

Social Media Best Practices

Write Copy That Converts

- Front-load the hook. Platforms truncate captions within the first 2–3 lines (LinkedIn, Facebook) or 2–3 seconds (Reels, TikTok).
- Structure for scanning: hook, expanded argument, clear next step. Use whitespace deliberately.
- Treat the visual as a second argument, not a repeat of the caption, it should carry its own standalone value.
- Write one primary keyword phrase into every caption and bio, e.g. "identity transformation coach" or "executive presence coach."
- Close with a self-directed CTA like "save this" or "read the full piece on the site." Direct solicitation underperforms algorithmically.

Grow Your Following in the Right Direction

- Train the algorithm: follow and comment on accounts your ideal client already follows, that's the signal platforms use to recommend you next.
- Optimize your profile like a landing page: keyword-rich name and bio, one clear link destination.
- Refresh quarterly so keywords and pinned content stay current, stale profiles lose relevance signals.
- Followers without engagement are dead weight, prioritize saves, shares, and comments over follower count.
- Post consistently, not constantly: 3–4 substantive posts a week beats daily low-effort content.
- Favor original content; platforms deprioritize reposts and aggregated content.

Engage Your Existing Community

- Apply the reciprocity principle: give real insight away before asking for anything back.
- Engage before you connect, commenting before a LinkedIn request raises acceptance and relationship quality.
- Treat comments and DMs as the actual sales conversation, most leads come from replies over weeks, not one viral post.
- Review weekly: top and bottom posts, follower growth quality, and where saves/shares concentrate.

Your Action Plan

Daily tasks are yours to complete as you need. I recommend outsourcing weekly and quarterly tasks to a marketer.

Daily **You** 15-30 minutes

- Reply to every comment on your own posts.
- Comment meaningfully on 5–10 posts from accounts your ideal client already follows.
- Follow individual accounts and relevant industry brands from your competitors' lists of followers.
- Engage before you connect: comment on a post before accepting or sending any friend or connection requests.

Weekly **Outsource**

- Create a weekly or bi-weekly series of drafted posts, visual designs, and copy, including the videos and captions.
- Draft 3–4 original posts per week, tailored for your ideal client base. Address their primary pain points.
- Look out for strong candidates for you to reshare with your own point of view added (this counts as original content).

Quarterly **Outsource**

- Refresh the content on your profile and bios: keywords, pinned content, and featured links.
- Audit your original-to-repost ratio and adjust the content mix for next quarter.