

# INCREASE YOUR FOLLOWING ANYWHERE

Social Media Best Practices For Speakers



## BE AUTHENTIC

AI, bots, and automation, oh my! You see it, we see it, our customers see it. Being genuine and having personality will set you apart from the rest.

## POST CONSISTENTLY

The only way to keep your users engaged is to keep them anticipating your future content, so post consistently to keep them hungry!



## BUILD MEANINGFUL RELATIONSHIPS



It's all too easy to get in the habit of building shallow relationships with your following on social media. Take the time to have a real conversation instead of just "connecting".

## TELL A STORY

Your audience has heard all of the clichés. Use your experience to share authentic and relatable stories that carry your message in a more digestible way.



## FOCUS ON VIDEO

Using video is the best way to show your audience your true personality, as well as build trust in your expertise. Plus your video content gets an extra boost algorithmically.

