

# Your Social Media Cheatsheet

## YOUR EVERGREEN SOCIAL MEDIA GOALS

- Provide Real Value to the Right People
- Promote Your Own Value-Rich Content
- Drive Traffic to Your Home-base Platform and Client “Funnel”
- Define Your Tribe, Lead the Conversation

## SOCIAL MEDIA GUIDELINES

- Be true to your brand
- Avoid click bait, bait ’n’ switch, and other tricks
- Earn trust and build credibility with every post
- Post and participate consistently
- Make it shareable
- Quality over quantity

## THE ESSENTIAL METRICS

- Total followers
- Total clicks to your site and content

## TYPES OF POSTS

Including, but not limited to ...

- **Content Promotion:** conversation starters that promote your existing content
- **Problem Post:** show you understand your audience’s problems and concerns
- **Solutions Post:** show that you have solutions to your audience’s problems
- **Special Offers:** don’t “sell” but do “tell”
- **Announcements, News & Updates:** keep them in the know
- **Resources:** links to books, content, partners, products you know they’d need and want
- **Repost Third-Party Posts:** show you’re keeping an eye on the larger community
- **External Content:** be the one that brings them the latest and best in your field—even if it is not from you



## SOCIAL SHARING TRIGGERS

To drive people to want to share, posted content needs to “provoke.” It needs to create a reaction—an emotional response. As you create your posts, here are some keywords to help you find ways to make sure you are triggering these sharing emotions:

- current
- funny
- controversial
- touching
- motivating
- inspiring
- illuminating
- cool
- zeitgeist
- personal
- moving
- shocking
- sexy
- unbelievable
- random
- cute
- disgusting