

Module 19, Lesson 1 Handout:

Your Social Media I.D.

Choosing a social media platform that's right for you can be tricky. On the one hand, your first thought is to probably build the one you are already most familiar with. On the other hand, there may be other social media platforms that might be more beneficial for building your audience or selling your goods and services. In order to figure out what platform makes the most sense, you need to decide what you want to accomplish on each social media channel. Then, you need to be realistic about the bandwidth you'll have to properly run a single - or multiple - social media channels.

There are two main steps to making these decisions and getting your Social Media I.D.:

1. The first step is to **Identify**.
2. The second step is to **Decide**.

Let's start with Step 1: Identify.

Before you jump onto any platform and start putting it all out there, take a little inventory of yourself, your goals, and your bandwidth. For example, are you creative, or direct and quick witted? Are you looking to foster a community from a place a little more behind the scenes? Or do you want to be the starring face behind the brand and speak directly to your viewers?

In order to formulate your full social media strategy, you need to complete a thorough analysis of what it is you want your social media presence to accomplish, and what your social media presence will look like. The answers do not have to inform a specific how-to for your social media, but will rather give you a topline view for how you should go about the creative direction of your posts, voice, and engagement. Answering these questions should ideally directly reflect the creative direction of your website, or can help inform a stronger more established brand direction across all platforms.

- Who is the person you want to meet on social, welcome to your community (follower), and become a loyalist (buyer)? (*Age, Location, Education, Gender*)
- What can you provide visitors of your page?
- List 3 adjectives that describe how you want a visitor to feel while visiting your page
- List 3 adjectives that describe your own authentic vibe and tone.

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- Define your MAIN objective for your social media. Site traffic? Brand Visibility? Sales Growth? Establish your expertise?

Once you complete the Identity portion of your social media I.D, then you can move on to the second step: **Decide**.

In order to decide which social media platforms are right for you, you first need to have a basic understanding of each platform. Please refer to our next handout, The Basic Guide to Social Media Platforms, where we discuss how each platform may - or may not - be right for you. Then, you can complete the second part of this exercise and **Decide** on your ultimate social media strategy.