

Making Social Media Work for You

Aligning with Your Core Values, Mission Statement, and Key Value Propositions

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23 years in Interior Design [Toronto, Canada]; Founder of Decor Mentor and Lisa Ferguson Interior Design

Social Media Experience:

0-11,000+ twitter followers in 2 years

Social Media Results:

- 4 Brand Collaborations
- 11 Speaking Engagements
- 8 Magazine and Newspaper Press
- 1 TV appearance
- 1 Curated Sale
- 1 High Point Market Stylespotter
- 1 Design Client [celebrity and large budget]
- 1 Meeting with Publisher about Decor Mentor book

FIRST THINGS FIRST

- Status of participants social media presence

GOALS

- Identify WHAT is your social media 12 month goal?
- Identify specifically WHO you want to reach via social media

MEANING

- Identify your ideal client, what they are interested in and where they are online
- Identify your company mission statement
- Identify your company values
- Identify your company key characteristics
- Identify your strengths so you can work in your sweet spot [Strengthfinder assessment by Tom Rath]
- Deeply engage, elevate others and add a unique voice and value to the online conversation

MEASUREMENT

- Review at the end of each week how your online footprint aligned with your brand identity, values, mission statement, key characteristics, target market
- Reach out to peers for a 15 minute online footprint analysis of your brand. Does the feedback match your mission statement, values and key characteristics?
- Review your reach: tweetreach.com and facebook insights

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social media extras

TWITTER SECRET SAUCE

- Tweet 1/3 each personal + your brand + elevate others, authentically
- BRAND COLLATERAL continuity & make it clear
- BOOK in your daily calendar: 30min ideal time + 30 min idle time
- Join weekly chats were your target audience is
- CONNECT with your target client via YOUR optimal channel
- UNIQUE VOICE embrace it and be consistent
- DEEPLY ENGAGE & ADD VALUE to your target market
- THIRDS: Tweet 1/3 each personal + your brand + elevate others
- ELEVATE others, authentically
- INTENTIONALLY COLLABORATE [1 + 1 + 1 = far more than 3!]
- LEVERAGE events and content you are already doing
- BE STRATEGIC at least once a day with one action
- NEXT LEVEL take it offline
- ANALYSE regularly and tweak your approach

TOP TWITTER MISTAKES

- Profile is not well branded
- Most of content is all spammy/broadcasting, not engaging
- Don't engage with real value content
- Don't elevate others
- Don't leverage tweets. ie. replies
- Aren't professional
- No strategy or intention or hardwork
- Don't take it offline and build relationships
- Private feeds
- Poor grammar, negativity, ranting

FAVES

Twitter management app: hootsuite.com

Fave twitter chat: Every Tues 6pm #intdesignerchat [also, monthly #getpublished and #designbizchat]

Strength Assessment: StrengthsFinder 2.0 by Tom Rath

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