



# Platform

UNIVERSITY®

## Module Six

# Establish Social Embassies

### Training Video One

How to Establish Strategic Social Media Embassies Online

### Training Video Two

How to Post Engaging, Relevant Social Media Content Every Day

### Training Video Three

How to Leverage Authentic Automation with Social Media



# Where Does Social Media Fit In Your Platform Strategy? With Michael Hyatt & Dustin Stout



Masterclass

Social Media can feel like this big, overwhelming obstacle, but the truth is—it's a huge opportunity for you to grow your audience. And it's available to you every single day. It's important to remember that social media is just one piece of the platform puzzle. In this Masterclass interview, social media expert, Dustin Stout explains how social media should fit inside your platform strategy.

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# Training One: How to Establish Strategic Social Media Embassies Online



Deep Dive

In this training video, we're going to help you establish your social media embassies, starting with choosing a primary social media platform to focus on. We'll also help you set up your account with a great username and bio.

NOTES



# Training One: How to Establish Strategic Social Media Embassies Online



Deep Dive



Which platform do you know the most about?



Which platform do you enjoy the most?



**Primary Social Media Platform:** One social media platform that will be your main priority in your social media strategy



**Secondary Social Media Platform:** One social media platform that will be your second priority in your social media strategy. All content from your primary platform will be repurposed for your secondary platform.

Now choose your primary and secondary social media platforms.

**Primary:**

**Secondary:**

Steps to get started with Facebook:

1. Create a personal account
2. Create a Page (find the creation link in our resources at the end of this workbook)
3. Use your professional headshot
4. Write an eye-catching bio



# Training One: How to Establish Strategic Social Media Embassies Online



Deep Dive

Steps to get started with Facebook (continued):

5. An image for your cover image (dimensions: 820 x 462)
6. Content for your About section, Biography, Mission Statement, and Story

What makes a good Facebook cover image?

- Your header image from your blog
- A current promotion (book, online course, giveaway)
- A candid photo from your photo shoot (you speaking to a crowd or doing one-on-one coaching)



**Tip:** Leave a lot of margin around your cover image because the same photo will be cropped and displayed on smart phones. You will need to view your image on a smart phone and a laptop to make sure it looks good on both.



**Tip:** Canva is a great website and app for making cover images. They have the dimensions preset and all you have to do is drop in your images and add text. Find the link to Canva in the resources section at the end of this workbook.



# Training One: How to Establish Strategic Social Media Embassies Online



Deep Dive

Depending on the type of Facebook Page you choose to create, you will have room to complete different sections on your profile.



**About:** Available on all types of pages. One to Two sentences that state who you are and what you do.



**Biography:** Available on a “Public Figure” page. A synopsis of your About page from your website



**Story:** Available on all types of pages. Space for you to write an in-depth narrative about who you are and your background.

## Tips to write your Biography section on your Facebook Page:

- Work from your About page that you crafted in Module Two.
- Give a synopsis of your background to build credibility.
- Point them to your About page on your website to learn more.

## How to write a great Facebook “Story”:

- Combine all three elements: your Biography, About page and your Value Proposition Statement to craft a narrative that introduces you to your audience and builds a story around who you are and what you do.



# Training One: How to Establish Strategic Social Media Embassies Online



Deep Dive

## Steps to get started with Instagram:

- 1.** Decide if you want to have separate personal and business accounts. (Some people like the ease of maintaining one account. Other people like to keep one account for close friends and family.)
- 2.** Choose a great handle. See our tips below!
- 3.** Change your account to a business account in your Instagram settings. You will have more features (and be able to see more analytics) with a business account.
- 4.** Use your professional headshot.
- 5.** Write an eye-catching bio in your notes on your phone and copy and paste into your bio field on Instagram. Doing this will ensure that your line breaks are copied over as well. Otherwise, Instagram removes them. Feel free to include emojis for fun.
- 6.** Create your first nine posts before making your account public. This will give people a reason to follow you when they find your account.



# Training One: How to Establish Strategic Social Media Embassies Online



Deep Dive

## Tips to create a great username on Instagram:

- Start with your domain name and see if it is available (example: @PlatformUniversity)
- Avoid numbers and random characters
- Check to see if the handle is available on Twitter as well. This just makes things easier.
- If you want to use your personal name, tag on your title at the end (example: @JeffGoinsWriter)
- It's okay to use your blog or domain name as your username and your personal name as your "name" on Instagram.

## Tips to write a great social media bio:

- Work from your Value Proposition Statement crafted in Module One to summarize who you are and what you do.
- Don't be afraid of being quirky if that meshes with your branding.
- Feel free to use emojis on Instagram.
- Keep it short.
- Make sure it sounds like your voice and writing style.



# Training One: How to Establish Strategic Social Media Embassies Online



Deep Dive

## Examples of great social media bios:

- @PlatformUniversity (Instagram): “We teach platform-builders—anyone growing an audience around a blog, podcast, or similar medium—how to find their audience and get their message out.”
- @JeffGoinsWriter (Twitter): “Best-selling author of *The Art of Work & Real Artists Don't Starve*. Get a copy at <http://dontstarve.com>. Blogger. Speaker. Father. Husband. Coffee snob.”
- @AmyPorterfield (Twitter): “I'll show you exactly how to monetize your online marketing efforts and grow your social media fan base, grow your email list and boost your profits.”
- Dustin W. Stout (Facebook About): “Entrepreneur, speaker, blogger and creative lunatic.”
- Michael Hyatt (Facebook About): “Welcome to my official page! I'm a leadership mentor, New York Times bestselling author, and the founder of Michael Hyatt & Co. Click LIKE to receive updates. You can also explore my online magazine at [michaelhyatt.com](http://michaelhyatt.com) or my podcast at [leadto.win](http://leadto.win).”



# Training Two: How to Post Engaging, Relevant Social Media Content Every Day



Deep Dive

Now that you are all set up with your accounts, it's time to start creating content for your social media channels. Keep in mind that each platform is different. What works on Facebook may not always work as well on Instagram or Twitter.

NOTES



# Training Two: How to Post Engaging, Relevant Social Media Content Every Day



Deep Dive



**Animated Image:** An image that moves and behaves like a video, the opposite of a static image



**Tip:** Ripl is an app you can download and create animated images easily using stock photos or your own photos. Add your text and choose an animation style. You can find the download link for Ripl in our resources section at the end of this workbook.

## 10 Types of engaging social media posts:

1. Share a resource, blog post, book or podcast.
2. Repost someone else's post.
3. Make an announcement.
4. Reveal something personal with a microblog.
5. Ask a question. People love giving advice!
6. Provide a discount.
7. Publicly reply to a question you received privately.
8. Report what you are doing now. This is perfect for Instagram and Facebook stories!
9. Offer your congratulations.
10. Repurpose content from your blog.



# Training Three: How to Leverage Authentic Automation with Social Media



Deep Dive

Social Media should not dominate your content creation. There is a way to automate content to fill in your social media calendar gaps and we're going to show you how to do that with CoSchedule.

NOTES



# Training Three: How to Leverage Authentic Automation with Social Media



Deep Dive

## How to schedule a social media post with CoSchedule:

1. Select the date you want the social media post to go live and click the + sign at the top right corner of that day on your calendar.
2. Click **Social Message** at the bottom.
3. Select the profile(s) you want the post to go live on.
4. Select the type of content you want to post (link, image, video, or text).
5. Type post and add content.
6. Schedule at a certain time or let CoSchedule post for you using its algorithm to determine the best posting time for each platform. We recommend using this feature if you don't want to research the best posting times for each platform.
7. Click **Add Message**.

## How to schedule a social media campaign with CoSchedule:

1. Click on the blog post you want to build a campaign around.
2. Click the + button.
3. Select the profile(s) you want the post to go live on.



# Training Three: How to Leverage Authentic Automation with Social Media



Deep Dive

How to schedule a social media campaign with CoSchedule (continued):

4. Write your post.
5. Select when you want the post to go live.
6. Click **Add Message**.



**CoSchedule's Requeue Tool:** A feature that allows you to build lists of social media posts that will be reposted over time

How to use the Requeue Tool with CoSchedule:

1. Select the Requeue button from the menu on the left-hand side of the page.
2. Click **Go to my Requeue Settings** in the top right-hand corner to set up your Requeue with your preferences.
3. When you're done setting your preferences, go back and select the Requeue button again from the menu on the left-hand side of the page.
4. Select **+ New Group** to create a new group.
5. Name your group (example: Blog Archive) and select **Save**.
6. Click **+ Message** to create a new message for that group.



# Module Six Additional Resources

Below you'll find helpful links, important resources and additional information to guide you while you set up your social media embassies.

**Dustin Stout's Website**



**Create a Facebook Page**



**CoSchedule**



**Social Warfare Plugin**



**Visit Platform University's Facebook Page**



**Visit Michael Hyatt's Facebook Page**



**Canva**



**Blog Post: The Ideal Facebook Cover Photo Size And How To Make Yours Stand Out (Including 12 Excellent Examples)**



**How to set up a Business Pinterest Account**





## Module Six Additional Resources

**Podcast by Amy Porterfield: The New Rules of Facebook Marketing**



**Platform University Masterclass: Simple Instagram Strategies for Smart Brand Growth with Sue B. Zimmerman**



**Blog Post: The Ultimate Pinterest Guide for Bloggers**



**Create Animated Images with Ripl**



**How to Guide: How to Grow and Engaged Facebook Group**



**Blog Post: How Often to Post on Social Media**



**How to Guide: How to Rock Instagram Even if You're Just Getting Started**





## Before you move on . . .

Way to go! Here's your Module Six checklist:

- Select your primary and secondary social media platforms
- Set up your account with your profile image, bio, and other information
- Download Canva and Ripl to create images
- Populate your social media content calendar using CoSchedule
- Plan your social media calendar at least two weeks in advance
- Create Requeue Groups in CoSchedule to auto-fill your content calendar for you