with to make new connections. This idea works on Facebook, Twitter, Pinterest, Instagram, and even LinkedIn, as long as you find the right hashtags.

Keeping Up with Content



One Time

Engaging with other people and businesses is a very valuable use of your time but did you know that many people use Likes on Twitter as a great way to bookmark content to revisit later? If you visit your own profile, you can see everything you've liked. This is a great way to not lose track of articles or videos you want to revisit later plus the creator get notified that you are interested!



Every Month

1. You're now wrapping up your second week through the Social30, and whether this is your first or eighth time through this, the importance of reactivating connections on Facebook cannot be overstated. Your existing friend network on Facebook is the warmest market you have. Go find a FB friend who you have not noticed on the platform in a while and make a comment on one of their recent posts. Don't be embarrassed by the fact that your ultimate motive here is to have your own content be more visible to other people. There's nothing wrong with that!
2. Have you checked your Twitter notifications yet this week? Take the time to do this today. Follow people back who've followed you. Respond to people who have engaged with you. Did someone like one of your tweets about exercise? Respond and ask them if they made it to the gym yet today. Keep it light and fun!



Keeping Up with Content

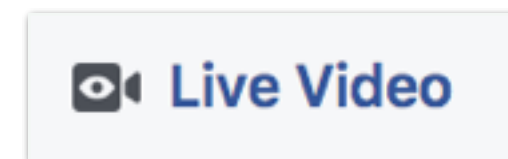


One Time

Did you know that your follower count is NOT the ultimate metric of success on Twitter? Having followers is really nice and can certainly be an ego boost but don't let that overshadow how many connections can be made on Twitter outside of that. There are a number of services that will sell you 50,000 followers on Twitter for \$50. Don't fall into this temptation! You are buying a number that will puff up the ego but it will not build meaningful engagement in any way. You are buying fake accounts to follow you en masse and Twitter will at some point shut these accounts down. It comes off as very inauthentic if you have 10,000 accounts that follow you that are in Arabic or Japanese and you don't speak that language!

Every Month

1. It's time to make another Facebook Live video post. If you have a few minutes at home to yourself, go sit on your front step. Share with your team something you've learned this week, share a personal victory you've experienced on your religious institution's Facebook group, or share on your personal feed about how much you love your favorite band's new album. Be yourself. Don't overthink or over-plan. Just open FB, hit Live Video, and record. Ready, set, go!



2. Are you running a Facebook business page? Use the Insights tab to get a good sense of how it has been performing lately. If you are disappointed with the reach it's because Facebook dramatically limits the page's ability to be seen. Even so, you can get a good sense of how each post has performed. One really great thing you can do is invite people to like the page who have previously interacted with posts. Pick a post that has gotten some engagement. On the bottom left of the post it will say the names of the people who have engaged. You should get a pop-up window with each person listed individually. If there is a box next to their name that says Invite click it to invite them to actually like the page so they'll potentially see more content in the future.

Being Authentic on Twitter



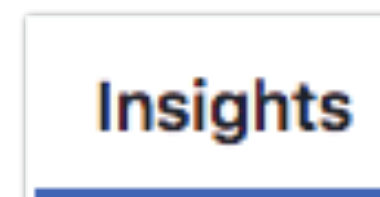
One Time

Have you ever followed someone on Twitter and gotten an automatic Direct Message in return? Services such as TrueTwit and Crowdfire offer these services. Tread lightly here. There's a thousand ways to do this wrong and only a few to do it right. It comes across as very spammy if you get an automated message that says something like "Thanks for the follow. Interested in learning more about My Company? Send me a message and get a free trial!" You want to be as authentic on social media as you are in person. If someone in the grocery store says they like your shirt, you don't turn around and ask them if they want to buy your product, so don't do this on social media either!



Every Month

1. Are any Twitter conversations popping up in your notifications? Are people responding to your tweets? If so, and there has been some good back and forth, think about moving the conversation to Direct Messages, which doesn't have a character count. DMs on Twitter have historically been abused with spam, unwanted solicitations, and even viruses so don't switch the conversation to this platform too soon as people have gotten a little suspicious of Twitter DMs.
2. Take a look at another aspect of Facebook Insights if you run a business page. You can find out a little information about the demographics of your audience if you go to Insights then click People. You'll see the gender, age group, and locations of your audience that can give you a target to shoot for when picking topics to post. If you've got a mostly male audience, talk about a healthy balance of work and family life. If you've got a mostly female audience talk about nutrition during pregnancy or raising a healthy family in a fast food culture.

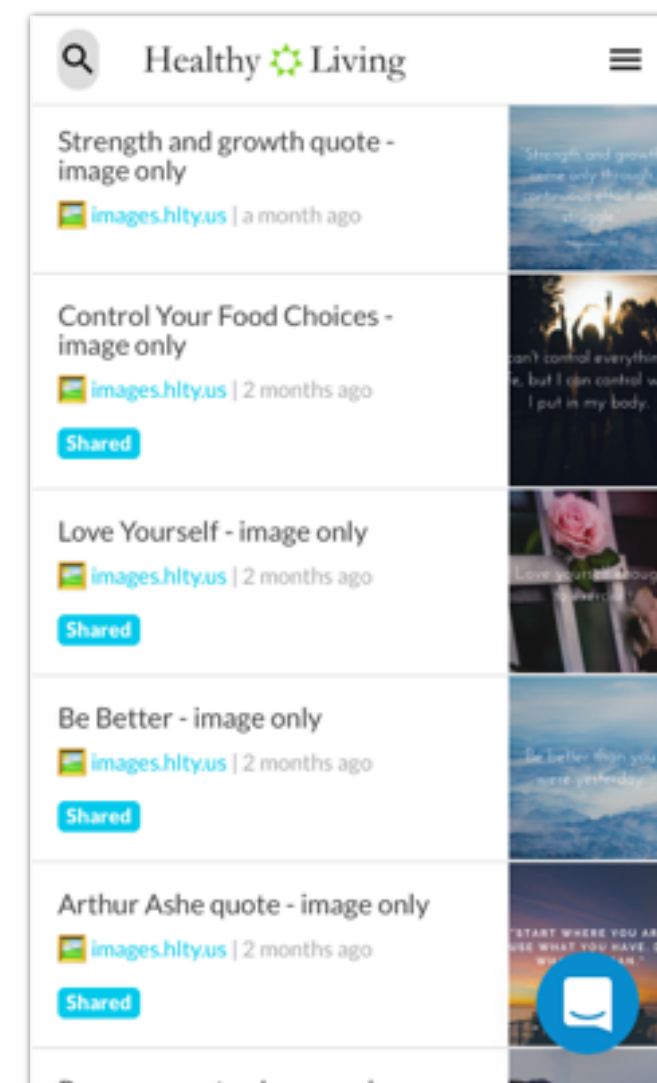


Growing your Follower Base



One Time

While followers aren't the ultimate metric of success on Twitter there is a bar you need to clear so your account shows up in searches much more frequently. You'll need 50 followers to in order to show up in searches, and you cannot have a Twitter egg for your account image. To get to 50 followers go follow local businesses and real people. Once you cross that threshold you'll pick up organic followers much more naturally.



Every Month

1. Go join another topical Facebook group today. While it's great to create Facebook groups for your teams or customers to keep them in the loop, don't neglect how powerful it can be to prospect in these larger existing groups, as people are there to learn! Look for groups that are centered on healthy cooking, family fitness ideas, or non-GMO foods, whatever you are interested in, and get involved in the conversation. Post content into the groups as well as comment on someone else's recent post. This is a great way to make a new connection today.
2. Have you been posting Soundboard-provided images on Instagram? On your mobile device, log into Soundboard, then search for "image only." Each image that you want to post on Instagram needs to first be saved to your mobile device's camera roll. Click on a Soundboard image once you've found one that you want to post. Notice that there is no Instagram share button due to Instagram's limitations on outside apps. To get around this limitation click on the title of the image when looking at it on Soundboard. This is a link to the image itself. Once you are looking at the image, tap and hold until the Save Image button pops up. Now that you've saved the the image to your camera roll it will be there when you want to post to Instagram.

Learn More about Account Performance

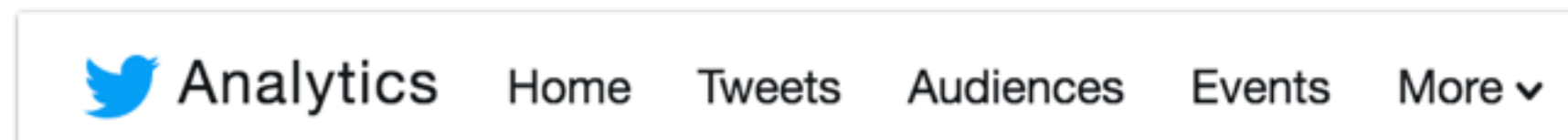


One Time

Twitter offers a lot of information about your audience base. Twitter Analytics can only be viewed on your computer so head to twitter.com and log in. Once you are logged in, look at the top right of your screen and click on your profile image, between the Search and Tweet buttons. You'll see a drop-down menu and Analytics is the choice you want. If you don't see it, go to <http://analytics.twitter.com> and log in with your Twitter info there. Social30 will revisit this again later, as there is a lot of information here to unpack. For now check out the Home tab. It tells you your top tweets and engagements for the month as well as how many people are reading your content and visiting your profile. Please note that if you have less than 50 followers you may not have access to Analytics just yet. Keep growing your account and it will unlock for you soon!

Every Month

1. Think about budgeting time on a regular basis to schedule and post content, check notifications that you have received, and follow up on engagement. The Social30 is designed to be used month in and month out, but you still need time budgeted for account maintenance apart from when it pops up here. Take some time to think through your week and plug 30 minutes into your calendar every few days so you can block time to create your posting schedule and take the time to converse with people on social media. Do you use a Passion Planner, Google calendar, a piece of notebook paper, or some combination of these? Whatever it may be block out this time!
2. Do you have a topical Facebook group that you manage? While it's intuitive to create a group for your customers or team, have you considered making a group around a topic that you are passionate and knowledgeable about? Think of this as a prospecting tactic that gives you even more input than joining someone else's group.



Optimizing Timing of Posts



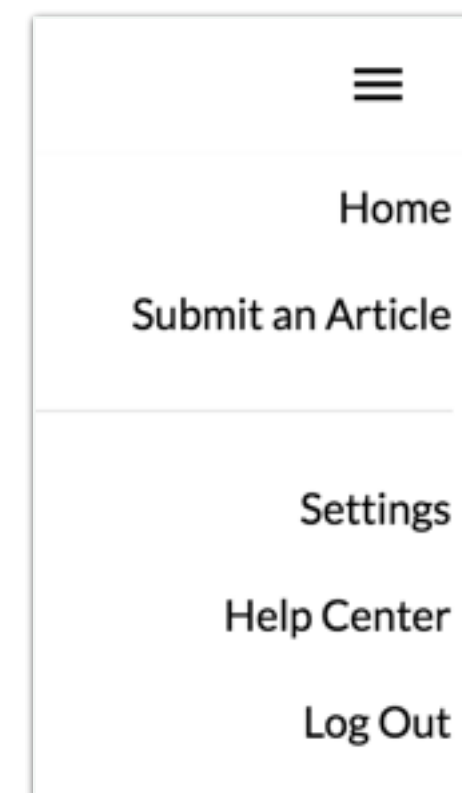
One Time

Buffer has a tool under the Schedule tab called their Optimal Timing Tool. While it's typical for Facebook peak times to be between 6-8 am then again from 6-9 pm, Buffer's timing tool will tell you exactly when YOUR audience is engaging with your posts. If you run this Timing Tool Buffer will recommend when to post your content to get maximum engagement based on past performance of your posts. When it's time to schedule a Soundboard post with Buffer hit "Add to Queue" instead of spending time scheduling the content manually. Buffer will send it out at peak time for your audience and you don't have to think twice about it!

Want Buffer to optimize your schedule? [Try our Optimal Timing Tool](#)

Every Month

1. LinkedIn is a great resource for making more business minded connections so be sure that you are posting business related content on the platform regularly. Search for "business" on the Soundboard and share those articles to your LinkedIn audience.
2. Do you have a specific topic that you are particularly passionate or knowledgeable about and want to see it on the Soundboard? Let us know using the "Submit An Article" feature found in the menu. We accept anything and will preview it, but if it is an article that you are hosting on your site which can also connect readers to a sales section of your site, then we can't host that for obvious reasons. However, this content is perfect for you to post on your own!



Should Your Twitter Handle be Protected?



One Time

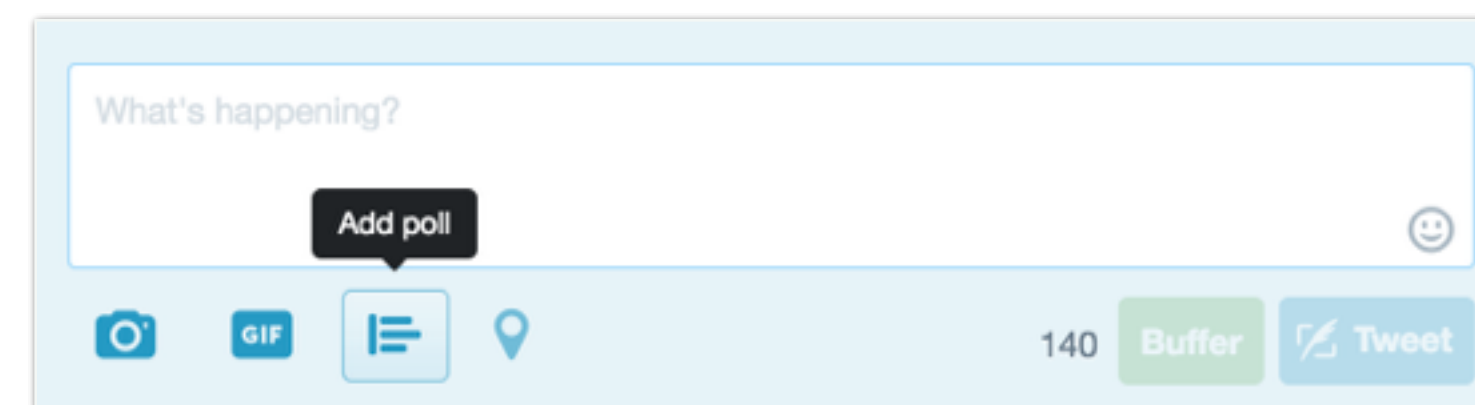
Twitter is such a unique platform. Are you aware of the completely public nature of tweets? Of course your tweets are seen by your followers but they can also be seen by everyone else who is on Twitter without them having to follow you. That's really just the beginning though. Tweets can be found by Google and placed in search results so that people who don't even have Twitter accounts and have never been on the platform can see your posts. Also, a number of content aggregators and digital magazines like Siri, Flipboard, Paper.li, and Nuzzle pull in tweets related to searches that people create. These digital magazines can connect readers from other platforms with your content and even your site without ever setting foot on Twitter directly. Incredible!

#healthy on Twitter
<https://twitter.com/hashtag/healthy>

| | | |
|--|---|---|
| <p>UHA Health (@UHAHealth)</p> <p>Simple tips that can help you do lunch the #healthy way: hubs.ly/H06W1hZ0. pic.twitter.com/hf2baJx...</p> <p>5 mins ago · Twitter</p> | <p>Kelli Shallal MPH RD (@HungryHobby)</p> <p>20 + new ways to eat cottage cheese for every single meal or snack! #healthy #AD @shamrockfarms... pic.twitter.com/q4GWAVI...</p> <p>14 mins ago · Twitter</p> | <p>My Fruity Faces (@MyFruityFaces)</p> <p>The latest The children's healthy snacks Daily! paper.li/MyFruityFaces/... Thanks to @FrooseNutrition @pipsickle0 @WVUMedicine #food #healthy</p> <p>18 mins ago · Twitter</p> |
|--|---|---|

Every Month

1. While putting out good healthy living content regularly is quite important it is also essential to be yourself and remember that there is more to you and your brand than information about health. Take some time to post some recent family pics or pics places you've been or just write a status update about a new favorite song, movie, or book you've read.
2. Twitter allows you to create a poll within a tweet. Try creating a poll to ask your audience their opinion about something to drive some engagement. You can ask a question and provide a multiple choice selection of answers to collect your audience's thoughts and opinions. When you go to compose a tweet one of the options at the bottom of the box is Add Poll. Give it a try!

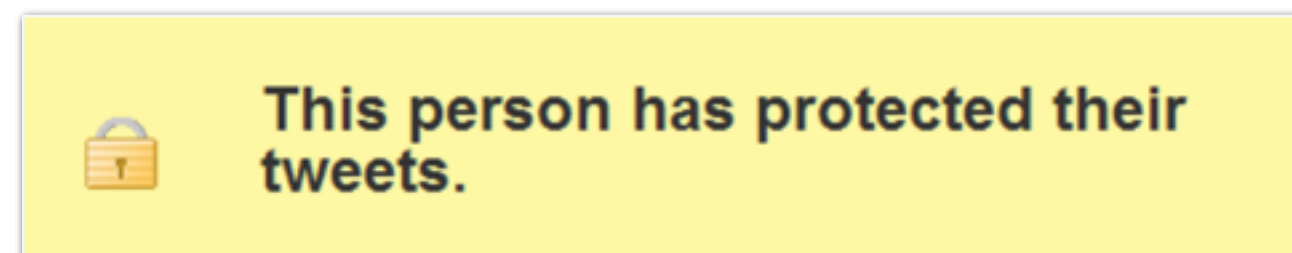


Should Your Twitter Handle be Protected?



One Time

Twitter protected accounts may seem like a good idea at first blush but they actually severely limit your capacity to be found on Twitter. While many people want to maintain some level of privacy on social media Twitter should be treated like a public platform to share ideas. It is not where you put the naked baby photos. When you turn your account to protected status ONLY your specific followers can ever see anything you do and this prevents you from connecting with new people. If you are sharing the kind of content that you only want a handful of people to see, then either consider moving that kind of content to text or Snapchat and unlock your Twitter handle so you start picking up organic followers, or start an entirely new Twitter handle that is all about healthy living. There's no reason to pay for Soundboard to tweet for you then run those tweets through a protected account. It will never grow!



Every Month

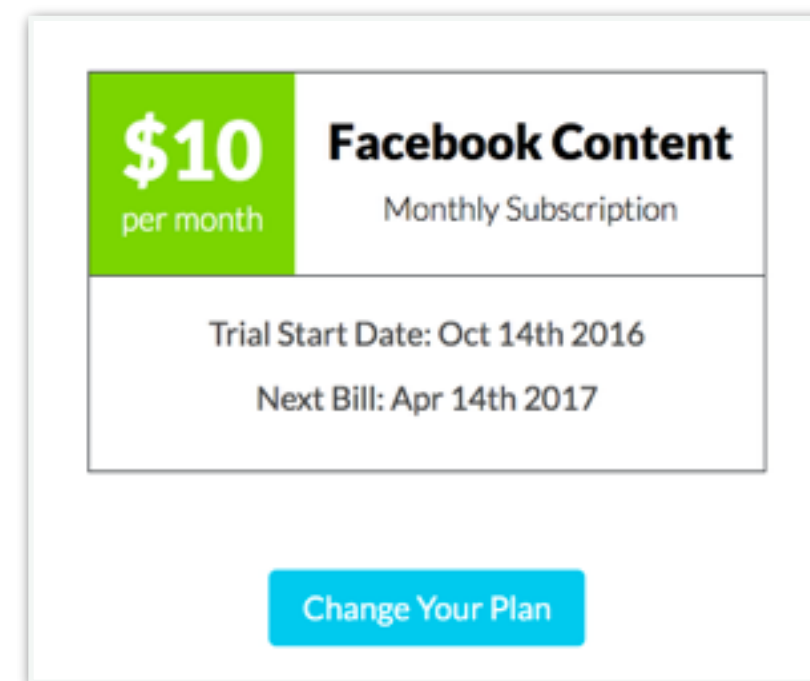
1. Twitter chats are great for connecting with new people around a specific idea. A Twitter chat is usually announced ahead of time through Twitter, blogs, and websites. At the appointed time the host will tweet out a question then ask for people to respond to that specific question typically using a format like the following: "Q1: What are the most important nutrients for a nursing mother? #HealthyMothersChat". You can respond to a specific question by following that same format like so: "A1: Actually, plenty of water is critical! #HealthyMothersChat" Once you post your answer the host will often engage with you directly so be prepared to answer questions. Engage with other people in the chat as well. Very quickly you will be involved in a back and forth conversation and begin making new connections!
2. Have you taken a look at your Pinterest boards in a while? At one point 7% of all the traffic on the internet was running through Pinterest! It has tapered a bit but is still a great platform to connect with people. Remember, it's all about the visuals so post some good looking images from the Soundboard to your Healthy Living board today!

Changing Your Soundboard Account



One Time

Now that you are learning more about the value of social media across the many platforms that are out there you may want to upgrade what the Soundboard can do for you! When you are logged into the Soundboard click the three lines at the top right & hit Settings followed by Subscription. You can upgrade at any time. Want us to start tweeting for you? Change your plan and we can!



Every Month

1. Ever visited <http://hashtagify.me>? This is a site that clues you into trending hashtags and how they relate to other popular hashtags. Thinking of using #food or #healthyrecipe in a post? Use hashtagify to see what other tags are related to those and throw a few more in your post to ensure that you are included in larger conversations. Another great site to utilize is <http://ritetag.com> which actually has a plugin for your browser to rate a hashtag based on popularity as you start typing a hashtag. It will even give you other suggested hashtags.
2. The services listed above do a good job of pointing out good hashtags for use across multiple platforms but did you know that Instagram tells you exactly how many people are using hashtags as you start typing them out? This is a really powerful way to see what people are talking about on the platform. Create an Instagram post and start typing #health to see health related hashtags ranked by usage. Very powerful feature!

The Power of Live Video Content



One Time

We've mentioned Facebook Live videos several times and how powerful it can be to share a piece of content you've created. Twitter has a similar way to share live video called Periscope. It's a separate app from Twitter so check it out now. It will tell you where live videos are being broadcast from all over the world and you can easily create and share content yourself. Got a boot camp coming up? Announce it ahead of time and Periscope it for your team and the whole world!



Every Month

1. Let's take another look at Twitter analytics today. Remember, login to Twitter on your computer, hit your profile image at the top right, and select Analytics from the drop-down menu. Did you realize how much information Twitter provides to you about your audience? Click on the Audiences tab at the top. You will see gender, income, interests, occupations, and even buying habits. Comb through this info to see what kind of content you should be thinking about posting so that you can meet your audience at their interest points and relate those points back to healthy living.
2. The simplest things to do are often the best things to do. After all this talk of Twitter Analytics let's work on growing the size of our follower base. Go follow 30 accounts today: everything from your friends (if you haven't already) to local doctors, nutritionists, and fitness coaches. Does your community have a nice park or trail system? Follow those accounts then look and see who follows them. Go interact with people who are following the local parks and recreation department as they have shown that they care about outdoor activities and therefore probably fitness. See what they have to say!

Got a Specific Question?



One Time

Do you have a specific question that you just can't figure out? Log into the Soundboard then look for a blue circle at the bottom right. This will open up a chat window and someone from the Soundboard team can help you find the answer you are looking for.



Every Month

1. Check in on your Facebook business page today and see how recent posts have been performing. Click Insights followed by Posts. Does it look how you hoped it would? It's the problem that Facebook's business side has created for a franchise owner like yourself. How much is exposure really worth? Do you pay to boost a post so that more people will see it? Only you can ultimately answer that question. Facebook ads and boosted posts really do work but how much are you willing to pay?
2. Have you got a creative streak and enjoy designing things? Check out <http://pablo.buffer.com>, which is a free service that Buffer owns. It will allow you to easily make and share your own graphics, memes, and quotes. It's not as fully featured as some other tools out there but it's free and works quickly with no hassle.

Soundboard for New Team Members



One Time

When you bring a new rep onto your team they have a lot to process and a lot to figure out to grow their own business. Show them how the Soundboard can help them kick their social media presence into high gear with only a small time investment from them. Show them the Healthy Living Soundboard!

Every Month

1. Instagram is a super-fun platform to be on but it does a terrible job of helping you figure out how your posts performed overall. You'll need an outside service to do this. Try something like Social Bakers (<https://www.socialbakers.com/free-tools/tracker/>) or Instafollow (check the App Store on your phone) to get more of a global sense of how your posts are performing.



2. You are really into the swing of this now aren't you? At this point in the process you are invited to decide what's important to focus on today based on everything you know about your social media profiles. What is the most valuable thing you can do on social media today to grow your business?

Social Media Video Training Series



One Time

We're coming into the home stretch of Social30 and we've covered a lot of ground. Some people are visual learners though and benefit from seeing things in action. If that's you a lot of what we've covered can be found in video lesson form on YouTube. Head to YouTube and search for Healthy Living Soundboard. You'll find our channel with lots of training videos on many topics including prospecting on Facebook and Twitter, etiquette on the various platforms, and how to leverage all the analytics to get more information about your audience. There is a specific 6 video (30 minutes each) training series that can be found here: <http://bit.ly/2ovGj3G>



Every Month

1. Testimonials are incredibly powerful. Have you ever considered hosting Zoom interviews with your customers to get them to tell their own healthy living stories regarding how your products have improved their lives? Record these calls and post them to Facebook. It's really straightforward, casual, and can change lives!



2. Are you starting to think like a social media rock star? Are you guessing ahead of time what we're going to do each day now? Let's go with an oldie but a goodie. Go refresh a forgotten Facebook connection. Make it new all over again. Stay away from college exes but otherwise feel free to make a new (old) connection fresh again!

Making Connections on LinkedIn



One Time

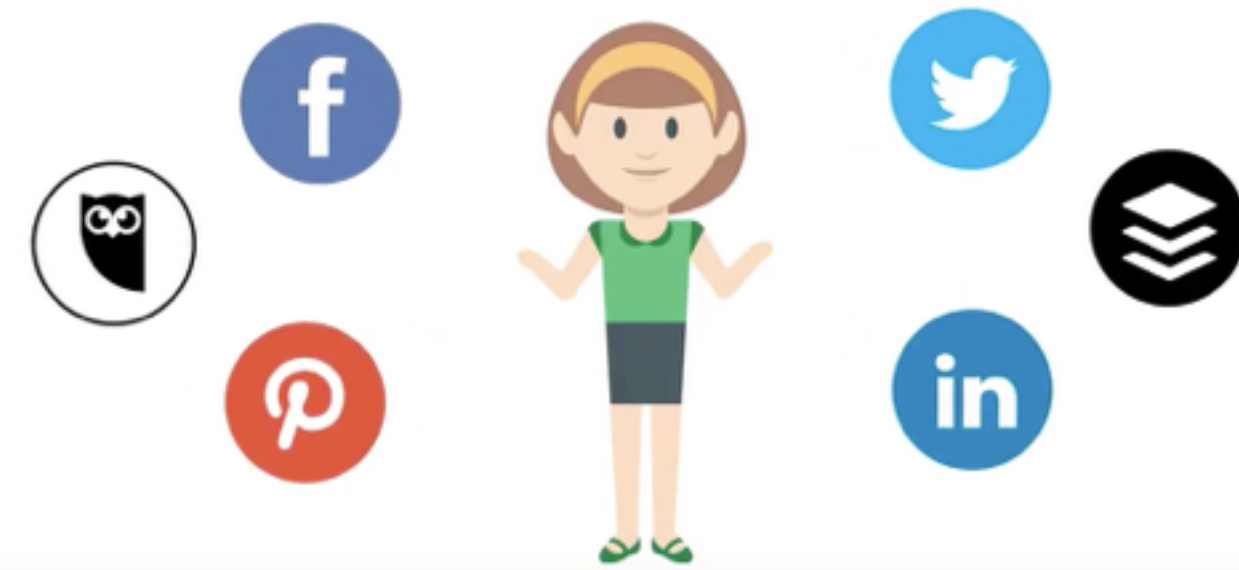
LinkedIn Groups are a similar concept to Facebook groups where people join to discuss specific topics. Look for groups to join around direct sales, entrepreneurship, and owning a business to interact with like-minded folks who are looking to support one another.

Discover

Join a group to connect to a new industry or passion

Every Month

1. Working on a potential new customer or even someone to join your team? Look them up on social media before your next conversation and figure out what their interests are. There is an undeniable "surprise & delight" element in play when you are speaking to someone and you ask them about their favorite thing to do. Even though people overshare on social media all the time they are delighted when they realize that someone else is paying attention.
2. Congratulations on working your way this far through Social30! Remember that growing your presence and ultimately your business through social media is a marathon rather than a sprint. Here's a great blog post on the benefits of staying consistent with social media: <https://www.ducttapemarketing.com/social-brand-identity/>



Does Your Email Signature Look Professional?



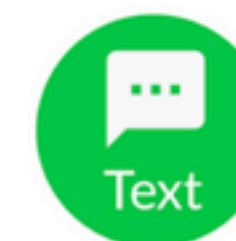
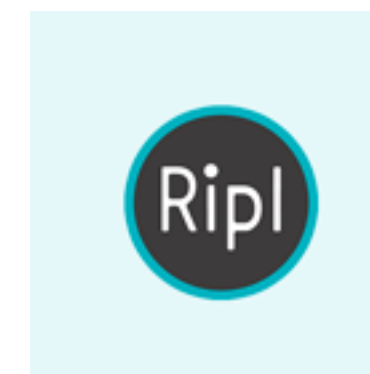
One Time

This is a simple one but an easy one - update your email signature. Don't have one? Put a little bit of contact info in there and your website. Please don't make your email signature 30 lines long with a huge product image. When emails start going back and forth, the thread can get absolutely overwhelming. Keep it succinct and to the point and everybody wins.

*They say first impressions are important,
but what about last impressions?*

Every Month

1. Are you texting your customers or even pre-customers with content on a regular basis? We've discussed before that this is a great way to show people you are thinking about them. A way to make this even easier is to set up groups within your contacts and you can group people by interests. Put all your customers who are runners into a group, all your moms with picky kids into a group. When you text a related article send it to everyone in a group at once.
2. Want a fun & eye-catching way to announce salad-in-a-jar parties or events to discuss the business? Don't just make a simple flier. Try a free app like Ripl that allows you to easily create motion based graphics that will drive a lot of engagement. Check out Ripl in the App Store for your phone.

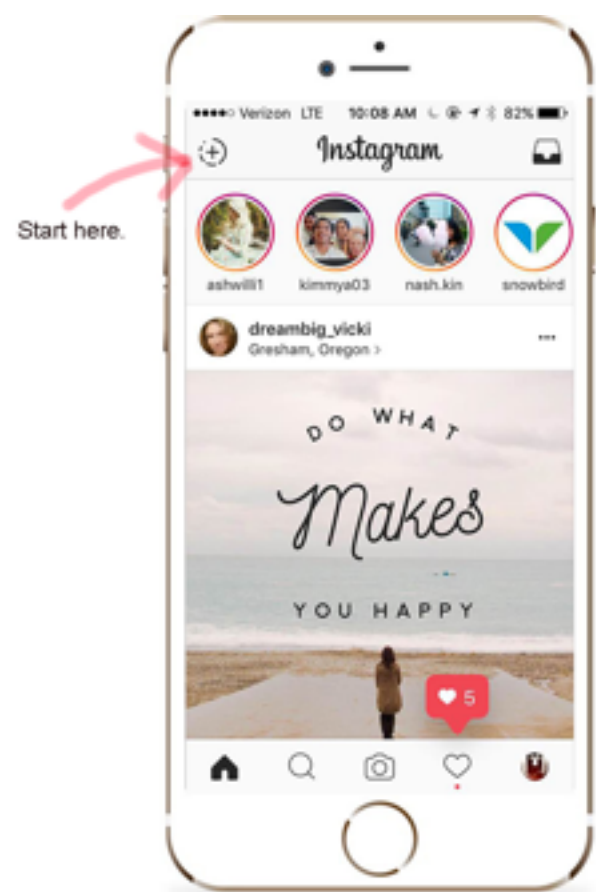


Tell an Instagram Story



One Time

Instagram has a new-ish feature that allows you to post a story that will stay active at the top of your friends' feeds for 24 hours. Think about creating a slideshow or short video that can stay active for longer than a normal post usually does. When looking at your Home feed take a look at the top left for Your Story. Click and post away!



Every Month

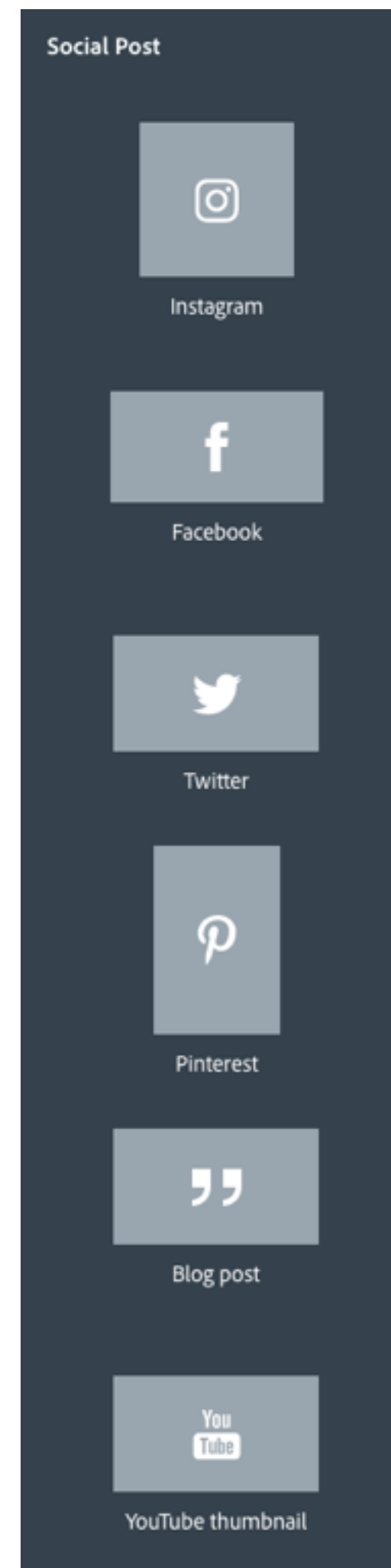
1. Twitter is the place where you can be heard no matter who you are. Next time your flight gets delayed don't get in line at customer service or be placed on hold on the 800 number. Go on a tweet storm and the airline should respond promptly because it's such a public platform. Don't be afraid to tweet at some power players in the world. Who cares if someone has millions of followers? Tell them what you think. Tweet at them, ask them questions, and let them know your opinion. You'll be pleasantly surprised how often these people will respond to you!

#TweetStorm

2. Are your email notifications getting out of hand? Oftentimes, when you opt in for notifications from your social media accounts, the default setting is to email you every single time something happens on the platform. This gets unwieldy very quickly, especially if you are an Inbox Zero person. Turn off all email notifications but make sure you keep your phone lock screen notifications turned on. This keeps your email inbox reasonable while allowing you to stay in the loop on your account engagements.

Drawing the Audience In

Another terrific tool for creating graphics is Adobe's Spark tool. You can create a free account then make graphics for posting to your social media channels. Additionally, Spark has very specific templates that allow you to create profile images and banners for Twitter, Facebook, Instagram, tumblr, Pinterest, and LinkedIn. These frames will insure that your profile pictures and banners look their best with no distortions or pixelation.



Every Month

1. Twitter is the place where you can be heard no matter who you are. Next time your flight gets delayed don't get in line at customer service or be placed on hold on the 800 number. Go on a tweet storm and the airline should respond promptly because it's such a public platform. Don't be afraid to tweet at some power players in the world. Who cares if someone has millions of followers? Tell them what you think. Tweet at them, ask them questions, and let them know your opinion. You'll be pleasantly surprised how often these people will respond to you!

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You are a Social Media Rock Star!



One Time

You've made it through the Social30! Our goal at EdgeTheory is to provide incredible content for you every day through the Soundboard so that you can spend less time worrying about social media and more time growing your business. The Social30 has been designed to give you thoughts and action points every day so you can have a comfort level navigating these various social media platforms. Conversation is the name of the game. The goal is to "start a conversation that leads to an invitation which can result in a presentation." You are now equipped to have authentic conversations, be yourself, and grow your business through social media.

Now, are you ready to go through the Social30 again next month?

Every Month

1. Take some time to reflect on the growth of your accounts over the last 30 days. Are you getting more engagements, friends, followers, and attention? Are you having more conversations? Are you contributing to conversations and asking questions, or are you content to just post, sit back, and hope for the best? If your accounts are growing and engagements are picking up, then it's only a matter of time for your business online to follow suit. Are your accounts not growing the way you want? First, be patient. Second, be a contributor. You've got to be a friend to have a friend. Third, keep posting and be consistent!



Monthly Health Topics

Be a Part of the Conversation

It's always a good idea to plan for health trends and hashtags that can you leverage in the coming weeks and months. What personal connections can you make to these topics? Be sure to look for active hashtags around these topics to have your posts included in these ongoing conversations.

January - National Birth Defects Prevention Month

February - American Heart Month, World Cancer Day (Feb 4)

March - National Colorectal Cancer Awareness Month, National Nutrition Month, Sleep Awareness Month, National Athletic Training Month

April - IBS Awareness Month, National Minority Health Month, National Public Health Week (first full week), Every Kid Healthy Week (last full week), World Health Day (April 7)

May - National Celiac Disease Awareness Month, Global Employee Health and Fitness Month, National Mediterranean Diet Month, National High Blood Pressure Education Month, Older Americans Month, National Physical Fitness and Sports Month, Preeclampsia Awareness Month, National Women's Health Week (begins on Mother's Day)

June - Men's Health Month, National Aphasia Awareness Month, Alzheimers and Brain Awareness Month

July - not much happening!

August - National Breastfeeding Month, Psoriasis Awareness Month

September - National Food Safety Education Month, Fruit and Veggies - More Matters Month, Healthy Aging Month, National Cholesterol Education Month, National Yoga Awareness Month, Whole Grains Month, World Alzheimers Month, National Childhood Obesity Awareness Month, Family Health and Fitness Day (Sep 24), Malnutrition Awareness Week (Sep 26-30), National Women's Health and Fitness Day (Sep 28)

October - National Breast Cancer Awareness Month, Health Literacy Month, Pregnancy and Infant Loss Awareness Month, National Health Education Week (third full week of October), World Food Day (Oct 16)

November - American Diabetes Month, National Healthy Skin Month, Prematurity Awareness Month, GERD Awareness Week (Thanksgiving week), National Family Health History Day (Nov 24)
December - Crohn's and Colitis Awareness Week (Dec 1-7)

Weekly Posting Ideas

Make a Thematic Schedule

The Soundboard is going to be providing outstanding healthy living content for you every day so pick and choose at your leisure. You might want to be more organized than that though so here is a general posting plan that you can use based on the topics that are the most popular and relevant to your conversation. These can be used to give your content plan a focus while also giving you some leeway to react to the trends of the day as well as your interests. Think in terms of both customer retention and prospecting.

Use these themes as general guides across the 4 weeks of a calendar month:

Week 1: Children's health, picky eaters, children's health study, building nutrition habits early in life, busy moms preparing healthy family meals, and tips to avoid junk food

Potential hashtags: #healthykids, #healthyeating, #parenting, #healthyliving, #parenting, #nutrition

Week 2: fruits and veggies, more plants in your diet, whole foods, plant heavy recipes, and plant based nutrition

Potential hashtags: #MoreFruit, #MoreVeg, #keepithealthy, #simplynutrition, #LessJunk, #healthy, #LoveFood, #healthycooking, and #superfoods

Week 3: fitness, active families, healthy fitness as you age, encouraging active children, fitting fitness into a busy schedule, and nutrition for exercise recovery

Potential hashtags: #fitness, #workout, #exercise, #motivation, #fitfam

Week 4: business opportunity, small business ownership, working from home, self employed, entrepreneurship, and residual income

Potential hashtags: #entrepreneur, #inspiration, #smallbiz, #leadership, #success, #motivation, #Setting4Success, #business

Weekly Posting Ideas

Make a Thematic Schedule

After you have gone through the Social30 once or twice and have gotten more comfortable navigating social media, starting conversations, and having good content going out regularly through the Soundboard, think about your daily tactics.

On Tuesdays and Thursdays think about customer retention. Look for articles and other content that can capture your customers' interests, based on the things you know they care about. Text, email, and send articles directly to people to show them you are thinking about them.

On Mondays, Wednesdays, and Fridays think about prospecting. Post content on your own profiles, in groups that you are a member of, and on any business pages if you have one. Spend a little time commenting on other people's posts as well.

Take the weekends as they come and enjoy yourself!