

SOCIAL MEDIA EMPOWERMENT PILLARS



OVERVIEW:

Being a thought leader on social media can give your business a huge edge over the competition. Expert Blair Kaplan Venables offers seven pillars to empower you to become one in your industry.

Print and hang this sheet nearby as inspiration for creating raving fans on social media.

WHAT'S INCLUDED:

- **Social media empowerment pillars**

A list of seven areas to focus on to become a thought leader

SOCIAL MEDIA EMPOWERMENT PILLARS FOR THOUGHT LEADERSHIP

“At the rate that social media functionality changes, its purpose in our lives is constantly evolving. I created these pillars to empower you to be focused on what to create so you stand out from your competition, make more money, and make even more of an impact.” —Blair Kaplan Venables

Edutain

These are all the various parts of your strategy related to your content, which should both educate and entertain your audience.

Money

How much money do you want to make? How much money are you allocating to spend on social media advertising (since social media is mostly “pay for play”)?

Personas

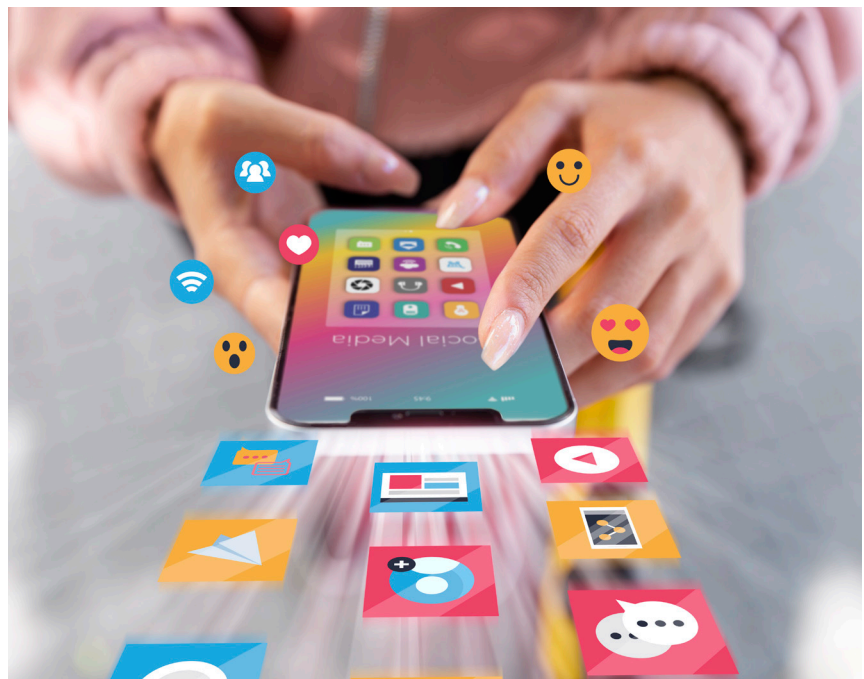
Who is your ideal client? Close your eyes, and picture the person who has spent the most money with you (and caused you the least amount of stress). You want to attract more clients like them, so create content geared toward their needs and interests.

Other players

If someone isn't spending money or time with you, where *are* they spending it? Check out these other players, and note what they do well and where there is an opportunity for you.

Wins

Celebrate your accomplishments! (I call this peacocking.) If you don't show off what you can do (landing publicity, client wins, personal



achievements, etc.), how can anyone celebrate you? How can the world know what you can do if you don't share your wins? This is also the pillar where you build out a publicity plan based on the successes you desire to have.

Engagement

Never “post and ghost” on social media. You must always be a natural person behind the brand. Follow, comment, like, interact, and be a

real person—this is important for visibility and growth. And, yes, it requires some planning.

Realistic goals

If you don't know where you are going, how will you get there? It's important to set personal, professional, and health goals. These goals will impact how much money you want to make, how your business will evolve, and so much more. Your life is yours to design.