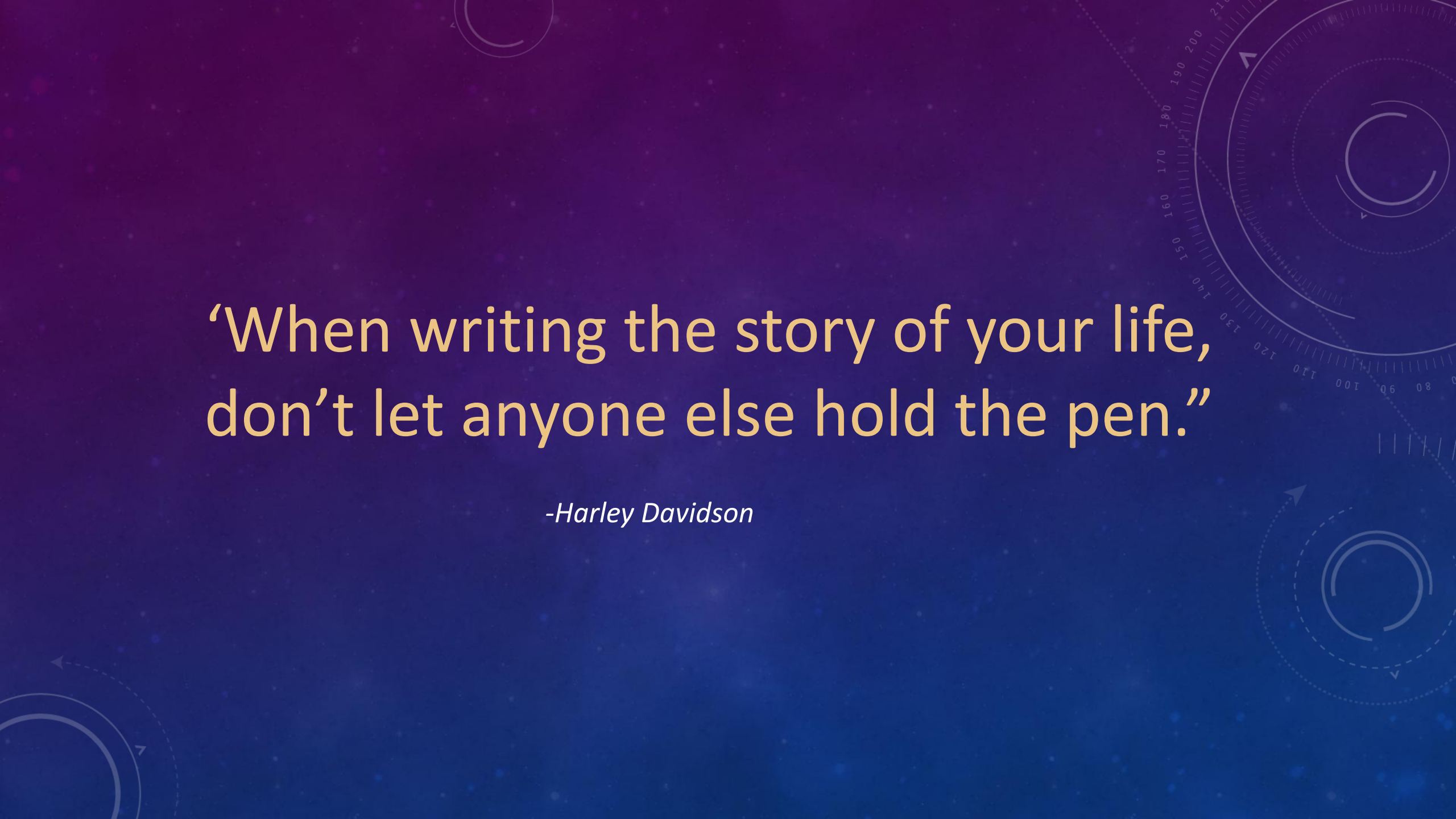


HARNESSING THE POWER OF SOCIAL MEDIA FOR PROFESSIONAL GROWTH

*HOW TO MAXIMIZE YOUR SOCIAL MEDIA
EFFORTS TO ATTRACT NEW FOLLOWERS*



PRESENTED BY MEGAN STACEY

The background features a dark blue gradient with a subtle pattern of white stars. Overlaid on this are several technical diagrams in a lighter blue color. These include circular gauges with numerical scales (e.g., 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210) and arrows, as well as dashed circular paths with arrows indicating direction. The diagrams are positioned primarily in the upper right and lower right corners, with some partial elements visible on the left side.

“When writing the story of your life,
don’t let anyone else hold the pen.”

-Harley Davidson

3 TOP MAIN USES OF SOCIAL MEDIA



BUILD RELATIONSHIPS
Create trustworthy relationships with long-lasting customers.



A PLACE TO SHINE
Showcase your uniqueness/authenticity –
What makes you stand out?



COMMUNITY SUPPORT
Engage with other businesses, customers and suppliers to show your support.

MAKE THE MOST OF YOUR SOCIAL MEDIA

TIME INVESTMENT:

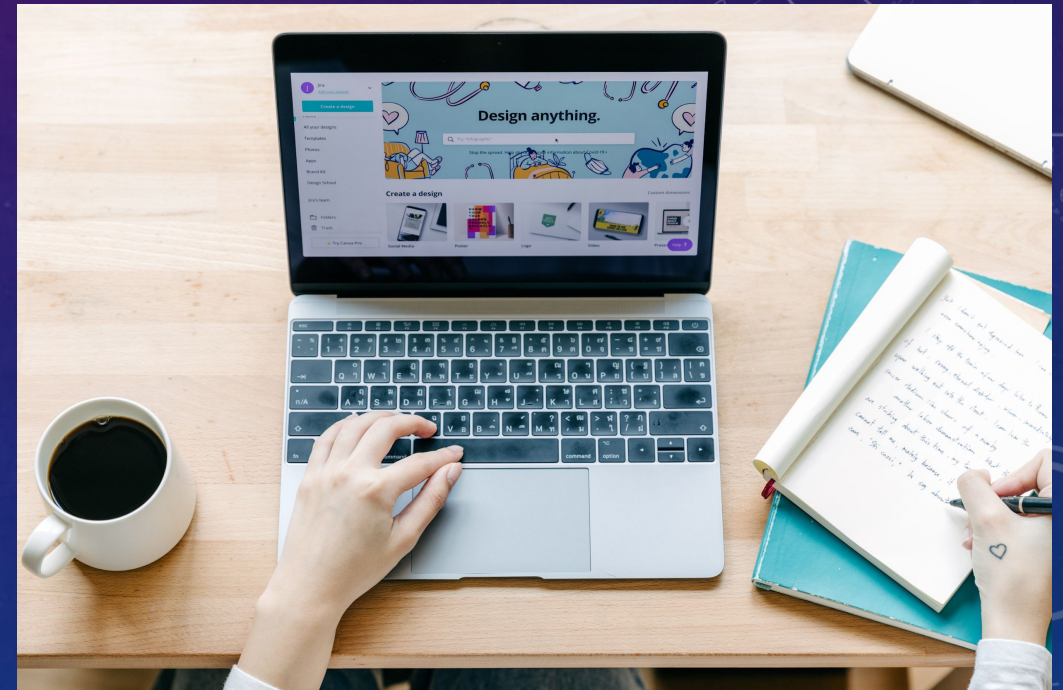
- Planning and scheduling is approx. 3-5 hours
- Engaging/commenting is approx. 30 minutes a day

SAVE YOURSELF TIME:

- Repurpose, reuse and recycle content
- Schedule ahead of time

YOUR MAIN FOCUS:

- Post more often on the platforms where your audience spends the most time
- 80/20 rule – educate/inform your followers



TOP FEATURES:



INSTAGRAM:

- Instagram Guides – a unique user experience
- Instagram Reels – short video clips



LINKEDIN:

- Saves Navigator (additional purchase)
- LinkedIn insights
- Article features



LINKEDIN STATS

- 6 out of 10 users actively look for industry insights on LinkedIn.
- 280 billion feed updates are viewed annually.
- LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.
- 92% of B2B marketers include LinkedIn in their digital marketing mix.
- Only 3 million LinkedIn users share content on a weekly basis.
- **How-to & list posts** perform the best on LinkedIn.
- Posts split into **5, 7, or 9 headings** perform the best.
- Articles with titles between 40-49 characters perform the best on LinkedIn.
- Articles without video perform better than those with video. It is best to upload videos natively on LinkedIn.
- 97% of B2B marketers use it for their content marketing efforts.



Source: <https://www.omnicoreagency.com/linkedin-statistics/>

LET'S CONNECT!

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