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SELF-PUBLISHING Ninja School

The 10 Commandments of Social Media

Instructor: Toni Tesori | Course Duration: 6 Weeks/Lessons | Lesson Length: Approx. 1 Hour

Overview

The goal of The 10 Commandments of Social Media is not only to teach the basics to the beginning social networker, but also to share rules of the road that even the most experienced tweeter can value. From maintaining proper branding and gaining quality followers to encouraging replies and evaluating your progress, this course will teach you the basics that apply to every social network, as well as more specific strategies for each service. We're sure to keep in mind, however, that authors don't have a ton of time to spend on this stuff! We throw in a boatload of time-saving tips and tricks that will allow social media to further your writing career -- even if you can only spare 15 minutes a day!

Objectives

After completing The 10 Commandments of Social Media, you will be able to:

- Ensure consistent branding across every social network.
- Determine the most realistic social media strategy for your career.
- Define steps you can take to build your following daily -- even if you only have minutes to spare.
- Find followers who will actually purchase your book.
- Learn how to add to the discussion -- even if your brain is fried.
- Use free tools to automate the social media process.
- Evaluate your progress toward your social media goals.
- Stay motivated when you're stalling out.

Lesson 1

Introduction

- How social media has revolutionized marketing – and how you can take advantage of the trend.
- Why learning social networks one by one is NOT the best way to learn the art of social media.

Overview

- Which social media services we'll be covering in the course (blogs, Twitter and Facebook) – and why we left out the ones we did.
- How the class is structured and what to expect in each lesson.
- Why you have to do the exercises. No, seriously, you have to.

And using the exercises you will:

- Gather information and current stats for your social networking accounts.

Lesson 2

Thou shall have thine own strategy.

- Why you shouldn't base your social media strategy on that of other authors.
- Which goals you should keep in mind when crafting your social media strategy.
- How it might be counterproductive to sign up for every social media service.
- The most important factor to keep in mind when developing your social media strategy.

And using the exercises you will:

- Determine which social networks best fit your personality, goals, schedule and audience.

Thou shalt not get too personal.

- Why separating personal and writing accounts is so important.
- The limit for conversations before they should be taken off-network.
- How to ensure your posts/updates reflect the interests of your followers, not just your own.

- How to make trolls crawl back under their bridge.

And using the exercises you will:

- Create separate accounts/pages for your writing-specific social media endeavors.

Lesson 3

Thou shall be thyself.

- How to ensure your unique voice shines through in all social media communication.
- Why even the smallest updates should still fit in with your author brand.
- The process for ensuring your brand is consistent across all social media.
- What you can accomplish given a certain amount of time per day.

And using the exercises you will:

- Develop brand keywords to keep your updates on track.
- Craft a compelling bio with variations that can be used for every social media profile.
- Ensure your visual brand is consistent across every service.
- Plan daily time to devote to social media.

Thou shall build thy following.

- How to find quality followers – and still build your following dramatically.
- The process for integrating your social media accounts into your website for maximum visibility and impact.
- What potential followers look for when deciding your worth.
- The types of content that attract the most new followers.

And using the exercises you will:

- Determine 10 ways to build your following and how often you should perform those tasks.

Lesson 4

Thou shall know thy followers.

- The 15 minutes of research that can increase your replies by 100% or more!
- Why replies and shares aren't always the most important statistic.
- How user segmenting can give you valuable insight into your followers' behavior.
- Why a little bit of personal interaction goes a long, long way.

And using the exercises you will:

- Send a personal thank you to the last five people that took action (followed, commented, liked, etc) on your social media accounts.

Thou shalt not spam.

- How to ensure your followers don't confuse you for a spammer.
- The warning signs of phishing and spam bait and what to do if you get hacked.
- Why variety in your updates is so important.
- Why you should think twice before signing up for an auto-DM service.

And using the exercises you will:

- Examine examples of spam from your own social media accounts and determine characteristics to avoid.

Lesson 5

Thou shall add to the discussion.

- Why retweets and likes are not a replacement for original content.
- Easy methods to generate content if you're short on time.
- Questions to ask yourself before hitting "send."
- When and how to reward your followers (without even cracking open the piggy bank).

And using the exercises you will:

- Craft a compelling giveaway or reward campaign.

Thou shall use tools to make things easier.

- The best tools for managing your accounts, scheduling updates and more.
- Why every author should have a RSS feed reader and how to use it to your advantage.
- Automation practices that cut the time managing social media in half.

And using the exercises you will:

- Evaluate which tools will work best for your life and author marketing strategy.

Lesson 6

Thou shall evaluate thy progress.

- Why you need to use analytics to evaluate and track your progress.
- How to determine which social media services are netting you the most reward.
- How to set and evaluate social media goals.

And using the exercises you will:

- Create a stats template to keep track of the analytics most important to you.

Thou shalt not give up.

- Why setting reasonable expectations is essential.
- How slow growth is an opportunity.
- How to stop social media burnout BEFORE it happens.
- Why closing a social media account is never a sign of defeat!

And using the exercises you will:

- Create motivational props to pep yourself up when you need it most!