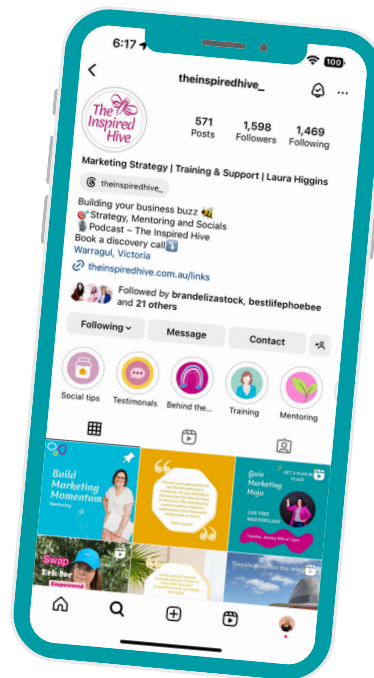




Social Media Makeover





Hi there, shining star!

I'm Laura, nice to virtually meet you.

Congratulations on your new adventure, I'm excited that you have downloaded this social media makeover.

I have been working with many small businesses and not for profits helping them turn their social media pages from meh... to wow! (#socialmediasuccess) As a social media manager you have to create stand-out pages to reel your audience in and convert them to clients.

By asking yourself these questions you will be able to pick up any major flaws and errors on your page and get your page sparkling.

This checklist is designed for you to review your pages to ensure that you are making the most of the platforms and it stops your audience from that endless scroll.

You can print it out or use this digitally to work through each page.

Don't forget to change things as you go for greater impact.

If you get stuck, get social and send me a direct message on Instagram, Facebook or LinkedIn.

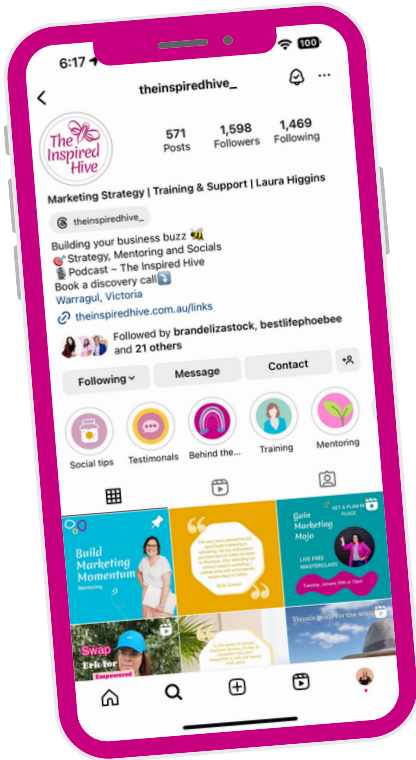
Laura

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The Inspired Hive
Warragul, Victoria
Phone: 0415 277 787
Email: hello@theinspiredhive.com.au



Bio and About Section



You want to ensure your social media pages are set up well so that people know what you do and how to engage with your services or buy your products.

Ask yourself these key questions to ensure that when someone new comes to your page, that they will like, follow and stay with you.

Let's capture people's attention in the bio or about section.

1

Is my business name searchable and does it appear front and centre on my profile?

2

If you are a small business, please include your name in the bio, it adds a personal touch.

3

Does your bio and about section tell your audience what's in it for them? (How you solve your audience's problem)

4

Have you used emoji's to capture people's attention?

5

Have you included your location?

6

Have you included a call to action for people to book, call or go to website?

Account Makeover



Freshen up your profile picture

Make sure your picture is reflective of your brand



Add keywords to your name

This is searchable, make it count!



Tell us how you help in your bio

Why would someone follow you?



Add a CTA above the link

Encourage action!



Update highlights

Make it niche-related



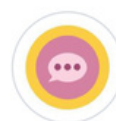
Make sure your Reels have covers with text

Make it easy for your audience to see what they need.

Marketing strategy | Marketing Training and Support | Laura Higgins

Building business buzz 🐝
★ Sharing marketing strategy and digital tips and updates

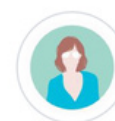
Free social media checklist ↓
theinspiredhive.com.au/resources



Testimonials



Behind the...



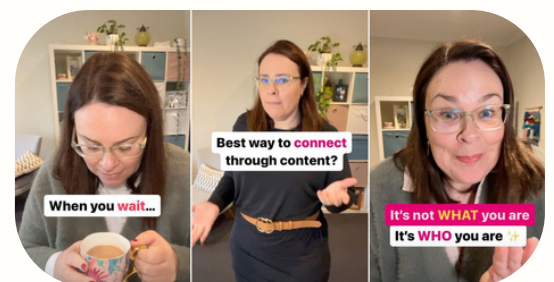
Training



Mentoring



CTA's



3 Points to consider before you post ...

1.

Post with value for your target audience

- Are you teaching them something?
- Will it make them happy?
- Will they be able to relate to your business better?
- Your audience want to see value!

2.

The post has a purpose

- Do you want people to engage?
- Do you want people to go to your website?
- Have you got a call to action?

3.

People want to read, comment and like it.

- Is it eye catching?
- It is entertaining?
- Are we helping people with a problem?
- Does it capture people's attention?

Notes



Must haves for posts

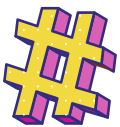


Tagging accounts - @ and Inviting accounts as a Collaborator

Am I tagging other pages properly?

Use the @ symbol to tag pages and people that you are discussing; this will increase your visibility and engagement. It will help a page see when you are talking about them, and enable them to share.

For further reach, invite a collaborator, ask for their consent first, and when they accept the post is added to their page and yours, giving increased reach to your post as it will be seen by your followers and theirs simultaneously.



Hashtags -

Am I including hashtags in my content?

- Hashtags allow people to search for you with subject, keywords, location
- You can follow hashtags too
- When searching hashtags (on Instagram) the number shows how many people have posted with that hashtag
- Don't just use broad hashtags, mix it up
- Use the location for a hashtag. eg. #gippsland #homemade #warragulfarmersmarket
- Include product, place, your community, niche hashtag and brand
Eg. #shiningbusiness #communitymarket #plantsforyou #warragul
- Include them in your stories too!
- Not sure what to use, go to <https://displaypurposes.com/>



Location

Am I including a location in my content?

Don't forget to add a location to your post and stories. This will help you be more searchable. For example, Warragul, Victoria.

Must haves for posts

Prompt or call to action in your post



Am I including a location in my content?

- To help your audience communicate and engage, include prompts or call to action
- Schedule and post at the right time (look at your insights to see when people are online)
- See prompts on the following page

Engagement



Am I being social with other accounts to be more visible?

It's not just a case of post and forget, you need to engage with your audience; comment, like, and share their posts or stories.

This all helps increase your visibility and be seen.

Woohoo!

You are now ready to get social!

There's no right or wrong here, you don't know until you learn. Hopefully, I have added some shine to your social account and now you can get into the flow and have some FUN!

Socials can be a lot at times but I promise you that once you start consistently using it starts things to flow.

If you would prefer personalised support or for someone to take control of your socials, [book in](#) for a free 30-minute chat with me.

Laura

The Inspired Hive is a boutique business enabling vibrant communities. We specialise in creating sustainable business solutions through communication and marketing strategies, mentoring and training.

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Click the links above to explore

