

FYS Episode 202: 7 Quick Things To Grow On Social Media

Hi, it's Tap Hornor thanks for tuning into for your success podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert who will help you design, grow, and delight in doing business as worship, because that is true success.

And now here's my lovely wife, Katie Hornor.

Hey, Hey, my friends welcome to another episode. I'm so excited to have you with us today and grateful for all of your comments and reviews that you're leaving us online. It's so encouraging to read those and hear back from you all, about what this content means to you. As we dive in today, we're talking about things you can do on social media that take 10 minutes or less to promote your online course. We are all stretched for time and part of building the systems for mastery of the promotion and launch and delivery of your online courses means knowing what you can do with a little amount of time to make a big ROI (a return on that investment of time) because we can always make more money, but we'll never get more time back. And so what we want to do is focus on things that will move the needle in terms of promotion, our visibility for the courses that we are providing to folks.

And so whether you are in full-on launch mode or whether you are building up to your next launch, trying to gain visibility for what you do here are some things that you can do in 10 minutes or less to be able to create some visibility and some traction on social media in regards to your course or coaching program.

1. Record and Post a Short Video.

So number one would be to record and post a short video. And if you're aware of Tik TOK and YouTube shorts and all of those things, you know, that this short video craze is a thing these days, and you'd be surprised at how much content or how much value you can pack into 15 seconds. We have been three 15 second videos a day, almost every day, since the beginning of January this year and we're starting to see traction. You say, well, you're three months in yes we are, and, so this is a long-term strategy, but if you do it at the moment, it only takes a short time.

So do one video or do three 15 second videos and then go post them on all of your platforms that take their short videos and you can get out there and get

some visibility in less than 10 minutes a day. And it's interesting to watch if you watch that data over time, in terms of your analytics, how this will continue to grow, continue to go up in terms of the number of people that you're reaching. And with those calls to action can turn into leads for you and your program as well.

2. Go and Study the Hashtags.

Number two something you can do in less than 10 minutes is to go and study the hashtags that have been working for you. So on Tik-Tok, you can use hashtags on Instagram, you can use hashtags on LinkedIn, you can use 3 to 5 hashtags, whatever platform that you're on who uses hashtags go and study those, go look at the posts then that you've posted which hashtags on and get the data, start tracking that which ones are getting more traction. And if you use a hashtag tool that might already have analytics built into it, but you can go and spend 10 minutes looking at that, which can inform your next actions that you take to be able to continually grow how much visibility you're getting with the hashtags that are working.

3. Go Live Somewhere.

Alright, the next thing you could do in 10 minutes or less is to go live somewhere and when you go live, that can also be repurposed so you can go live for 5 minutes, or 8 minutes on any of these platforms and get your message out there. Share a tip, give value, give encouragement, speak about the benefit of mastering, the thing that you teach in your course or coaching program, and then repurpose that to other platforms as well. You can do that in less than 10 minutes a day.

4. Spend 10 Minutes Commenting On Other People's Content.

Number four is to go and spend 10 minutes commenting on other people's content algorithms that are constantly changing. However, speaking words of life never goes out of style and so if you can go and comment on other people's content, especially accounts that are bigger than you. You are both getting your name out there, adding positivity to their communities, adding value to their communities, getting your name in front of their people by doing that as well, and just all around creating a positive return there, and that can be done whenever you've got just a couple of minutes to do so.

5. Go Repost An Old Video With An Update or New Intro.

Number five would be to go repost an old video with an update or a new intro. A lot of times as content creators and course creators coaches we've got so much content out there that some of our content might need an update, or it may be classic content that it's still just as good as when we posted it four years ago, but because it's got a four-year-old date on it, no one's paying attention anymore. So go find some of those old videos and either put a new intro on it or put it out there. This is why this is still relevant today or this was published 4 years ago here's the one thing I would change to make this relevant today something like that. You can repost that new video.

6. Answer Questions From People In The Comment Section.

Number six would be to answer questions from people in the comment section of your post, on social media or to ask questions in the comment section to engage in those comments. You know, I'm tempted to just go ahead and put these emojis and my social media manager keeps telling me, you need to talk you need to be asking questions, creating conversation in there, right? Creating conversation brings more people into the conversation and gets more visibility on those posts, which gets you in front of even more people.

7. Create Content that Could be Controversial in Your Niche.

The next thing that you can do in less than 10 minutes, this is number seven and our final one for today is to create three ideas for content that could be controversial in your niche. Alright. And this is not because we want to instigate trouble this is because we want to make a point we want to stand up for something. I believe that as the world continues to get more and more chaotic, it's going to be more and more important for those of us who are believers in the marketplace to stand up for what we believe in and so I think that it is completely appropriate and sometimes necessary for us to take a stand on the values that are important to us. Even when we know it could attract some unwanted attention it will also immediately allow you to separate those who are your people from not your people, because the people who don't resonate with that value or that message are going to not want to follow you after that.

And those who do are going to back you up and become even greater fans and so just a thought for you, something you can do in 10 minutes or less to continue to grow your reach and grow the interest for your course or your program on social media with only 10 minutes a day.

If you've got another one that you would like to add to this list, I'd love to have you comment or leave us a review, let us know what you would add to that list.

As we may be doing more of these in the future and also if there are other topics that you'd like to hear from us, let us know that as well.

Thank you for listening we so appreciate you guys we'll see you in the next episode.

So I'm Katie Hornor of handprintlegacy.com obsessed with helping faith-based entrepreneurs, design grow and delight in the business that affords you the lifestyle and legacy impact you want to have.

It's been my honor today to host you on the for your success podcast and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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