



The Complete Social Media *Success* Guide

BY JENNA KUTCHER

You're About to Up Your Social Media Game *Big Time!*

D O N ' T W O R R Y , I ' L L B E W I T H Y O U E V E R Y S T E P

Psst...What You're About to Read Will Change Your Life.

Welcome to the guide that's totally going to change your life (*I mean, dramatic much? Maybe. But you're about to up your social media game BIG time!*) Social media is pretty much my favorite marketing tool. Why? **Because it's free!** *But it's only going to work for you if you have the tips, tools, and strategies to share your message with the right audience!*

Over the last six years I've tried just about everything. I've learned how to harness the power of these platforms to not just increase my profits but to foster a true community and serve others during my journey. It's not about being perfect, it's not about spending hours upon hours on social media every day, it's about creating a system that serves so that when the time comes for you to sell, your audience is eager and ready!

I get it: **social media is always changing.** It's frustrating, hard to keep up with, and it simply feels like so much work. It's easy to want to throw in the towel or to blame the algorithm, but where most people fail is **that they don't have a simple strategy in place.** That's where I come in to help!

In this guide you're going to find my exact content strategies for platforms like: **Instagram, Facebook, Pinterest, and Twitter.** As a bonus, I'm even including a quick guide to blow up your blog success! I'll walk you through ideas for when you feel stuck, tips to keep you on track, ways to cut down your time spent online, and guidelines to help you create content that converts!

Trust me, each page holds so much goodness, are you ready to dive in?

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You're About to Rock Instagram for a Month.

Plan out your content ahead of time, and stare at that blinking cursor no more! As always, use #theinstagramlab so that we can follow one another as we navigate a month full of awesome posts together.

The Secret Is Having a Plan.

Trust me, I know. That blinking cursor is just taunting you as you sit there and wonder, well, what in heavens name can I share that's worth sharing? I've got you covered. **Here's the secret: having a plan.**

So what have I done? Well, I've given you content ideas to last all month long. What does it look like? Easy! I want you to commit to **one post per day during the week** (and I reeeeealllly want you to sign off on the weekends and enjoy time being present. Cool?)

Every day, follow the prompt (and tell us the story behind it!) It's not as complicated as we make it to be. Before you hit publish, ask yourself, "Am I do this story justice? Is this post welcoming connection?" **Each of these posts help write a bigger story for you, your business and your brand** - they aren't random, they are strategic.

A Few Things I Want You to Notice:

Once a week I want **a photo of you to show up in your feed**. I know, I know, it's awkward BUT it's super important for people to see that face of yours.

Sharing your work needs to be a part of your "JK5" but you also don't want your feed to be consumed by your work. **Share it intentionally.**

The behind-the-scenes and life stuff might feel awkward at first, but as you share it, **it writes a bigger story for your followers to connect with!** Don't skip those posts. If the captions are troubling you, I want you to just look at the prompt and ask yourself, **"How would I tell my friend about this photo? What would help them understand why it matters?"** Keeping your tone of voice consistent with the way you would speak if you were sipping coffee across from a friend helps your followers relate to you more.

LET'S GET TO WORK

Introducing the JK5 Method.

My secret method of posting.

One of the easiest ways to help you learn a strategy when it comes to the “what” of posting is through teaching you the Jenna Kutcher 5 method.

I adopted this when I was starting out because I knew that I wanted to create connection beyond just what I was selling and in order to do that, I had to post more than just my work. Essentially, the JK5 method is taking 5 main categories that will give you a recognizable brand (not just a business) and then rotating through those categories so that your followers know you beyond what you sell.

When you adopt this method, you'll not only create a versatile, well-rounded, and connected brand but you'll **also create an interesting feed that earns you the ability to sell.**

No two categories live next to each other in the grid giving you an extra visual element but also helping people to find a way to connect to you even if they currently aren't on the market for what it is you sell.

To explain this, what I recommend is choosing 5 categories that your brand will be known for. These can be things RELATED to your product or service, personal hobbies or interests, profiles of your team or customers, geographically based, OR simply categories that will help connect you to your ideal clients. I've found that sometimes a person will follow you for ONE of the categories while they get to know you, like you and trust you - priming to become a paying client.

How to determine your JK5:

As you start to think of your categories, I want you to know they can evolve, change, and be fluid, but the main reason they work is that it helps prompt a post on days you aren't creative, it pushes you to share things beyond what you sell, and it allows you to create connections beyond what you do.

What would your best friend or mom or co-worker tell me about YOU or the vision of your company BEYOND what you sell. If you couldn't talk about your product or service, what kinds of things would you include? Or think of it like this: if you or your business were to have an editorial magazine, what categories would your ideal clients want to read about?

E X A M P L E S

Your geographic area, relationship (co-workers, team, marriage, etc), Fashion Home Decor, Cooking, Travel, Animals, Fitness , Quotes, DIYs. Personal Photos Education

The Five Pillars of Instagram

MY FOUNDATIONAL CONCEPTS FOR A TOP FEED

AESTHETICS

How do you want the posts to look/feel/translate as a whole? The aesthetic of your feed would be the overall response when someone scrolls down your grid! It's not just about colors, it's the feel of your images.

BRANDING

Your brand extends far beyond your logo, color scheme, or fonts. How do people describe you or your product? Is it easy communicated through a simple scroll on your grid? You want to know your brand, the voice of it and make sure it's evident in every photo and caption.

CONSISTENCY

Are your images consistent? Is the tone of your posts consistent? The goal is to have people spot a post of yours from a mile away and know it's yours. Consistency needs to be a focus on: editing, writing, hashtags, tone, and imagery.

DIVERSITY

You are not a one hit wonder, so don't let your feed be one either! Choose five different categories and cycle through them in your feed so that you aren't just your product or service, you are someone people know, like, and trust. Keep your feed diverse, fun, and interesting.

QUALITY

Quality will always trump quantity, especially with the algorithm. Make sure every post is the quality someone could expect from you should they hire you or purchase from you! It doesn't need to be perfect, but it must have meaning, purpose, and thought put into it.

One Month of Instagram Posts

ONE POST PER DAY, MONDAY - FRIDAY

Mon	Tue	Wed	Thu	Fri
Share the space you work in and what inspires you about it.	Post a photo of a family member or pet and introduce them to your tribe!	Publish a photo of a trip you've been on and share an experience.	Share a photo of your recent work and tell us the story behind it.	Post a photo of yourself and tell us three things we might not know about you!
Post a photo of the last book you read and tell us why you loved it!	Share a photo of the city/town you live in and tell us why you live there.	Publish a photo of your newest purchase and share why you bought it!	Share a photo of your work and caption it with kind words from a recent client.	Post a photo of you and tell us why you do what you do!
Post a photo of the best gift you've ever gotten and tell us about it.	Style a few things on your desk and talk about what you're working on.	Share a photo from a past project and give followers a tip they can apply.	Post a photo of something that is currently inspiring your work this week.	Share a photo of you with people you love and let us in to that moment.
Take a photo of your favorite space in your home and share why you love it!	Post a photo of your child(ren) or family pet and tell us a story about them.	Go on a walk and snap a photo of something that jumps out at you!	Show us your all time favorite piece of work and tell us about it.	Share a photo of you doing your job and tell us what your everyday looks like.

PRO TIP

Spend one day each week planning and preparing your content with our printable planning boards! Prep the photo, caption and hashtags, then you can just log in, post, engage with your followers and sign off!

Let's Talk *Facebook*.

Facebook makes planning easier than any other platform by allowing you to schedule your posts up to a year in advance! Try making time at the beginning of each week to plan and schedule your content so you don't have to worry about posting on a daily basis.

7 Secrets for Increasing FB Page Engagement

ONE

Share consistently! Try to post at least once a day and mix up the types of content you are sharing so that nothing feels redundant.

TWO

Post taggable content so that you can get more eyes on your page! Whether you simply tag yourself or your can tag your clients or other vendors, tag away.

THREE

Have links to your Facebook page on all of your other mediums including your website, blog, Instagram, and email signature.

FOUR

Use a call to action in every single post and tell people what action you want them to take after reading your post: comment, click, like, share, etc. Asking engaging questions is a quick way to get your audience involved!

FIVE

Share things in a conversational tone and lose the marketing jargon. Pretend that you're sharing your post with a best friend and speak in a friendly tone.

SIX

Encourage your clients to share your posts and tag your account! Ask for credit and tell them how they can credit you when sharing your work.

SEVEN

Respond back to comments to encourage more engagement. The more people feel seen and heard, the more likely they are to continue engaging.

ON BOOSTING POSTS

Boosting posts can be a great way to test the waters and see what your followers and fans are excited about. You can start with a smaller budget and see what the outcome is. Every boosted post should be looked at as an experience and should have a bigger picture goal in sight (opting in for an email list, purchasing from a shop, clicking to a blog post, etc.) Boosting your posts can help you see what causes people to take action and can help you know where to invest in more Facebook ads if that's the route you want to take.

Two Weeks of Facebook Posts

ONE POST PER DAY, EVERY DAY

<i>Mon</i>	Share a photo of you and share 5 fun facts about you that your followers might not know from your feed. (Make sure you tag yourself too, to transfer friends to fans!)
<i>Tue</i>	Post an all time favorite photo of your work and talk about why you do what you do and how you got your start!
<i>Wed</i>	Ask your followers a simple question but one that they will be excited to answer like: what's your all time favorite food, what's the best book you've read, what are you most afraid of? Engage with the responses.
<i>Thu</i>	Find a post or article that your fans will find interesting and share it along with a caption on why you felt compelled to post it. Give them more resources!
<i>Fri</i>	Share a photo of your behind the scenes space or where you do your best work and let them feel like they are getting an exclusive look at your workspace!
<i>Sat</i>	Post a photo of your recent work and tell the story behind: why did you choose it? How did you create it? What was the inspiration? How did you get connected?
<i>Sun</i>	Talk about something you LOVE beyond your work to create more connection. It can be: your family, pets, home, travels, favorite food, city, outfit, workout... get creative!
<i>Mon</i>	Link to a blog post that you wrote that you haven't shared lately! Bonus points if you can check out your google analytics and re-share a post that did well in the past.
<i>Tue</i>	Find a video on Youtube that your clients will love or enjoy or just something that will brighten their day and share it (with credit) and encourage them to share it too.
<i>Wed</i>	Give a behind the scenes look at the gear you use, the equipment that you create with, the space that inspires you the most, or any other technical thing about your job.
<i>Thu</i>	Ask past clients for a testimonial and share one with a photo of them enjoying your work. Sometimes your clients words will resonate even better than yours will!
<i>Fri</i>	Style a few things from your space and talk about the journey you've been on while chasing your dreams! Share the transformation with your followers.
<i>Sat</i>	Post a photo of yourself and share a little bit more about who you are and what you're most passionate about in life! The more people know you, the more they trust you.
<i>Sun</i>	Post a photo of your recent work and use a strong call to action to have your audience engage with it through liking, commenting, or sharing.

Now...Ready to Fire Up Your Facebook Group?

Facebook groups are the quickest way to connect with your audience or customers where they're at while fostering a strong community... Basically, they're just what you need to take your brand to the next level.

The name of the game on Facebook is...

The name of the game is Facebook groups, and they can change the game when it comes to building your brand and expanding your community! I can't tell you how important these groups are for any business. We have groups for my paid programs, groups for free challenges we've hosted, and a group for my podcast listeners where people are active daily.

The truth is, Facebook Groups attract the right people and provide you a designated meeting place to reach your best, most genuine clients and followers. But it doesn't stop with just reaching them.

Plus, it's a space for your peeps to connect, congratulate, commiserate, and cohabitate with each other, which is just straight-up good for the longevity and health of your biz.

If Instagram is the highlight reel, consider Facebook Groups the happy hour with your most excited and devoted people. Sounds pretty great, huh? IT IS!

FOOD FOR THOUGHT

You can also maximize these groups by driving traffic to new content you create, as well as repurposing past content to keep your community engaged, connected, and always taking action.

KEEP READING . . .

Create Conversation in Your Facebook Group with These 5 Tips

O N E

Plan Ahead

Being intentional with when and what you post is so important for success here! Consider scheduling posts in advance, as well as setting time aside to follow up and engage with people who are responding.

If you have multiple Facebook groups and need help curating content consistently to each, you can also invest in a social media automation software like Meet-Edgar; which is what we use! This allows us to create a library of posts and a create a schedule that automates the posting part. We always make sure to set aside time daily to engage with our community, so don't rely too heavily on automation beyond the posting part! The secret sauce with Facebook groups is ensuring people feel truly connected.

T W O

Give 'Em VIP Treatment

Exclusive clubs? Yup! That's essentially what a Facebook group can feel like. You want to make sure beyond promoting or pitching, you're serving and connecting with your audience too. Treat members like insiders. Make it special, make it unique, and make it a place to draw people in! In our groups, we make sure to give members special treatment. We turn to them for their input and feedback, and ensure they get first dibs on freebies! These are people raising their hands saying they want to be an active part of what you're doing, so make sure you treat them as if they are VIPS because they are investing in you by being in your group.

T H R E E

Create connection and community

Worried about everyone only wanting attention and responses from you and it taking over your life? Build a community "culture." Tell people to lean on each other, ask them to ask each other questions, create chances for them to converse.

The online world can be cold, but you can create such meaningful relationships if you foster them! You can do this by creating posts that drive connection and they can look like this...

E X A M P L E S

Brag on yourself for a sec and tell me about your biggest win this year! What made it so sweet and how did you celebrate? Pop an emoji on someone else's win to cheer them on!

Let's come together and fix some problems! Leave a comment with your biggest business snafu, technology hangup, or branding concern as of late, and let's see if this (mega-smart) community can help you push past your roadblock!

What's the best business book you've read lately and what made it so good!? Drop the title below for your biz besties to add to their reading lists!

K E E P R E A D I N G . . .

Create Conversation in Your Facebook Group with These 5 Tips (cont'd)

F O U R

Build Authority

You're likely the authority of your Facebook group, so make sure you communicate that through adding value. Build authority through what you share by helping people and painting yourself as an expert. This type of post can take more of a long form format and is your chance to bank on your brilliance! You can utilize these posts to pull people's attention to recent features you've had, new content you've created or old content you've created that highlights your knowledge on a particular topic. An authority post can look like this...

E X A M P L E S

Wondering what my biggest secret to mastering Instagram is? Check out this blog post with my TOP tips to making Instagram a heckuva lot easier: [link to post]

Want to start an email list but have NO clue what steps to take first? I've got you, my friend! Pop in your ear buds, get ready to take some notes, and take a listen to this week's episode of the Goal Digger Podcast for the first 3 steps you need to take to start your email list: [link to episode]

F I V E

Measure Success

How will you know where to go if you don't know what's working and what's not? When evaluating our Facebook group success, we look at things like engagement and Google analytics to continue to share content that is valuable for our audience.

You can also create posts that help poll your audience so you can take a deeper dive into their wants, likes, and needs. Try something like this: What is your number #1 money hack?

H O W W E U S E O U R F B G R O U P S

Post at least 3 times weekly: one post serving content, one post asking a question, one post inviting a chance to be in community.

Set group rules so that members know what behavior is acceptable, what the purpose of the group is, and how they are invited to engage within in.

Jump in daily and set a timer! Try to be present for at least 20 minutes a day fostering conversation, inviting comments, and responding to your members.

Share your group and an invite to join as a call to action once a week whether it's on your social channels, through your emails, or a call to action in another medium such as a podcast.

Woohoo, you're ready to rock Facebook! Next, let's dive in to your Pinterest strategy.

Wanna Be Pin Pals?

Pinterest is a social-platform-disguised search engine we often overlook, but the truth is that it can be a very powerful traffic driver to your website while also building trust with your audience! It can be daunting to try to figure out how to market with Pinterest, but with a little help from this guide, you'll be well on your way to making Pinterest work wonders for your business!

The #1 Traffic Driver to My Site Is...

It's no secret that Instagram is my social media outlet of choice. But, let me let you in on a little something: **it's not the platform that generates the most traffic to my site.**

Guess what is? ***Pinterest!***

It wasn't always that way; in fact, Google analytics told me that 0% of my visitors were finding me on Pinterest. But with a little strategic effort I've been able to change that 0 into a traffic driver. I'm willing to bet almost all of you are on Pinterest pretty regularly figuring out what's for dinner or planning your next party - **but are you using it strategically in your business?**

Why Is Pinterest So Darn Useful for Your Business?

1. **It's where your dream clients are hanging out**
2. **People are on Pinterest to BUY** (whereas they go to other social outlets to be ENTERTAINED)
3. **Pinterest users have a higher average household income and statistically spend more money than users on other platforms**
4. Pinterest is used **like a search engine** which opens up opportunities for us to get in front of new audiences

Convinced yet? Read on for tips on how to make Pinterest work for you!

First Things First. Let's Get Your Pinterest Set Up In 5 Easy Steps!

STEP ONE

Install Google Analytics

Install google analytics to get a baseline read. In other words, let's find out where you stand so you can see how much you've grown. **Google Analytics generates detailed statistics about your site's traffic and measures conversions and sales.** You may be surprised about how much Pinterest is doing for you with no effort on your part at all.

PRO TIP

This is an important first step because we'll be able to measure down the road how a little bit of effort can pay off big time in terms of generating traffic to your site.

STEP TWO

Convert Your Account to A Business Account

Why? Your clients (or future clients) may not be interested in that pair of shoes you just pinned. **They are looking for consistent content from you relating to what you can offer as a business.** But more importantly, you need a business account in order to take advantage of Pinterest's analytics feature and apply for rich pins.

If you haven't already, convert your account to a business account, just click "convert now" and follow the instructions on this page:

<https://business.pinterest.com/en>

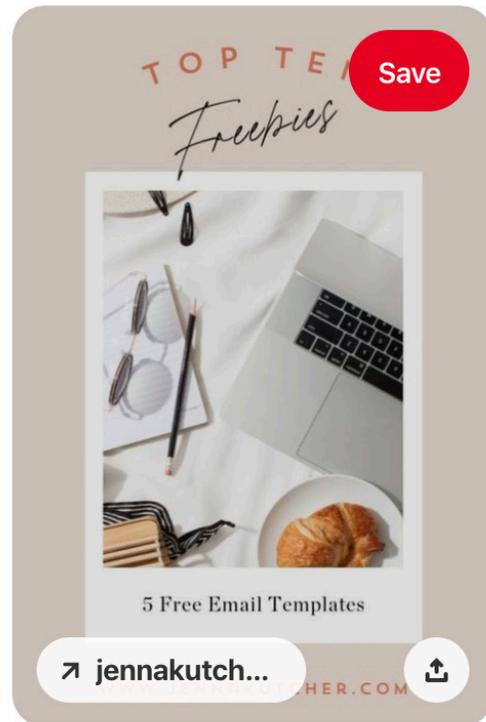
STEP THREE

Apply for Rich Pins

Now that you have a business account, **I also want you to apply for rich pins.** A rich pin includes your name, icon and a link to your website when someone pins from your site (as you can see in the example below). This boosts your brand recognition and adds credibility to your pins.

Here's how to apply:

Head over to Pinterest's help page for rich pins. This page will provide the steps on marking up pages with rich metatags, validating your content, and applying for rich pins. You can access the page by [clicking here.](#)



5 Free Email Templates for Photographers



JENNA KUTCHER

Keep reading...

Update Your Profile

First impressions are so important in this online world where you have 3 seconds to make an impact before someone clicks away. Let's get your profile not only bringing in new traffic with keywords, but **keeping them around to check you out once they arrive on your page**. Choose an inviting picture of YOU as your profile image.

People want to see who they are following and I **want to challenge you to stop hiding behind your work or your logo and show people your beautiful face**. Update your description to include keywords that tell pinners what you're all about and where you're located.

Invite your new followers to interact with you off the app by **including a link in your description**. Add a place for them to click through if they want to learn more about you (ideally an opt-in to capture their email address).

Cleaning Up Your Pinterest Account (If Not Starting From Scratch!)

This step might take a little time. Go through your boards and archive any that aren't in line with what your target audience is interested in.

PRO TIP

make sure you don't delete them as this can cause you to lose followers. Instead make boards secret or archive.

Rearrange your current boards so that the most important ones are at the top and easy to find.

Give preference to:

1. Boards with links back to your own website
2. Popular topics your target audience is interested in
3. Move seasonal boards, current promotions, etc. to the top.

Whew! Now That We've Got Your Account All Set Up, Let's Read Up On Increasing Your Following!

A few secrets for increasing your Pinterest following

O N E

It's Not About You

Your Pinterest page is not about YOU, it's about **providing a resource to your dream client** and every board and pin needs to be focused on them and their needs (not just those shoes you've been eyeing up).

It's important to know that every click, save, comment and pin is telling Pinterest something about you and your account and the algorithm will use this information to determine who to show your content to.

I don't want to take away your favorite site, so if necessary, create a personal account for your non-business pinning.

T W O

Make It Easy to Share

The whole point of pinning your content is so that **others will share it and pin it to their boards adding to the amount of people who see your work.**

Make it super easy on them by creating pins that are on brand, vertical (so they take up more space in people's feed when they are scrolling) and easy to read!

T H R E E

Hashtags!

Hashtags are searchable in your pin descriptions creating yet another way for people to discover you on Pinterest.

Just be sure not to overuse hashtags on Pinterest like you may do on other social networks. Pinterest etiquette is to use up to two hashtags per pin or they'll clutter your description and look spammy.

Make sure every pin has a call to action telling the Pinner what you'd like them to do. Whether it's to click through to read a post, comment on your pin or share it, simply telling someone what you want them to do will drastically increase the chances of them actually doing it!

P R O T I P

Use Analytics! Analytics should be the guiding light when you go to plan out your content calendar. Take a look at your most popular pins and let them inspire your future article ideas for your blog content calendar.

Sooo...What Should I Pin?

P I N T E R E S T C O N T E N T G E N E R A T I O N I D E A S

<h2>Blog Topics</h2> <p>Think about what you're consistently blogging about and create boards for each of those topics. Think of boards almost like categories and have 5 or so business pins that you cycle through that are on brand and add valuable content consistently.</p>	<h2>Go Deep</h2> <p>Really get to know who your target audience is! Where do they shop? Where else do they hang out online? Get familiar with when those sites are posting new content and be one of the first to pin their content for your best chance to go viral while providing valuable content to your audience.</p>	<h2>Instagram</h2> <p>Did you know you can pin directly from Instagram?</p> <p><i>You can!</i></p> <p>Google the steps (they change all the time) and I just helped you kill two birds with one stone!</p>
<h2>Seasonal Updates</h2> <p>Create a seasonal board or a board for an upcoming event. This keeps pinners regularly updated on what's new in your business.</p> <p>Don't forget to drag that board to the top to get people's attention when they arrive on your profile!</p>	<h2>Group Effort</h2> <p>Create a group board and invite like-minded pinners to do the content work for you! People love having their voices heard and allowing them to contribute to your Pinterest boards can really help them feel a sense of ownership in your brand!</p>	<h2>FAQ</h2> <p>Ever get the same question from customers or followers over and over? Think about creating a "how-to" board or a board that answers your FAQ's all in one place!</p>
<h2>How To</h2> <p>Step-by-step "How-To" in depth posts are the ones that do best in Pinterest!</p> <p>Make sure you're not just posting inspirational content. Your How-To posts should be providing value to your followers as well.</p>		<h2>Your Product</h2> <p>Selling a product? Create a board showcasing your top sellers or what's trending now to inspire new users where to start in purchasing from you.</p> <p>You can also present your product as a featured solution in a tutorial or guide so it doesn't feel so salesy!</p>

Anatomy of The Perfect Pin

7 MAIN COMPONENTS OF ONE OF MY HIGHEST PERFORMING PINS

1

2

7

FEMALE FOUNDERS

YOU SHOULD HAVE ON YOUR RADAR IN 2020

3

4

5

6

jennakutcherblog.com

7 female founders to have on your radar in 2020

More about this Pin ▾

JENNA KUTCHER
Saved to Tips for Female E... 1d

I'm sharing 7 female founders who have seriously changed the game in so many arenas, from beauty and fashion to email marketing and health. I mean, these are ALL areas I know I could use some schooling in, and the women I'm showcasing today deliver some of the best products and services I've ever encountered. I can't wait for you to learn about them and fall in love with their businesses, too (and maybe even get some inspo for your own from them — I know I have!).

Comments
Only you and your group members can see this

Add comment

WWW.JENNAKUTCHER.COM

Descriptions on next page...

Anatomy of The *Perfect Pin*, cont'd

1

Start with a pinworthy design. My favorite site to create images: Canva! They even have a Pinterest template ready for you.

2

Keep the words large and simple to read!

3

Make sure the pin is vertical so it takes up more space in people's feed

4

Use a high quality, on-brand image

5

Make sure you've applied for rich pins so your website is included

6

Use keywords in your caption so you show up in search results

bonus

Take it to the next level and include a call to action like "click here" or "read more" to invite people off the app and to your site

My Content vs. Theirs

So many times people have asked me, “Jenna, how much of my own content should I pin versus found content from other outside sources? Here are a few thoughts to answer those questions!

Pinning Your Own Content vs. Content From Other Sources

You’ve heard me talk about building the know/like/trust factor with your audience pretty much anywhere I teach, and ***Pinterest is no different!*** You can support that strategy by pinning extremely valuable content for your audience so they are excited to see what you’re pinning.

I like to follow the 80 / 20 rule by pinning 80% of other people’s content and 20% of my own.

It’s important we spend most of our time strategically pinning our own content, but it’s also important to pin other people’s content. Why? It’s a chance to curate a profile that’s right in line with what our target audience will be searching for. We want to be a key resource and this is a great way to do this. It’s also a way to increase the quantity of pins without having to produce more content ourselves. Another Pinterest strategy includes **following other industry leaders who pin content relevant to your ideal clients so that you can consistently deliver high-level content that interests them.** It’s a quick and easy way to have access to awesome content while serving your audience with more content that will keep them engaged.

B O N U S P O I N T S

Major bonus points if you’re one of the first to bring the pin into Pinterest vs. repinning it from someone else. This gives you additional opportunities for the pin to go viral and expose you to a much larger audience.

Speaking of Working with Others and Pinning Their Content...

Group boards are going to be the quickest way to gain exposure and increase your followers.

Why? ***Because pinning to them exposes your content to everyone following that board.***

Collaborating with pinners that have a huge following **immediately gives you access to their audience.** Although the other pinners followers aren’t YOUR followers, every time you pin to that board, their followers see your content. **This is super powerful!**

My secret to Pinterest success: *Tailwind*

Tailwind is going to be your best friend when it comes to your Pinterest strategy because **you will be able to schedule your pins and gain valuable insights into what’s working for your account (and what’s not).**

You can also join what’s called a **Tailwind Tribe** and it’s like a group board in that you can add your content to the tribe for the other members to pin your content for you.

There are different tribes for all the various niches so it’s also a great way to find great content to pin for your own audience. The other reason I love Tailwind is because **you can create smart loops which will consistently repin your best content for you making it super simple to maintain your strategy.**

Words Beyond Your Work: a Guide to *Blog Success*.

It's easy to wonder what you could possibly have to say, to share. It's easier to feel like everyone has already said the things you've been wanting to say. The truth is, your audience wants to hear from YOU. You don't need to recreate the wheel, you don't have to post on your blog five times a week, but you SHOULD share more of you and what sets you apart from the rest of the photographers and entrepreneurs in the world. In order to do this, you should really share words beyond your work.

Think of These Things When Questioning What to Post :

O N E

What do your clients need to hear? What sort of questions do you get asked the most?

As a bonus, you can share these posts over and over again to help draw in your ideal clients.

T W O

What is unique about you that you feel comfortable sharing? It's okay to let people into bits of your life, you don't have to spill your guts. Just think of things like travels, your home, your pets, your town, your favorite place to shop, your favorite food and write a few paragraphs about it!

T H R E E

What sort of content can you create that is shareable? Think of posting content that will really resonate with your ideal clients and encourage them to share it? Create work with a viral aspect to draw in more viewers and readers!

So What The Heck Do I Write About?

BLOG TOPIC GENERATION IDEAS

Share a story from your childhood.

Challenge your readers to accomplish something

Create a how-to on something you get asked about

Write a post about your pets or kids.

Share the best gift you've ever received and why.

Blog your personal travel photos and what you did while there.

Talk about your favorite food and why you love it.

Share a personal story about what you wanted to be as a kid.

Post images of your hometown and your favorite place to visit!

Create a list of things you wish you knew 10 years ago.

Give tips for your ideal client, things they need to know!

Do a top ten post of your top ten favorite images and why!

Give a behind the scenes look into a shoot or wedding!

Do a personal project that can help you share more of your passion.

Write a post about what your clients did with their images!

Talk about the importance of prints or albums!

Share your experience getting married/having a baby/graduating!

Create a collage of things that inspire you!

Give a backstage pass into your home, your office, or your town.

Write a "day in the life of" post and share your normal day.

Talk about things going on in your industry and how you feel about them.

Share ve people who inspire you and why!

If you could eat dinner with anyone dead or alive, who and why?

Share photos of you and your loved ones and talk about why they matter.

Talk about your greatest success and your biggest struggle of this year.

Give tips for clients to prepare for a session or their wedding day.

Talk about great outfits or styling for your dream session!

Share your favorite gear to use on a shoot and why you love it.

Write a post about your favorite past time beyond work.

Talk about the last five books you read and rate them.

Write about your five goals for the upcoming year, dream big!

Share your five favorite memories from this past year with photos.

Shoot a little video of something and post it so people can hear your voice!

Write a sequel to your highest read blog post, keep them coming!

Share your favorite shoot from the year and what you loved about it.

Talk about the things you love to do in your area and link to local businesses!

Feature a recent client and talk about a great experience with them!

Share a list of the things you've learned throughout the year.

Interview a local business or public figure and take photos!

Don't forget to share your personal story, this space on the web is YOURS!

Three Little Letters: *SEO*

Everyone is always talking about the three little letters known as SEO, but what the heck does it really mean? SEO can be an intimidating topic for entrepreneurs, so let's keep it simple and break down the key elements that make up a properly optimized blog post and why SEO is so important so you show up in those google rankings (instead of your competitors) for your target clients online.

Jenna's 8 Secrets for Boosting Your Blog's SEO Effectively

O N E

Start Small

First things first, let's start small and not get overwhelmed by the amount of work we **could** do to our sites for SEO. **You'll see results with even the most basic of updates**, so be encouraged that everyone starts somewhere and we will continue to build on that success.

Begin by adding keyword rich page titles and descriptions and adding keywords to your image titles and descriptions. You'll be surprised how even this small step can affect your rankings.

T W O

Yoast Plugin

Install the SEO by Yoast plugin on your wordpress site. This is the fast way to learn SEO because it will grade each post for you (Green, Yellow and Red lights); if you don't have the "green light" stamp of approval, **it'll explain why and how to improve your post.** You'll quickly learn the ins and outs of SEO (examples include how many words your post needs, where the keywords should live, what a meta description is and what needs to be in it, etc).

T H R E E

Speaking of Keywords

Speaking of keywords, do your homework and have a plan! Think through **what your target audience might be searching for in Google** to find what you do/provide.

P R O T I P

My favorite tool to do this research is Moz's Keyword Explorer, check it out!

F O U R

Er...Not Too Many Keywords

You may be surprised to hear this, but...**don't keyword your content too much!**

Wait, what? I thought you just said to use keywords! Well, let's not get too technical here and follow the SEO tips to a "T", **sacrificing our user experience and readability of our posts.** Who cares if Google gives you a high SEO ranking if your audience is rolling their eyes at your attempt to use keywords in your content and never coming back to check out what you wrote!

The bottom line: **Use keywords naturally and don't sacrifice the way you write on your blog simply to get a keyword in the first sentence.**

Read on, Friend!

FIVE

Post Regularly

This is a simple concept, but it's so, so important! **To be successful with SEO, you need to blog quality content (and provide it often).**

Google needs to see you as a reliable source - and to accomplish that, you need to **set your focus on topics your audience is dying to learn about.**

PRO TIP

It can be hard to be consistent, but with a little bit of planning, you'll get there in no time! Make sure you're sticking to that content calendar and be consistent with how often you are posting.

SIX

Enlist Others

Ask your clients for reviews! **Getting backlinks to your site from other sites greatly helps your SEO ranking.**

I always suggest asking your clients for a review **at a point of service when they are happiest with you.** Direct them to where and how you want them to do it, especially asking for them to post the review on their own website and linking back to yours!

JENNA'S NOTE

You can also ask friends or vendors that you work with to post about your products or service, even offering to provide them with written content so it doesn't take up much of their time. You're both benefitting from this scenario: they get quality content to post on their blog or website, and you get backlinks which boost your SEO.

SEVEN

Ghost Writer

Ghost write articles for other blogs in your industry. **This is another great backlink strategy!** Think through what sites your target audience is reading online *(or better yet, ask them in a survey and then pitch articles to those blogs so you show up online where your people are hanging out).*

Once you've amassed a list of blogs you think your target audience would love to read, **don't be shy about reaching out to the blog's writing team or author!** Bloggers are constantly looking for quality content to write about, and the less work they have to put into it, the better! You will be surprised at how many "Yesses" you will get as you reach out with proposals for articles and collaborations!

PRO TIP

It doesn't just have to be a proposal for an article! Blogs love offering all sorts of relevant content to their followers, including raffles, contests, giveaways, gift certificates, etc! Chances are, if you offer your blog of choice some kind of gift or giveaway they will happily accept. This greatly increases your backlink traffic and, of course, your SEO!

EIGHT

Be Patient!

I know, I know, it's hard! When it comes to growing our business, we want it all, and right now. SEO won't have people knocking on your door overnight, but **it's a great slow growth and long term strategy that is worth our time investment as entrepreneurs.**

SEO? YOU GOT THIS!

Upping your *Twitter* game

Think tweeting is so 2010? Think again! Twitter is more than just a place for trolls, complainers, and memes. It's an extension of your voice in a really powerful, yet concise way, allowing you to expand your following in a place known for witty commentary, retweetable quotes, and iconic one liners. AND—it's a place for your audience to interact with you (and your brand) directly.

Meeting Your People Where They're At

Twitter is the perfect platform to meet your people where they're at because it's a **super straightforward space meant to spark conversation**. Think of using Twitter to enhance your followers' experience on social media rather than adding more jumbled words or negativity to the noise. Trust me, there's already more than plenty of that in the Twitterverse.

Use YOUR handle to stoke good and build a real relationship with your followers. Twitter is all about connection, so how can you position yourself in a way that encourages people to interact, engage, and ultimately end up on your website?

PRO TIP

Let your Twitter profile tell the story of who you are and what you do as a brand. Your tweets should be a healthy mix of thought-provoking questions, inspirational thoughts, original or amusing remarks, and valuable promotional content for your audience.

Before You Post, Ask Yourself...

Anytime you post on Twitter, ask yourself:

O N E

Does this tweet incite conversation?

T W O

Does this tweet spark connection?

T H R E E

Does this tweet make people feel seen, heard, and understood?'

If the answer's no to any of these, it's not worth posting. Make sure you're always speaking directly to your ideal client, customer, or follower!

Read on, Friend!

A Few Twitter Points to Keep In Mind...

O N E

Be Intentional

You have 280 characters to use, so get the most out of them! This is the only platform that restricts the amount of content to this degree, which means you want to be extra thoughtful in the words you choose.

P R O T I P

Anytime you can ask a question or include a call to action (like, retweet, reply, etc.) is a great way to encourage interaction.

T W O

Get Engaged

Use Twitter to interact with your people! They can directly respond to your tweets, and when you reply to their questions and comments, it increases the engagement on the tweet AND allows your people to feel seen by you!

Our JK Twitter content is split about 50-50 between promotional content (new blog posts, podcast episodes, freebies, products) and uplifting / value-driven content (advice, encouragement, questions, tips).

We do it this way so our followers are consistently feeling affirmed and are excited to interact. Additionally, they're getting our newest resources and content delivered on a regular basis! Talk about a win-win-win!

T H R E E

Timing Is Everything

Tweet 1-3 times a day Monday through Friday—and then take those weekends for **you!** The JK Twitter game follows this exact rule of thumb. **When building a brand presence on Twitter, keep in mind that 92 percent of companies tweet more than 1 time a day.**

At the same time, you don't want to clog your followers' feeds with content. It's a balancing act for sure, but with the short-form nature of the content, it's easy to keep up with! And—a major perk—it's one of the easiest places to directly engage with followers, even if you simply heart their mention or response to you!

F O U R

Less Is More

On Twitter—**the fewer hashtags, the better.** You can and should use some, but not as many as you may use on Instagram or Facebook. This is because too many can seem spammy in a place where character usage is so limited.

P R O T I P

Research which hashtags your audience uses already when interacting with your brand or brands like yours.

Two Weeks of Tweets

ONE POST PER WEEKDAY, EVERY DAY

<i>Mon</i>	Share what you do and one thing that inspired you to get into your line of business
<i>Tue</i>	Post a link to a recent blog post or resource and ask a question that will intrigue your followers to click on it
<i>Wed</i>	Post your favorite inspirational quote (extra points if the person who said it is on Twitter... tag them!)
<i>Thu</i>	Ask followers to like the tweet if they relate to a struggle you've faced in your business
<i>Fri</i>	Share a short anecdote that's encouraging, vulnerable, or uplifting with your followers
<i>Sat</i>	Take time off for yourself
<i>Sun</i>	Take time off for yourself
<i>Mon</i>	Post your biggest goal for the year and ask followers to share theirs!
<i>Tue</i>	Share a recent piece of your work and write about why it's meaningful to you
<i>Wed</i>	Round up your 5 favorite follows on Twitter and tag them, sharing why you love to follow them!
<i>Thu</i>	Tweet your personal mantra for this season...
<i>Fri</i>	Ask followers to retweet (RT) if they're one thing—or the opposite (ex: "I'm a MAJ introvert... What can I say, I like PJs and Netflix! If you're a fellow intro, like this tweet and RT if you're an extrovert!")
<i>Sat</i>	Take time off for yourself
<i>Sun</i>	Take time off for yourself

Wow! You Made It! Wasn't That A Ride?

I know, I know, it's a lot of content and some of it comes more naturally than others. But remember: **It's not about being perfect; it's about having a plan!** Over the years I've learned that I have to have a system and strategy in place in order to keep moving forward, so as you get your social media moving, ***give yourself grace as you figure it all out.***

Take your time, work through it and don't be afraid to test different things out. There are no failures in business, just experiments: some yield awesome results. Others? Not so much. It's all part of the journey!

Always remember this: you are not the number under your name. Your worth is not found on platforms, apps, or anything of the sort.

While these tools will help you grow your business, they are simply that: tools! **You've got to do the big, hard work, you've got to keep dreaming, and you've got to stay true to yourself, your art, and most of all, your heart.**

I am so thankful you chose me to lead you through this! Social media has changed EVERYTHING for me as I've navigated the entrepreneurial world and how can you possibly beat free? Uh, you can't.

So enjoy it, do the work, put in the time. **I can't wait to hear about your giant results!**

You got this!
Promise!

