

SOCIAL MEDIA TIPS



YouTube One Of Your Speeches

Showing your abilities online, when people have seen your speeches, they will be more likely to want to book you.

Adding in a small link to your site during your *Youtube* video also will bring traffic to your website.

Adding your *YouTube* video to your website will also get buyers more confident in your skills.

After all, with many decision-makers and meeting planners, even the most eloquent writing will mean nothing to them if they cannot watch you in action.

Try and get video in front of a high-octane audience. The more excited the audience is, the more dynamic your video will be.



Post Blogs On Related Subjects

If you are a professional speaker who makes a living from leadership speeches, having a blog that offers daily leadership tips will get more targeted leads to your site.

Moreover, having extremely good leadership information and articles will also get people spreading the word about your site.

As a general rule of thumb, the more content that you generate, the better your marketing results will be.



Podcasts Are Your Best Friend

Audio recordings of some of your shorter speeches or “*snippets*” are a great way to advertise your expertise. Including these in a feed will keep fans and customers updated on your latest work, and also will help spread the word about your speaking abilities. Even better, selling audio programs on your site might just make you a little money. Remember to add a little audio blurb in each audio program telling your audience how to book you for their next event!

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Link It All Together

On each of your social media profiles, add your website link, your blog link, and upload some videos, photos, and audio recordings if possible.

Making yourself as accessible as possible will let people know that you are serious and open for new business.

People also will enjoy the convenience of having everything linked together in an easy-to-access way no matter where they may land in your web empire.



Get As Much Social Bookmarking As Possible

Got videos online? Get them 'liked' on Facebook. Encourage your audience to Tweet links to your website, blog, or show pages. Whenever possible, install as many social bookmarking tools as possible, and try to use all of them (Digg, Delicious, StumbleUpon). The more that you can get people to share with ease, the more your expertise will spread.



LinkedIn Is Best For Corporate Speakers

LinkedIn has long been known to attract professionals in just about every field. For business speakers, it's a smart move to put your biggest social media efforts into *LinkedIn*. Then take those relationships offline—perhaps even networking with local managers in your area to get you some steady gigs as their favorite professional speaker.



Keep It All Short, Sweet and To The Point

No matter what social media tool you are using, make sure to be direct and impactful in your communications. No one is going to read a page and a half of advertising. No one is going to show up at one of your events if you forget to give the date and time. Expect people to have short attention spans.

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Use Each Form Of Social Media To Strengthen the Others

For instance, using *Twitter* to get more *Facebook* likes will give your *Facebook* advertising more power. People who have friends on *Facebook* will see your ad, and then 'like' it themselves. Getting people to post your *YouTube* videos on their walls will make your YouTube marketing efforts more successful.



Search Engine Optimize Your Blog

If your blog gets picked up by search engines like *Google*, using your social media tools to market yourself will be easier. The best part of using SEO to increase your hits is that you can often do it yourself combining titles, tags, and key words into some simple strategies to greatly improve your organic web traffic.



Facebook

- Create a business page with a profile photo, cover photo, linked website, and call to action.
- Invite your network to like and rate and review your page.
- Use native content as much as possible. E.g. don't share a link to *Youtube*, upload it directly to *Facebook*.
- Collaborate with your upcoming event *Facebook* page. Share what they're sharing. Post some original content about the conference and ask them to share.
- Promote your product! I normally offer something for free (download) when I speak. It helps with reviews and awareness.
- Consider creating videos first as a Facebook Live, then repurpose those into natively uploaded videos to *LinkedIn* and *YouTube*. A live video to a *Facebook* Page gets killer reach and engagement. You can then use retargeting to run *Facebook* ads to people who viewed those videos. And when you have a speaking event, you can either tease the event in advance, or share a portion of what you talked about after the fact.
- Pin a video with a post and some links to welcome new visitors to your page, and an opt in.



Twitter

Here's how you can ensure you're ready to hear...

- Update your profile and cover photo.
- Find the hashtag for every event or relevant topic and use it.
- Follow said hashtag.
- Respond to every single mention.

Pro Tips

- Create a unique hashtag that is always used and shared during presentations. Also, keep posting using the conference hashtag after the show. Some people look at residual posts/tweets
- Pin a tweet to your profile with the goodies you mentioned in your presentation. Make sure you use the conference hashtag. Share it a few other times but keep it pinned for at least a week after the event for maximum relevance.



Instagram

- Update your profile. I'm talking new profile and header photo.
- Craft a compelling summary, it's the first thing visitors will look at. Make it succinct with flare.
- Start chatting. Think about it like the lobby at a conference. Lots of people all wanting to connect, but manners, small talk, and courtesy are still expected. Don't go in for the sales pitch. If you wouldn't talk that way face-to-face, don't communicate that way on LinkedIn.
- Post videos and images from your gig, bonus points if you involve/mention some of the attendees!

Pro Tips

- Work the crowds after and connect with attendees on LinkedIn and IRL. I always go to receptions, dinners, and networking events.
- Be a connector. It's a great feeling as a speaker to have people coming up to you and talk to you, but one of the best thing you can do long-term is help people connect with other people. LinkedIn is particularly effective for this technique.
- Follow up any accepted connection requests with some relevant articles that go deeper into your topic and that mention your book or an opt in. Do not go right for an opt in from your LinkedIn message because that's what your competitors are doing.