

ATT 3-24-21 DANA SCHMIDT, SLICE COMMUNICATIONS Submitted by Harriet Dobin

*Harriet's comment: These notes are conversation and dialogue from Dana meant to be read **in addition** and not **in place of** her power point which was sent separately to members.*

Opening shoutouts: "Very well done website!" Commenting on slating: "I've never been on a Zoom intro that entertaining, efficient, amazing and thrilling. I know so much about you already!"

One big mistake people make is starting right into posting on social media. That's ahead of the game. First Ask yourself Who do I want to speak to? Who do I need to speak to in order to be successful? That could be your fan base or casting agents. And ask what kind of attention do I want? Why do I exist?

Creating awareness will lead to engagements such as getting comments and 'likes' on IG, or advocacy, producing testimonials on your behalf. Don't skip ahead of the steps.

In determining your key messaging ask yourself, What am I? Why me? What is my USP, Unique Selling Proposition. Determine your personal value system by asking, if you had to pick one point of view, what would it be? What is your internal North Star? Let that be your gut check to help you in key messaging.

Ask yourself about a questionable post...Is this still me?

What types of content feel comfortable to you...Visual/Video? Writing? Audio? Experiential content is most limited now due to covid but is still possible with virtual open houses, smaller meetups and will scale upwards as we open up post covid.

Clubhouse- social media for live not archival podcasts is the next big thing. There is no video and it seems to be a fascinating reaction to Zoom overload. Get comfortable with this verbal hangout space. The mantle has passed from Tik Tok to Clubhouse.

The main platforms remain Facebook, YouTube, Instagram, Pinterest, Twitter and Linked IN. Become the person YOU WANT TO REACH and visit those platforms to learn more about them and how they are used.

Dana recommends using her cheat sheets sent in the handouts to plan your strategy and posts.

Instagram options:

Story – used for "day in the life", behind the scenes, peek at your daily routine types of posts, preferred by younger users

Grid – Used best if checked a few times per week

Reels – these are an extension of Tik Tok

The key to getting someone to follow you is to post something that makes them STOP scrolling for two seconds, engage them and have a strong call to action.

Plan and then Track your posts in a Google sheet, everyone's best friend. Get organized before you project anything out there. The most common mistake people make is not taking the time to plan and strategize. The larger your following, the higher the risk. Don't get distracted by the newest and shiniest thing, commit to content and the right channels. It takes time to build an audience, Twitter is the only channel where you can get away with less planning.

Covet your vanity metric – the followers who connect with you, your loyal fan base having conversations with you is pure gold.

Tip: Write out your positioning statement, your point of view, your belief system, something you are willing to fight for. Print it out and have it next to you. Consider if your post is true to you, who you want to be. Don't post same items on IG/FB/Twitter. If you are posting the same things why follow you anywhere? Disconnect your FB and IG accounts. Producing different content is exhausting so focus on the channels you are most comfortable on.

Gut check to see if your content isn't just white noise, that it reflects back on engagement. Not all engagement is created equal. Are you seeing a lot of comments and likes? If not move on.

Social media is the great equalizer, you can connect with someone you may never meet. Social media should not be just one way, your comments and responses to others are also part of your brand.

Measuring success:

Sprout social is a free tool on social media trends. Mashable is another though not as popular. Social Media Examiner is a good tool for overarching trends.