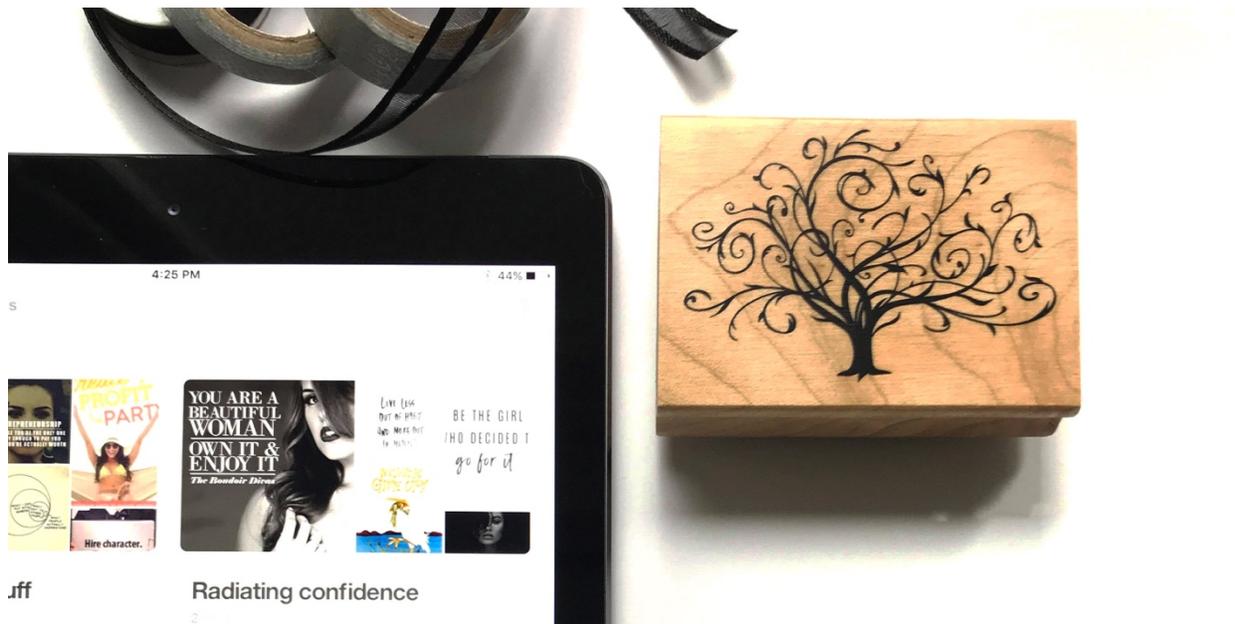


# LEVEL UP YOUR SOCIAL MEDIA CHEAT SHEET



If you are an entrepreneur, you know social media is a great place to find, reach and talk to your ideal clients and eventually, sell your products or services to them. Every smart entrepreneur needs a go-to checklist for their social media management and marketing... That must be why you're reading this. ;)

Social media is ever-changing, but the fundamentals stay pretty much the same, and it is crucial to maintain them if you want to stand out from the crowd and succeed.

Before we start, some presentations are in order:

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Hey there! Let me introduce myself, I'm Jasmine Beausoleil, entrepreneur since 2008 where I opened my consulting practice that I filled within 6 months. As a result, other practitioners, self-employed entrepreneurs and VSB started to ask me to help them get more clients. Since then, that's what I do. I am trained by a leader in the field of business development in the United States. I also have social media marketing and management training from Bart College and several other web marketing courses to be constantly up to date.

I am also author of several books and self-confident consultant. My experience has shown me time and again that it is in self-confidence that success takes root, so this key will always be part of the toolbox that I offer to my clients.

I like working with the type of person who is ready, who just want to know exactly what to do to get organized, take action and get more customers. No excuses! Just a very different way of thinking and all the support you need as

you reach your goals. If you are one of these people - and I think you are since you've already taken the first step by downloading this PDF - we will make a great team and your business will benefit from it, rest assured!

Without further ado, your work material...

I created this social media audit cheat sheet, so you know exactly what is important, what to clean up and pimp up so you can shine online.

These easy-to-follow, no-nonsense tips highlight the basics of Facebook, Instagram, Pinterest and LinkedIn and unless otherwise specified, the following principals can be applied to all the platforms previously mentioned.

Ready? Let's dive in.

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## Step 1 – Who are you talking to?

This might sound redundant because everyone is saying it but guess what; if everyone is annoying about this, it's because it's SUPER important! Knowing who you talk to is what is going to make or break your bank – Literally! Know your audience's age, gender, education level, pain points, industry, etc. This will guide you in the words and the tone you use but will also be vital when you start doing publicity online. It will allow you to target your potential clients rather than targeting everyone and anyone.

## Step 2 – Clean Up

It's OK to share your dinner on your personal profile, but unless you're a caterer or a fitness pro that stuff shouldn't be on your business page - some other exceptions apply, but rule of thumb; if you can't find a way to speak about what you are posting to make it fit with your business, don't put it on your business page. So, go ahead and clean up anything that doesn't belong and shouldn't be on your business profile.

\*Oh, by the way – people are going to find your personal profile, so you should clean that too. Pictures of you, half dress and half drunk at a party, that's got to go! You are a professional business person and even your personal profile needs to reflect that. I'm not saying be perfect everywhere, all the time. That's just unreal but do try to keep it clean.

## Step 3 – Show Up

Take the time to be online in the morning, at lunch and before your day ends. Post consistently. Meaning, if you decide that you don't have time to post every day, keep a posting schedule and stick to it. Please know that it's important to show up regularly, if not every day, every second or at the very minimum every third day.

Engage with people! It's called social media for a reason, you have to be social... i.e.: talking to people and replying when they talk to you.

## Step 4 – Shine

This is where I have fun, and you should too. Once the hard work of defining your ideal client, cleaning up your social media and showing up is done, you have to show up in a fun, classy... and

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human way. Here's what I look for when I audit a social media page for my new client – Hint, I'm giving you my secrets, so you should look for this too:

## Images:

- Image size:** Look up the size of the images for each platform and use them. It's not a one size fits all deal, if you don't use the right size, your image will be badly cropped and that's ... well it's bad for your image.
- Quality of images:** Whether you like it or not, image is everything for first impressions and the impression you make every time you, your product or service shows up online. So, quality is very important. Think lighting, props, clarity, etc.
- Professional profile picture:** If you don't have a choice, use a selfie, but have it look professional, with a good background. Again, quality is key. Otherwise, I always suggest that you see professional photographer.

## Texts:

- Telling a story:** Humans are sentient beings and emotions will always capture more attention than a simple statement. The texts you write online; i.e.: your copy has to tell a story, but a post isn't an article so keep it short, clear and emotional.
- Key words:** Every online platform uses keywords in their algorithms. Get to know the keywords your ideal client searches for and use them in your descriptions, your posts, etc. On Instagram use hashtags related to your brand, on Pinterest use SEO (search engine optimisation).

## Types of content:

The type of content you post should vary to keep your community engaged.

- Videos:** the top way to be seen is by video. All social platforms will front videos before anything else.
- Posts with images:** of course, they have to relate to your business without being salesy.
- Blog posts:** they should redirect to your blog
- Testimonials:** if you don't have them, start asking for them.
- Behind the scenes:** show your humanness, having coffee, relaxing, working, etc.
- Tips:** write tips and tricks about your products and services.
- Quotes:** they are motivational, everyone loves these.
- Freebies & contests:** offering free stuff in the form of contests is an excellent way to promote your page/services/products without spending too much money.

## Publicity:

Once everything is said and done, because of the different algorithms, there's still only a small percentage of people who will see your posts (for example, on FB that's only 6%), so you have to do publicity. Visibility was pretty high IG but has changed recently and is now down to 30%, as for Pinterest the only way to be seen is to use SEO and of course publicity.

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**Last but certainly not least; respect the 80/20 rule: 80% sharing, educating, caring, engaging and 20% selling.**

A strategy is crucial to your success! How can you know if your action reaps fruits and if you're getting better if you don't know what your ROI is, and you aren't measuring anything or keeping an eye on your statistics?

If you want to make sure you aren't "just showing up" and that your efforts will bring you prospects, then you need more in-depth information and a plan. You can choose to learn all this by trial, error and a really long time before you get it right, or you can shorten your learning curve and take the guessing out of the game and learn exactly what steps to do next with my online courses.

The courses are entirely online, so you can work at your own pace. They are filled with delicious tips and tricks that you won't find elsewhere else! My goal is to see you fly on your own once you completed the course(s).

Here is the list of courses offered:

- Pinterest workshop
- Instagram workshop
- The Mindset of Success course
- The complete Mindset and marketing program

I invite you to visit my website to see the details of each training.

[It's over here!](#)