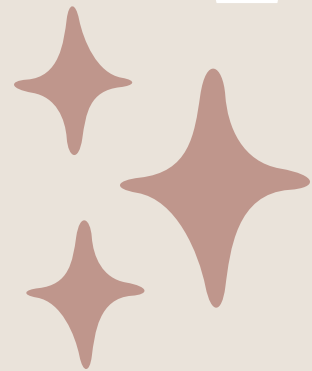


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GOING SOLO WITH SOCIALS

Tips for businesswomen doing their own social media



HEY THERE!

I'M AISLING!

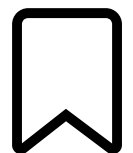
I started Ashlin Green almost 3 years ago

Branding, Web Design and Social Media Marketing

Currently have 15 Social Media clients

Two part-time employees

Bachelor of Design specialising in Marketing



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TEN TOP SM TIPS

for Small Businesses

START *Small*

ONE

- ✓ Doing your own social media can be overwhelming, especially when you try to do it all - all at once.
- ✓ Choose 1-2 platforms as a start - preferably ones you are familiar with
- ✓ Set a reachable goal - e.g. My goal is to show up twice a week on my socials



GET COMFORTABLE

with Social Media



Familiarise yourself with your chosen platforms



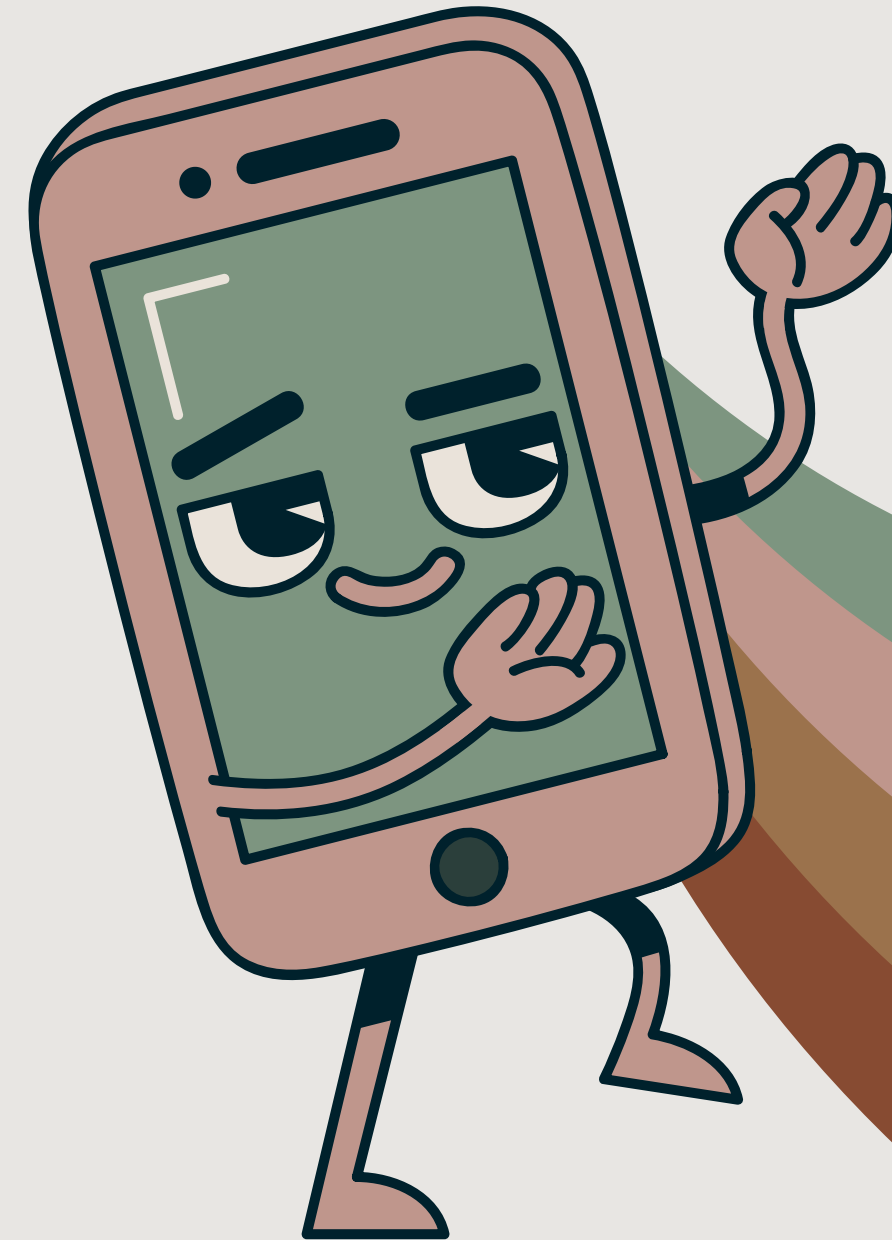
Spend time on the platform looking type of content people are sharing



Follow people in your industry who have achieved what you want to



Connect with people on the platform



Be in the

KNOW

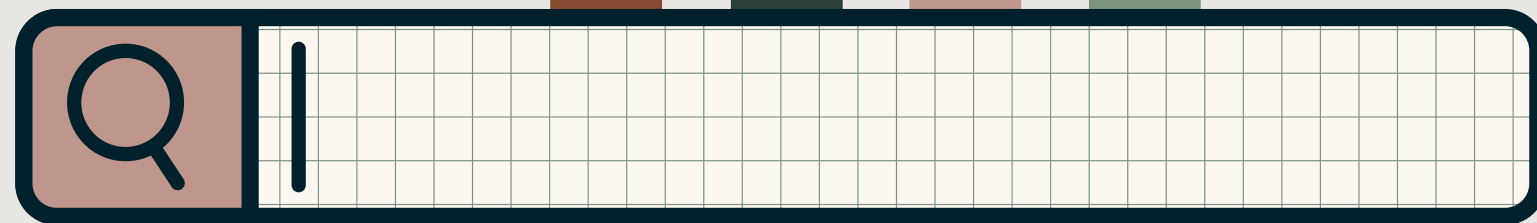


Social Media is always changing!



Stay up to date with what is happening in the social media space

- Read blogs and articles (Like the Later.com blog)
- Follow social media experts who share tips
- Follow hashtags related to social media
- Follow Adam Mosseri - head of Instagram



Share what YOU KNOW

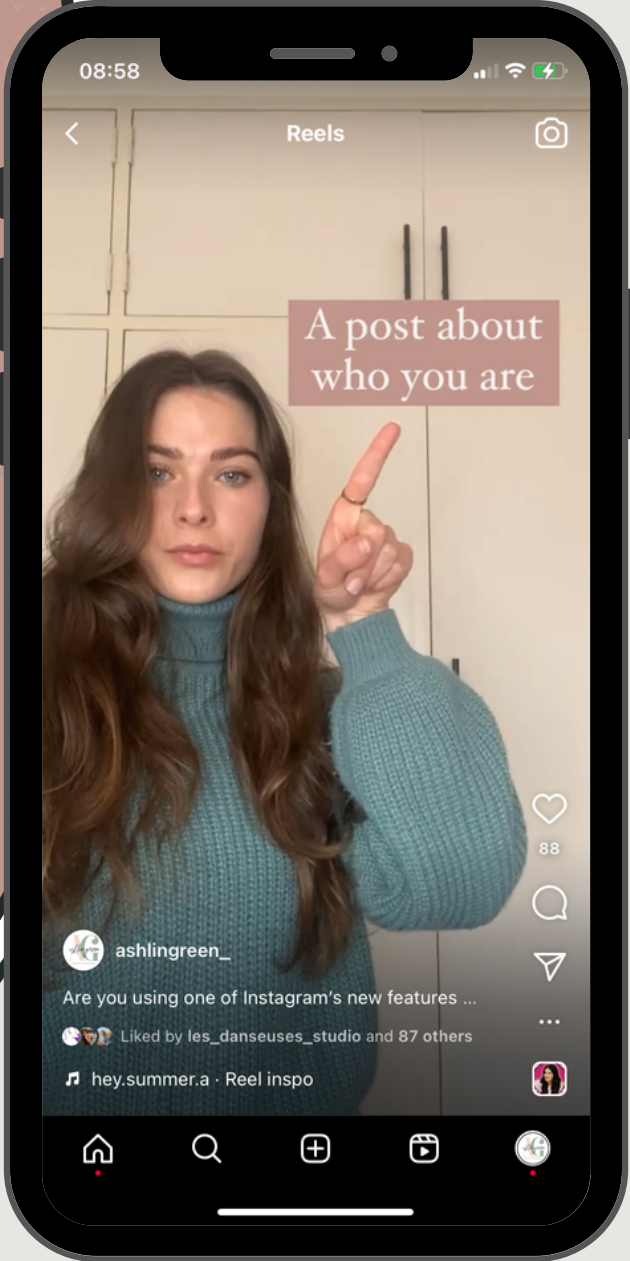
Source content ideas from your FAQs

Show your process and what makes you unique

Share tips and tricks that are your own

Use your own experiences

Share testimonials and reviews



As a business owner, you want to be seen as an industry expert

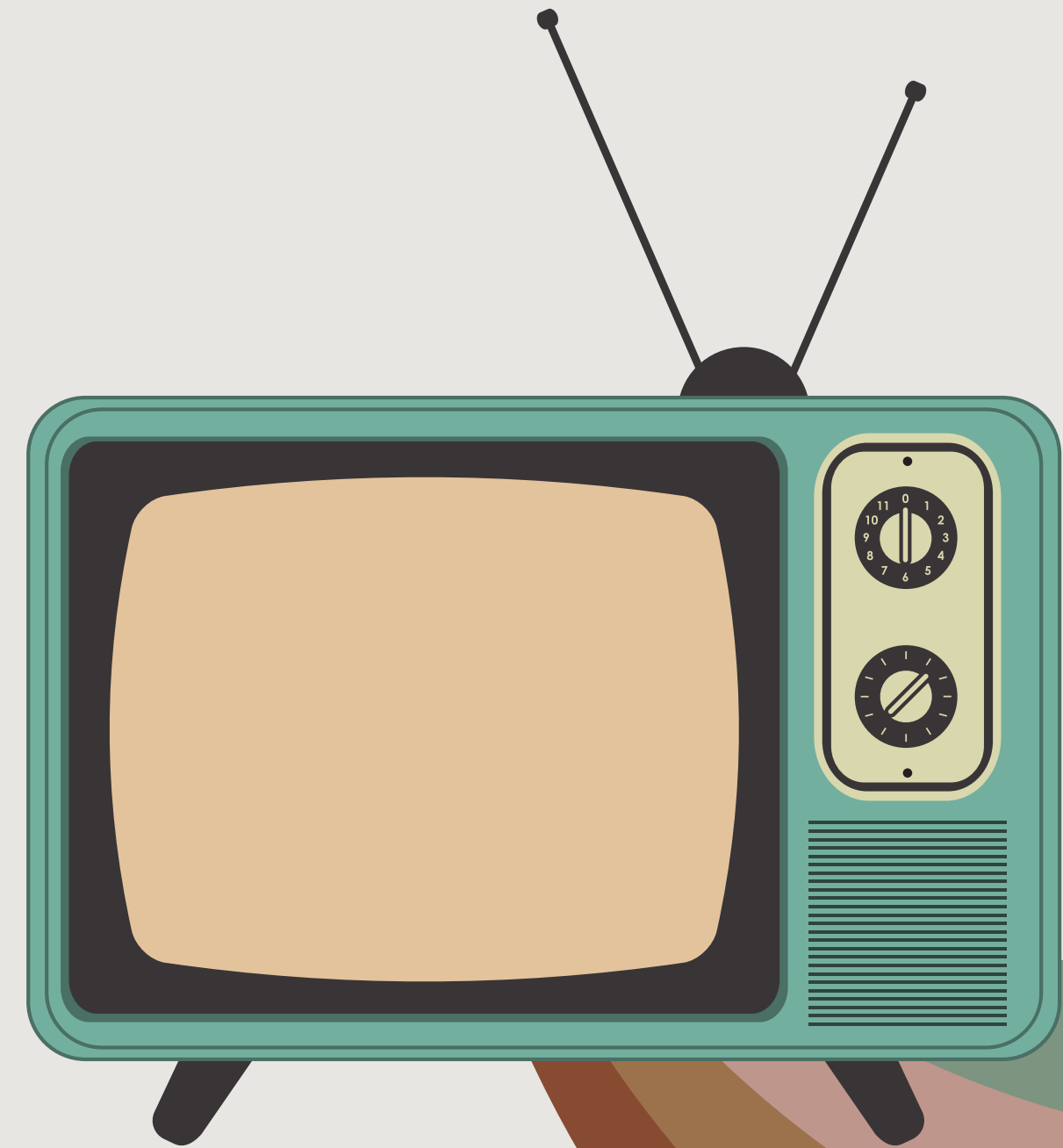


Create content based on **what you know, based on your own knowledge and personal experiences**



Don't try to copy someone else. Yes, you can draw inspiration, but keep your content unique.

Speak to your AUDIENCE



Identify who you solve a problem for and who are the people that need your product.



What makes them happy? What makes them laugh? What makes them frustrated?



Focus on creating content based on your audience's desires and pain points. **Don't create content for you.**

CONSISTENCY

is Key



Plan ahead. Show up consistently.
Create a system that works for **you**.



Set aside times to work on your social media, i.e.
every Friday morning from 8-12 or one day a month.



Idea book/notes on your phone to jot down random
ideas. You never know when the inspiration will hit.



Create

CONTENT PILLARS

SEVEN

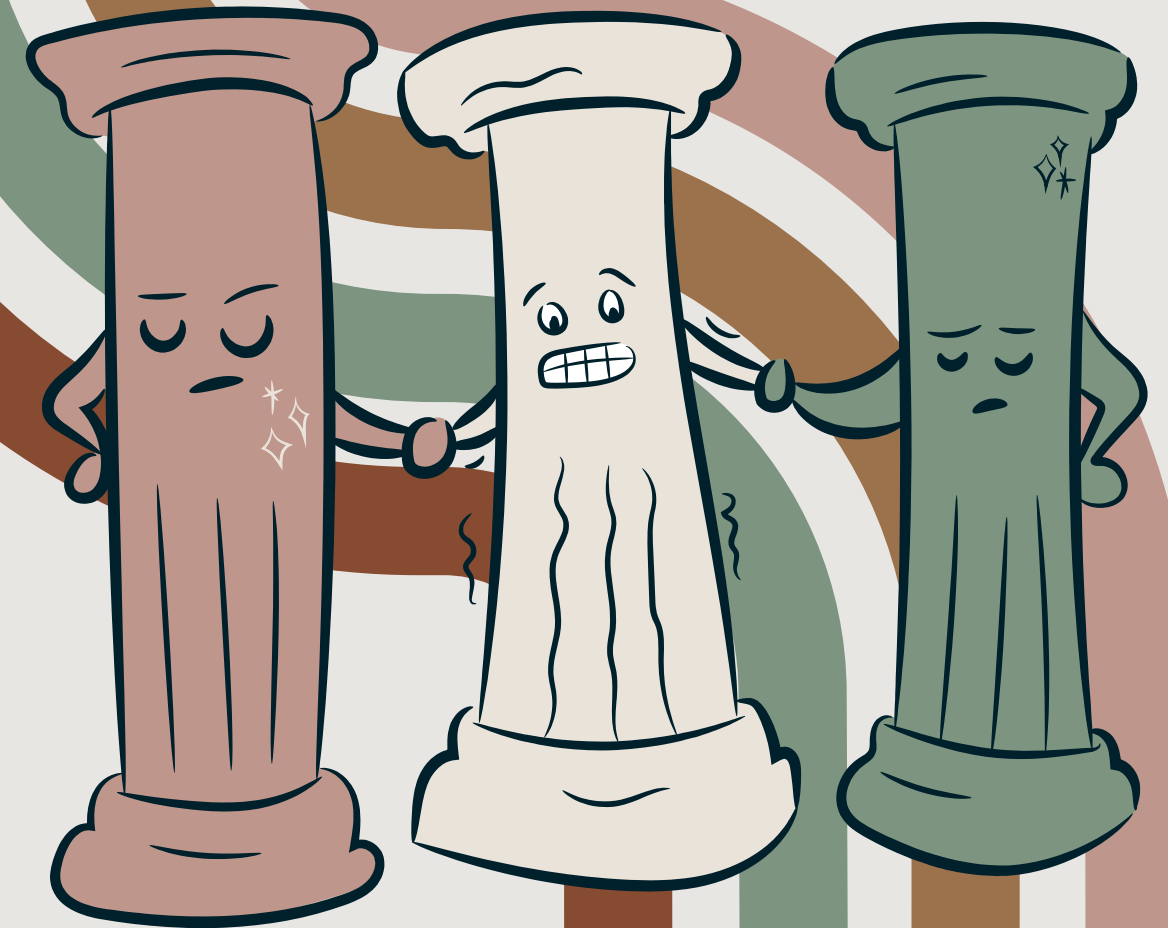


Divide your business into different categories. Preferably 3-6. These form your SM topics.

E.g. If you're a Skin Care Brand - you may want to divide your products into the problems they solve: Daily Skin Care, Anti-Ageing, Sun Protection, Acne and Skin Problems.



When creating your posts, choose one of your topics and then choose one of the three pillars (shown on next slide) to define the basis of your post.



VALUABLE AND SHARABLE CONTENT

Calling out mistakes

Myths and misconceptions

Giving tips, tricks and hacks

PERSONALISING YOUR CONTENT

Content that inspires

Fun facts & Stories

Shifting mindset and beliefs

SELLING YOUR PRODUCT/SERVICE

Address objections

Sharing social proof + testimonials

Promoting services directly

Always Stay ON BRAND

- Align all your content with your branding!
- This will create consistency, recognisability and build trust with your audience.
- Branding doesn't mean squeezing your logo in everywhere.

Brand Colours & Fonts	<input type="checkbox"/>
Imagery aligned with branding	<input type="checkbox"/>
Brand Voice	<input type="checkbox"/>
Use logos appropriately	<input type="checkbox"/>

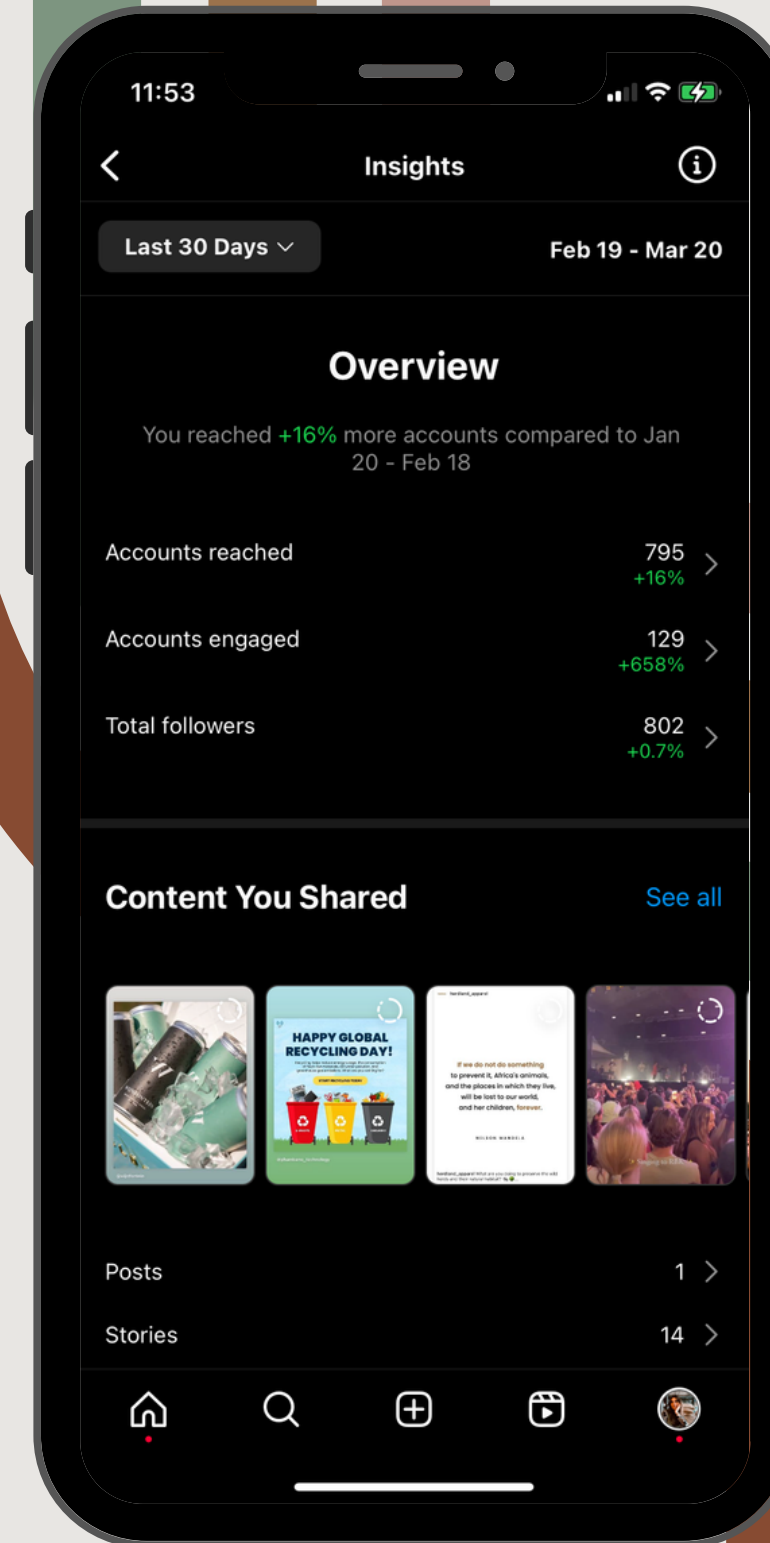
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Note the

NUMBERS

NINE

- ✓ Most social media platforms have built-in analytics. Spend time looking at your analytics.
- ✓ Look at your posts. Which type of posts is performing well? Which content topics do people like best?
- ✓ Note your peak posting times and post when your audience is most active.
- ✓ Diversify your content to get the best out of your analytics.



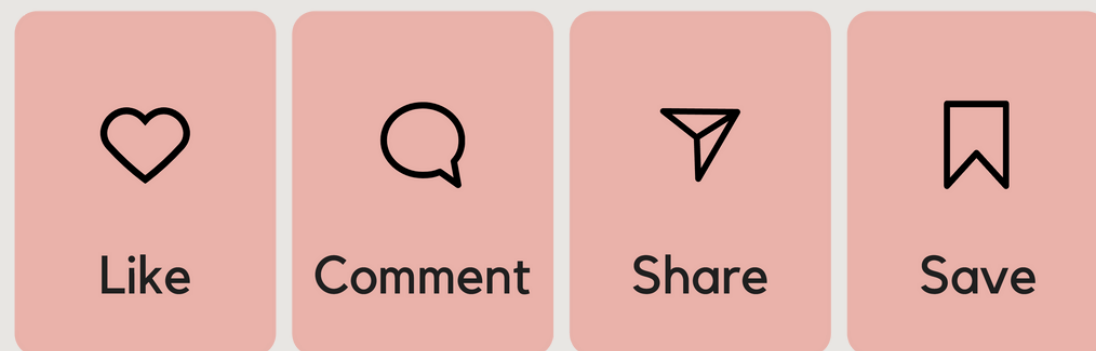
Get SOCIAL



TEN

✓ Social media is **SOCIAL**. Focus on sharing content that is likeable, shareable and saveable.

✓ Focus on adding **value** to the lives of the people who follow you and building your community.



✓ Show your personality: show your face, share your day-to-day operations, show who you are as a person.

✓ Ask yourself, "**Why** would I follow me?"

✓ **DON'T use social media to just sell.**

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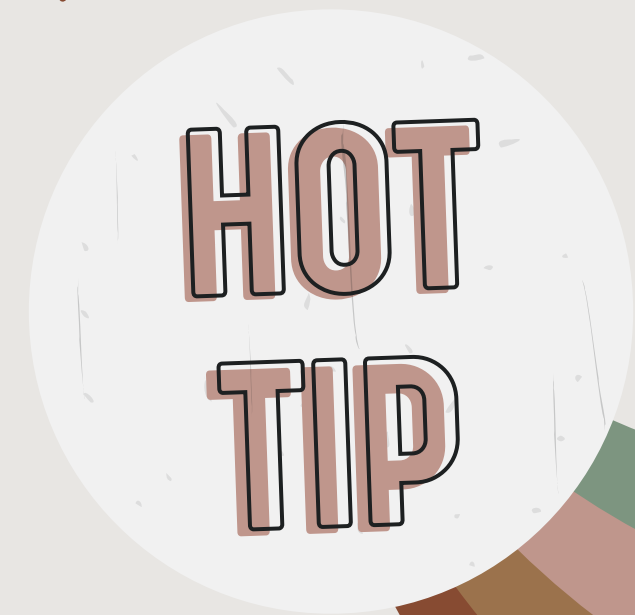


Get a

SOCIAL MEDIA MANAGER

as soon as possible

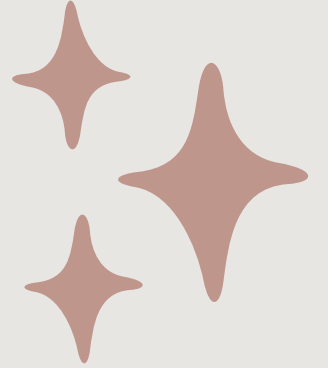
- SMMs save you time and the emotional stress of doing it all on your own.
- Know what is happening in the industry and stay up to date.
- Will help you stay consistent and help you with content ideas.



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ANY
QUESTIONS ?



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Thank you

www.ashlingreen.co.za