




HOW TO
Create Social Content
That Gets More Shares & Saves

HoneyBook

| **RISING TIDE**



When done wrong, social media marketing can be a time suck and fuel comparison. But, when done strategically and with intention, social media marketing can help you connect with your audience daily, educate your potential clients on your products and services, increase revenue and grow your business.

This month's guide shares:

- How to find keywords and where you should be using them
- The Instagram hashtag strategy you need to expand your reach (and the analytics you need to be focusing on to scale)
- The one social media marketing platform you're missing out on for your small business

And more!

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WHO WE ARE

GET FEATURED

We believe in elevating the voices of our community, and we'd love to elevate yours! Submit content for an opportunity to be featured in next month's Rising Tide Society TuesdaysTogether PDF guide. therisingtidesociety.submittable.com/submit.

KEY TIPS: HOW TO HONE YOUR BRAND VOICE

1

IT STARTS WITH CONTENT - Every great social media marketing strategy begins with building your brand voice and creating content based on your unique audience. Start by digging into what resonates with your audience most. *Think:* What do they love to hear from you about? Where does your story connect with their story? What are your current clients' top FAQs? What keeps your target audience up at night? What pain points do they experience? How do you solve them? All of these questions can lead you to consistent content that ties directly to your unique value proposition (UVP). And don't forget to tie in strategic keywords to your content like Dresean shares on [page 5](#).

2

NEXT, MAXIMIZE YOUR CONTENT - You don't have to reinvent the wheel. The social media marketing hamster wheel can feel daunting to say the least. Every day - in and out - on and one. Instead of using content only once, repurpose your individual content pieces again and again on each different platform. Remember: reiterating yourself builds brand awareness and authority. Don't discredit the importance of establishing yourself as the expert by building a content strategy around key pillars of your content. And then, take maximizing a step further with everything from hashtag strategy based on Sharon's article on [page 13](#) to utilizing Facebook ads and more.

3

LAST, AUTOMATE & SYSTEMATIZE THE CONTENT - Once you've determined your strategic social media marketing plan, document every step of the way in a Standard Operating Procedure (SOP) so it can be easily replicated as you outsource and scale. Additionally, it means that you'll be able to produce high level repeatable results and content to show for it for each client you work with. *Consider* using Laney's insights on [page 25](#) about how to get more content from fewer projects to build a system for the future. And finally, automate your social media marketing content and processes! Kinsey shares about her favorite softwares and apps to automate social media posting and more on [page 2](#).

TURN YOUR FOLLOWERS INTO CLIENTS

Don't forget the ultimate goal of all your social media marketing content:

To turn your followers into paying clients.

Make it easy for followers who are ready to book you to do just that. Just add a link in your bio or post that connects to your HoneyBook contact form. When a follower hits submit, they're automatically funneled into your HoneyBook pipeline so you never lose track of a lead again. Best of all, you can set up an automation to respond to your inquiry ASAP (and even send out follow-up emails if they don't respond!)

[START FREE TRIAL](#)



A FAIL-PROOF GUIDE TO EFFECTIVE CONTENT & SOCIAL MEDIA MARKETING

Kinsey Roberts

Photo by Arnel Hasanovic

For those in the creative business, content marketing can seem like a whole other job on top of your work. Finding inspiration, curating photos, writing content, picking hashtags, and considering your audience's media consumption habits can quickly stack up to feel like an overwhelming task — especially when you consider content and social media marketing is most effective when done on an ongoing basis.

However, it does not need to feel like an impossible feat. In fact, it can be a pretty simple process when you have a smart workflow in place. Below, we will explore several places to look for content ideas, as well as how you can simplify and streamline your content marketing approach for maximum impact with minimal effort.

FINDING CONTENT

There are plenty of sources for inspiration out there, but you need to know where to look. While it can seem like a good idea to see what your competitors are talking about, it is best to create as much original content as possible. Here are a few places to look for ideas:

Your FAQs

Believe it or not, you do not need to come up with brand-new information that no one has ever heard before. If you're in the wedding industry, for example, remember your couples are getting married and they have never done this before; even if they have, they are not sitting knee-deep in the industry like we are. Looking to your most frequently asked questions can help to demystify the big question of what to write about that will resonate with your target audience.

Your contract

Much like your FAQs, you can find a lot of content right within your contract. Look at your policies and procedures to see what could use further explanation. Don't look at it as boring content. Instead think of it as an opportunity to expand upon what you're passionate about and how that benefits your target audience.

Your network

In continuing with the wedding industry example: consider the questions you get from other vendors on behalf of their clients. Even if they do not make the list of your FAQs, they are just as useful to your target market. These ideas

are great for long-form content like blogs, videos and podcasts, which helps to elevate our industry with more qualified couples who are prepared to have educated discussions with other vendors. From there you're able to distill the long form content into shorter form content like captions and posts.

Online forums

To round out the wedding industry example, remember that engaged couples are more active online than ever before, which provides those of us in the wedding industry with an invaluable source of information. Check out discussion boards on wedding-related sites like WeddingWire and The Knot. These are real-life couples discussing their hopes, dreams, fears and obstacles — all of which may influence the type of content you choose to create.

SIMPLIFYING YOUR SOCIAL MEDIA MARKETING PROCESS

Content marketing takes time, especially when you are putting out regular posts on social media. This does not have to consume your life, though; with a few simple strategies, you can keep your content marketing running without blowing up your schedule. Let's cover some of the best practices to streamline your content marketing efforts:

Batch working

This is arguably the best approach for content marketing, especially when it comes to social media. Set aside a full day to focus only on creating content for the whole month ahead. Turn off all notifications and distractions. It's important to know you are only dedicated to content in order to stay focused. If you try to piecemeal your approach, it is not going to be effective and will become more of a burden than anything.

Pre-scheduling

Schedulers go hand-in-hand with batch working, as you will need a platform that will push out your pre-planned content at the right time. Here are a few suggestions:

- **Planoly** is a great choice for scheduling Instagram posts and Stories, as it allows you to see your grid before publishing to ensure your feed looks the way you want.
- **Tailwind** is the best option for automating Pinterest, as you can batch upload Pins to publish automatically for up to 30 days into the future.
- **Facebook** is best done directly from the page as the algorithms are set to prioritize organic content



that is published natively. Don't worry — you can still pre-schedule Facebook posts from the Publishing Tools tab of your page.

Outsourcing

There's nothing wrong with asking for help. If social media and content marketing are not your jam, consider outsourcing the responsibilities to someone who enjoys it. See if anyone on your team is interested in helping or hire a contractor to fill in if possible. You might not even need them for every part — some may be interested in creating content whereas others might prefer the technical side of scheduling and tracking metrics.

At the end of the day, though, it's important to remember that you are responsible for everything that goes out under your brand. Don't count on your pre-scheduled content to run your entire business. Likewise, do not let a contractor or team member manage every aspect of your brand messaging. It's important to maintain ownership of your online presence, so keep tabs on everything being published.

It is also a good idea to intersperse some in-the-moment content to keep your feed personable, which is the perfect opportunity to experiment more with video. Try showing off some sneak peeks of upcoming products or a few behind-the-scenes videos while onsite at your next event. Content marketing needs to feel genuine and there is no better way to achieve that than by putting a face to the brand!

Of course, social media is very much about being social, so don't fully let go of the engagement responsibilities. It provides a great way to connect with potential clients or customers, as well as other creative entrepreneurs, wedding vendors and more online, so keep your engagement authentic and personal.

As with everything else in your business, you need to be aware of what is working and what is not. Before making any major changes to your content and social media marketing plan, review your analytics to keep track of your baseline numbers. Going forward, they will serve as a reference point to see how your efforts have impacted the growth of your business, which will help you to adjust and refine your marketing plan in the future.



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HOW TO FIND AND USE KEYWORDS ON YOUR BLOG, INSTAGRAM AND PINTEREST

Dresean Ryan

FINDING THE RIGHT KEYWORDS FOR YOUR BUSINESS

A crucial element in getting exposure for your business online is finding the right keywords. Your keywords should be relevant to your business and should be something that your ideal customer avatar (ICA) is searching for.

Here's a scenario:

You're a photographer and you own a photography agency. Your ideal customer is an eCommerce business that makes Jewelry. You have a strong feeling that your customer is searching for your services, but you have no idea what they're searching for.

This is where you'd want to identify what keywords your ICAs are looking for. You can identify this by doing what I like to call *competitive keyword sniping*. Competitive keyword sniping is when you use a tool like [Ubersuggest](#) to spy on the keywords your competitors are ranking for on Google.

Once you've found those keywords, you'll then look at their pages that are performing well for those keywords and model your page off of that

one. The only difference is that you'll want to find gaps in their content and make yours 10x better. SEO is about finding what works and doing it better.

THE STEP-BY-STEP GUIDE TO FINDING WINNING KEYWORDS

Follow these step-by-step instructions in this keyword research section and you'll be able to find great keywords that'll help you rank above your competitors while bringing in sales for your business.

The first thing you need to do is find an established competitor in your niche that you want to compare your business to. This should be an apples to apples comparison, and the competitor that you choose should be very similar to your business, but on a larger scale.

For example sake, let's say I own a photography agency and I want to compete with <https://www.squareshot.co/>. You should follow the steps below to execute the competitive keyword sniping strategy:

(Note: We'll use Ubersuggest for this example so you can follow along for free.)

Step one is to enter your competitor in Ubersuggest

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.

English / United States
 ▼

SEARCH

When you enter your competitor in Ubersuggest, you'll gain a lot of valuable insights. You'll see how many organic keywords your competitors have, as well as the monthly organic traffic they're receiving, their domain score and the number of backlinks that they have.

In this particular exercise, you're only going to need to use the "SEO Keywords" section, which you can find by scrolling all the way down to the bottom of the page.

After you've located this report, you'll see a multitude of keywords that your competitors are ranking for. You'll also see helpful metrics that are associated with those keywords such as:

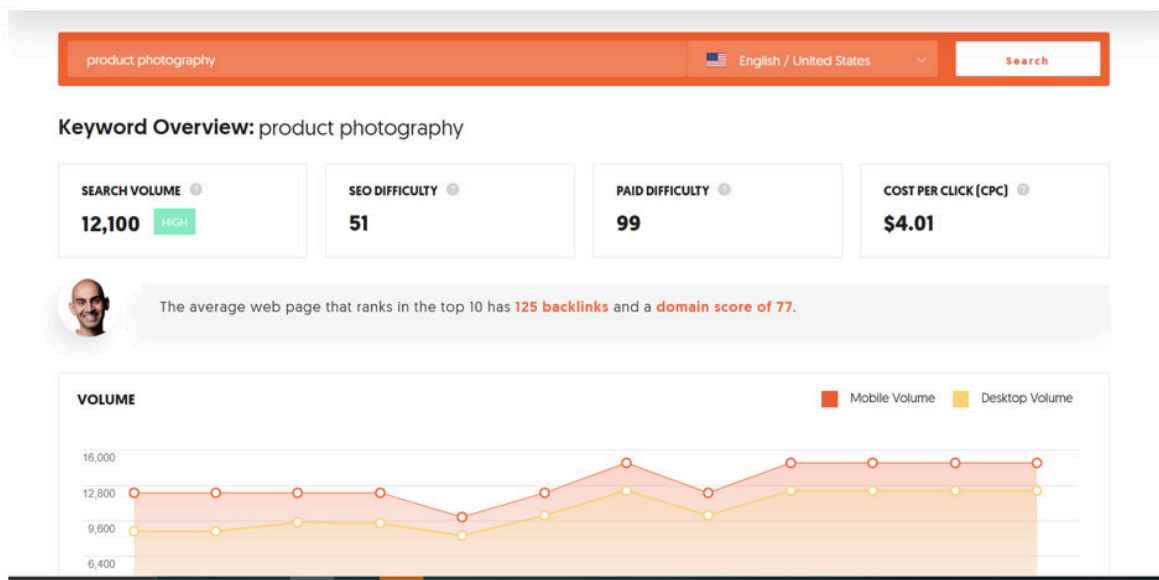
SEO KEYWORDS				
TOP KEYWORDS BY COUNTRY 🇺🇸 US [1,188] 🇬🇧 GB [69] 🇮🇳 IN [43] 🇨🇦 CA [32] MORE ▼				
SEO KEYWORDS ?	VOLUME ?	POSITION ?	EST. VISITS ?	
product photography ↗	12,100	9	181	
price product photography ↗	1,000	2	162	
pricing product photography ↗	1,000	3	97	
product photography pricing ↗	1,000	3	97	
product photography price ↗	1,000	3	97	
products photography services ↗	260	2	42	
product photography services ↗	260	2	42	
product photography service ↗	210	2	34	
clothing photography ↗	1,000	6	34	

- Volume - The number of times someone is searching for a given keyword on a monthly basis.
- Position - The position the URL is ranked in Google search for a given term.
- EST. Visits - The estimated traffic this web page gets from Google for this particular term.

Now that you can see all of the keywords that your competitors are ranking for, the next thing you'll want to do is click on the arrow next to the term that seems most relevant for your business.

SEO KEYWORDS ?	
product photography	↗
price product photography	↗
pricing product photography	↗

For this example, I'll click on the arrow next to "product photography."



After selecting that keyword, you can see that I am now brought to a dashboard that gives more insights about that specific keyword. What you'll want to pay attention to in this dashboard at the keyword level is the "SEO Difficulty" score. The SEO difficulty metric specifies how hard it'll be to rank for a given keyword - the numbers that are higher are harder to rank for in comparison to numbers that are lower.

QUALIFYING YOUR KEYWORDS FOR RANKABILITY

You can determine whether or not your website can rank for these terms by looking at what the SEO keyword difficulty score is and comparing it to your domain authority.

If your domain authority is higher than the SEO keyword difficulty score on Ubersuggest, then you'll have a high chance of ranking for that keyword. When you're doing your keyword research, this is the step that you should add in your keyword qualifying process.

To ensure that you'll be able to rank to the top of Google, always compare your keyword difficulty score to your domain authority score. You can check your domain authority by using [Moz Link Explorer](#).

Once you've checked your domain authority and compared it to the SEO keyword difficulty score, and you have found that your domain authority is higher than the keyword's keyword difficulty score that you're trying to rank for, you should add that keyword to your list.

HOW TO BEST USE KEYWORDS ON YOUR WEBSITE AND SOCIAL MEDIA MARKETING

There are special places on your website, and even on your social media channels that you should insert your keywords. In this article, we'll cover where to include these keywords on your website, on Pinterest and your Instagram account.

Optimal places to put your keywords on your website

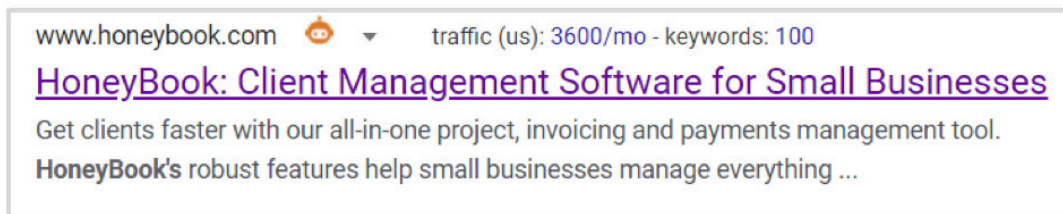
As you already know, Search engines like Google aren't human beings, and as such, they can't converse with us the way we would with one another. In order to make sure a search engine can understand what your website is about, you must include your keywords in these parts of your pages:

Title tags

Your title tag is the title of your webpage. Your title should be descriptive of what your website is about, and the keyword that is placed in your title tag should always be closer to the left of your title. For example, if you own a Photography Agency that specializes in taking photos for ecommerce websites, then your title tag could say "Photography Agency | Product Photography for Ecommerce Founders."

Meta Descriptions

The meta description is the description under the page title that describes what your webpage is about. See the example below:



It's important to note that having your keyword in your title tag is not a ranking factor on Google, and it hasn't been for the last 5 years. But when people are typing in your keywords on Google, if you include your keyword in your meta description, your keyword will become bolded and this will entice the user to want to click on your listing.

Heading tags

There are a multitude of heading tags. They signify the hierarchical structure of a webpage. There are H1s, H2s, H3s, H4s, and more. Your H1 is always going to be the most important heading tag to add to your webpage, and as such, it is recommended to only use one heading 1 tag per page.

Your keywords should go in your heading tags, they should be placed in places where they seem natural. In addition, when adding these keywords to your heading tags on your pages, you should always have different variations of your same keyword to use throughout the page. The goal is to avoid sounding too repetitive, but also adding these keywords to your page enough times to where Google understands exactly what your web pages are about.

Website URL

Your keywords should be in your website URL because it's not only a good place for search engines, but also for users. When users see that your URL contains your keyword, they have a high chance of clicking on your URL.

Image Alt Text

Alt text or alternate text is an attribute added to an image tag in HTML. The alt text provides you with a place to include your keyword on your website.

HOW TO USE YOUR KEYWORDS ON PINTEREST

There is one important thing that you always want to remember when selecting keywords for social media marketing. The keywords that you're using on Pinterest should be relevant to what your Pinterest profile is about. When people are searching for keywords relevant to your profile, you want to be the one that pops up for them. Below are some of the places where you should include your keywords on Pinterest:

- ALT text
- Board titles
- Pinterest board descriptions

HOW TO USE YOUR KEYWORDS ON INSTAGRAM

Using keywords on Instagram serves the same purpose as using them on your website and on Pinterest. They are supposed to help you gain visibility when someone is typing something that is related to your niche.

Your keywords should be utilized in your display name, username, bio, hashtags, image captions, and your alt text. When you're using these keywords in different places, remember to always use more than one main phrase. You should always have at least 3 different phrases that you're trying to target. The purpose for this is so that these platforms don't feel like you're just stuffing in keywords for the sake of stuffing in keywords in your social media profiles.

And always remember: finding keywords for your blog and social media marketing is great, but it doesn't mean anything if you don't know how to use them correctly. Follow the process laid out in this article and you'll not only be able to find keywords, but you'll find keywords that'll actually help you rank on Google.



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HOW TO GET MORE SHARES & ENGAGEMENT THROUGH VIRAL INSTAGRAM CONTENT

Social Squares

Photo by Social Squares

If you're struggling with creative content ideas for your platform, then this post is for you.

Going viral on Instagram is no longer a far-fetched dream. While chance definitely plays a role in it, there are methods and techniques that can help exponentially grow your reach and visibility. We're talking about triple digit growth in engagements and it all starts with the type of content you are posting.

Think of it this way, why do you subscribe to the accounts you do on Youtube? Or even better, why do you turn on push notifications for certain accounts on Instagram?

It's simple, you don't want to miss out. You want to be in the know because the content being produced is valuable to you. That's how you build a LOYAL following. By providing them with content they can't get enough of.

But producing valuable, high-quality content can seem daunting, especially when you're just getting started. We've all been there but we can assure you that once you get it right, it'll get easier and easier to do overtime.

In this post, we'll cover all the binge-worthy types of content and what makes up a viral post. Use it as a guide to help you with content creation that is relevant and valuable to your niche. So let's jump right in, shall we?

First of all, we need to define the characteristics of viral content. It has to be catchy, high-quality and valuable.

People mainly share three types of content: content that inspires, teaches them something or is entertaining.

Keep that at the top of your mind as we break down the types of content you can use in your social media marketing.

3 TYPES OF CONTENT FOR INSTAGRAM AND SOCIAL MEDIA MARKETING

Type 1: Inspirational Content

Who doesn't need a little motivation once in a while (ok, every day)? Letting your audience know regularly that the problem you're helping them solve can indeed be overcome. If you have overcome obstacles related to your industry, share them. The good, the bad, the ugly. For example, if you're an aspiring business coach for female entrepreneurs, share when you failed, the time you invested in yourself and how the ROI made your business flourish. When you open up to your audience about your truths and how your beginning looked just like theirs, you inspire them to keep pushing.

The greatest part about your story is it's yours! No one has the same as yours and your story is what sets you apart from others in your industry, and it should be used to your advantage. It doesn't mean you're inferior or superior to anyone else; rather, it means you can stand out in a crowded market.

Finding an emotional connection to your audience will inspire them to share and tag their friends. This will let Instagram know your post is valuable and up your chances of landing on the explore page.

What to share? Opt for quote graphics. They are a highly effective way to connect with your audience and spark interest in your post. The goal is to make them branded so when they're shared by others they can be traced back to you and you start to establish brand association. They are hands down the easiest type of shareable content to create! Check out [this tutorial](#) showing you exactly how to create branded quote graphics that boost engagement and increase shares.

Type 2: Educational Content

Content that seeks to inform your audience is commonly structured as “how-to” posts. How-to posts can be written to teach your audience how to implement a strategy or how to use one of your favorite products or services. This post you're reading is a great example of an informative educational post. You might also record a podcast episode titled “How to Convert Followers To Clients” or write a blog post titled “How to Create The Most Productive To-Do List.”

How-to posts tend to be highly valued because they directly help your audience solve a problem that they're having (or aren't aware they're having). And as a bonus, when these posts are well written (meaning that they are easy to digest and easy to implement), how-to posts help to build your position as an authority in your industry. Don't be afraid of oversharing, or “giving away your secrets.” As we mentioned, providing highly valuable content is key to building loyal customers and increasing your chance at virality in social media marketing

What to share? Opt for Carousel posts on Instagram. Carousels are the best way to share



Photo by Social Squares

your educational content because they allow up to 10 images in a post giving you a lot of real estate to get your point across. Carousels also see higher engagement and shares. For example, when our friend Glo Atanmo of [Glo Graphics](#) started leveraging carousels to share her expertise about allyship and racial injustices, she saw an increase in her engagement rate of 350%. Wow!

“I realized that people are hungry for knowledge, no matter the subject. Though Instagram is a virtual platform, carousels allow you to use typography to make slides visual. The growth has been unbelievable and it's encouraged me to continue sharing, teaching and leading with this format.”

Not convinced yet? Not only did Glo's engagement skyrocket but so did her followers... by 205%.

Type 3: Entertaining Content

Humor is relatable and something we could all use more of right now. This type of content brings out positive emotions. Memes, GIFs and Reels have taken over Instagram because they're easy to digest, relatable and oftentimes, funny!

Do you remember life without them? *crickets*

Yeah, us either.

Producing or sharing content that is relatable and humorous is a sure way for it to be shared. Content that's shared puts you in front of potential new followers and increases your reach. Make someone smile? Make another's day? Win, win, win!

And when it comes to creating Reels, Instagram is definitely rewarding "creators" and prioritizing that content on Explore and users feeds. They even gave it its own menu button. And if it's important enough for Instagram, it's important enough to be a part of your content mix.



What to share? To keep things on-brand, grab imagery in your brand colors that have plenty of white space like something scenic or textured, and position your favorite gif or animation right on top. This allows you to get in on trends without compromising the look and feel of your grid. Using on-brand images are also an excellent way to create compelling covers for your Instagram Reels.

HERE'S YOUR NEXT STEP TOWARD VIRAL SOCIAL MEDIA CONTENT

People mainly share three types of content: content that inspires, teaches them something or is entertaining.

So, when creating content with virality in mind, always remember it has to be catchy, high-quality and valuable.

This will increase the likelihood of your content showing up on the Explore tab, being shared often and of others tagging their friends like crazy on your post. All signs that a post is picking up steam and the virality score is rising.

Getting in the habit of creating high-quality, valuable content is key for your overall Insta-success anyway. Once your profile is discovered, it will give your followers more of a reason to stay knowing they can always count on you to deliver.

Looking for scroll-stopping, high-quality images for your brand? Get a [14-day free trial to Social Squares](#) and see what we're all about. [Click here.](#)



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THE EXACT HASHTAG STRATEGY YOU NEED TO GET SEEN ON INSTAGRAM

Sharon L. Hadden



As a creative entrepreneur, you know you should be using hashtags, but more often than not, you can't figure out the "right" hashtags to use in your posts. The result is an endless cycle of hashtags that don't get you any closer to increasing your influence, income or impact.

So, what *exactly* is the perfect mix of hashtags to hit that sweet spot of strategic and relevant so it helps your business grow? This answer may frustrate you, but from one creative professional to another—it *depends*.

Let's walk through the fundamentals of an effective Instagram hashtag strategy for social media marketing, and keep in mind that many of these tips can be applied to other social platforms as well.

THE FUNDAMENTALS OF AN EFFECTIVE HASHTAG STRATEGY FOR SOCIAL MEDIA MARKETING

I like to think of hashtags in two ways. First, they help you get discovered by people who are searching for content like yours. Second, they help you stay connected with your online community.

Studies have shown that using a single hashtag in your post can increase engagement by 12%. To put this in perspective, Instagram allows 30 hashtags per post, so even if you only use the recommended number of hashtags (8 to 14 per post), that's a lot of opportunity for increased engagement.

Beyond boosting post engagement, hashtags can help you increase brand awareness, connect with your ideal audience and engage with niche communities.

Plus, it's important to understand that certain hashtags work better to help you achieve certain goals.

For example, if you were trying to connect with your ideal audience, you might use more hashtags about your audience's lifestyle, aspirations or challenges. If boosting post engagement is your goal, you might opt for hashtags that tap into holidays, trends or other timely events.

The number of posts using a specific hashtag also play a role in the success of your hashtag strategy. On Instagram, search results are displayed under two categories: top posts and recent posts, which means there are two ways for your post to be discovered under a hashtag.

As you know, top posts are unique to each user, and this view shows the user popular content they're most likely to engage with. Recent posts are displayed based on the time of posting. However, if there are a lot of posts using that hashtag, your post may still be pushed too far down the search results for people to find it via hashtags. Because of this, you want to pay attention to the volume of content being shared under a hashtag so your post doesn't get lost.

A hashtag with between 5K and 20K usage will be far less competitive than a hashtag with five million uses, however, if the hashtag has less than 5K posts, it may be so niche that only the people using it know about it. Or, to put it in other words, your ideal customer may not be searching for it.

12 Common Hashtag Categories for Instagram Marketing

There are about 12 categories of hashtags you can use on Instagram, and the key to optimal results is using a balanced mix of hashtags from different categories.

1. Hashtags that specify a location
2. Hashtags about your product or service i.e. #greenskincare
3. Hashtags about your profession i.e. #coachforwomen, #lifeofablogger
4. Hashtags about the audience you serve i.e. #plantlady, #yyjwomen
5. Hashtags for lifestyle choices i.e. #feedyourbody, #purposedrivenlife
6. Hashtags about your niche or industry i.e. #personalfinance
7. Hashtags for niche/industry communities i.e. #femalepodcasters
8. Hashtags for Instagram communities i.e. #momsofinsta, #puppiesofinstagram
9. Hashtags for holidays, seasons or daily happenings i.e. #itsfallyall, #thursdaythoughts
10. Hashtags with acronyms i.e. #qotd, #icymi
11. Hashtags with emojis i.e. #girlboss
12. Branded hashtags you create for your business or community i.e. #contentplanningcompany

Photo by Alice Donovan Rouse



TWO CATEGORIES OF INSTAGRAM HASHTAGS YOU SHOULD USE

The following hashtag categories should be top-of-mind when you're aiming for **relevance**:

- Hashtags that specify a location
- Hashtags about your product or service
- Hashtags about your profession
- Hashtags about the audience you serve
- Hashtags about your niche or industry

The following hashtag categories are ideal if you're aiming for **growth**:

- Hashtags about the audience you serve
- Hashtags for lifestyle choices
- Hashtags for niche/industry communities
- Hashtags for Instagram communities
- Hashtags for holidays, seasons or daily happenings

To ensure your success, look for hashtags with less than 500K posts, since these hashtags are highly relevant but less competitive, meaning. It's also a good idea to create 3 – 5 hashtag groups you can rotate based on the content you're sharing, so relevance stays top-of-mind.

A hashtag group is a set of hashtags that work for the majority of the content you post. Using the same hashtags consistently shows the algorithm that's the type of content you're known for, but it also gives you more opportunities to show up under that hashtag.

The reason you want to rotate your hashtags is because some hashtags will be better suited for certain types of content. If you have several hashtag groups to choose from, you can ensure you're using the most relevant tags for that content. Tools like SmartHash or Hashtagify make it easy to find hashtags, organize your hashtag groups and measure hashtag performance.

HOW TO CHOOSE THE RIGHT HASHTAGS FOR YOUR INSTAGRAM POST

If you're at a loss for what hashtags to use in your Instagram posts, ask yourself, "What hashtags are the most relevant to my post, *right now*?"

For example, posts with your face might include more hashtags about your profession and lifestyle, while product photos might use hashtags more focused on your niche, industry and the audience you serve.

Also remember that relevance includes everything from the written caption to your image... but you're not just trying to figure out what category your post could be tagged under. You're also working *with* the algorithm to make sure your content makes sense for that category, based on the content already being shared under that hashtag.

If you want a visual example of what I mean, go to Instagram and search #coachforwomen. What do all of the top posts have in common? They're all faces! You see post after post of actual coaches, and these are the posts that perform best under this hashtag.



Meanwhile, if you look at the most recent posts, there are a few faces, but there are lots of graphics and other random content sprinkled in. These posts don't stand a chance at ranking as a top post in this category because they don't reflect what people most want to see under this hashtag—the face of the coach they're potentially going to work with.

GET STRATEGIC WITH YOUR HASHTAGS

Let's take the earlier “#coachforwomen” example for Instagram when thinking about how to get strategic with your hashtag strategy and social media marketing. There are over 300 results tagged with this hashtag but only two followers.

On the other hand, if you search for #womenentrepreneurs, there are almost 100,000 results tagged with this hashtag and over 7,000 people following it. Or, how about this #womeninspiringwomen has 40,000 results with over 3,500 followers. Both are ideal choices if you want to reach more women looking for coaching.

ADJUSTING YOUR HASHTAG STRATEGY FOR OTHER SOCIAL PLATFORMS

Regardless of the platform, the fundamentals of hashtags stay the same—they categorize your content so people (and social algorithms) can find relevant content when they need it. If you want to adjust your hashtag strategy to fit a platform other than Instagram, here are some nuances to keep in mind.

USING HASHTAGS ON FACEBOOK

Facebook has a lot of content types to categorize, from pages, to groups, to users to posts. And hashtags are not among these primary categories. In fact, unless someone adds the hashtag symbol in front of a phrase, hashtag results don't come up in a Facebook search.

When you're using hashtags in Facebook posts, remember that less is more. Most Facebook users don't use hashtags at all, so it can make your post stand out in a way that feels unnatural to how the platform is used. Think of hashtags on Facebook as a way to join a conversation or organize content within your own social ecosystem, especially for groups i.e. #socialsaturday, #weeklywin, etc.

USING HASHTAGS ON TWITTER

Adding hashtags to tweets has long been a part of the way people use the platform, and since Twitter is known for discovering news and trends, hashtags make it easy to connect with new audiences or join online conversations around a specific topic area.

Twitter's search function works similar to Google. When you search for a keyword, it will show you all of the content related to what you typed. This is great because even if you don't use the hashtag symbol on a key phrase, your post may still show up in the search results.

Since there are character limits for tweets, make sure you're intentional about the hashtags you use. Both broad topics and smaller subtopics are all fair game on Twitter, as long as it's highly relevant to the content you're sharing.

USING HASHTAGS ON LINKEDIN

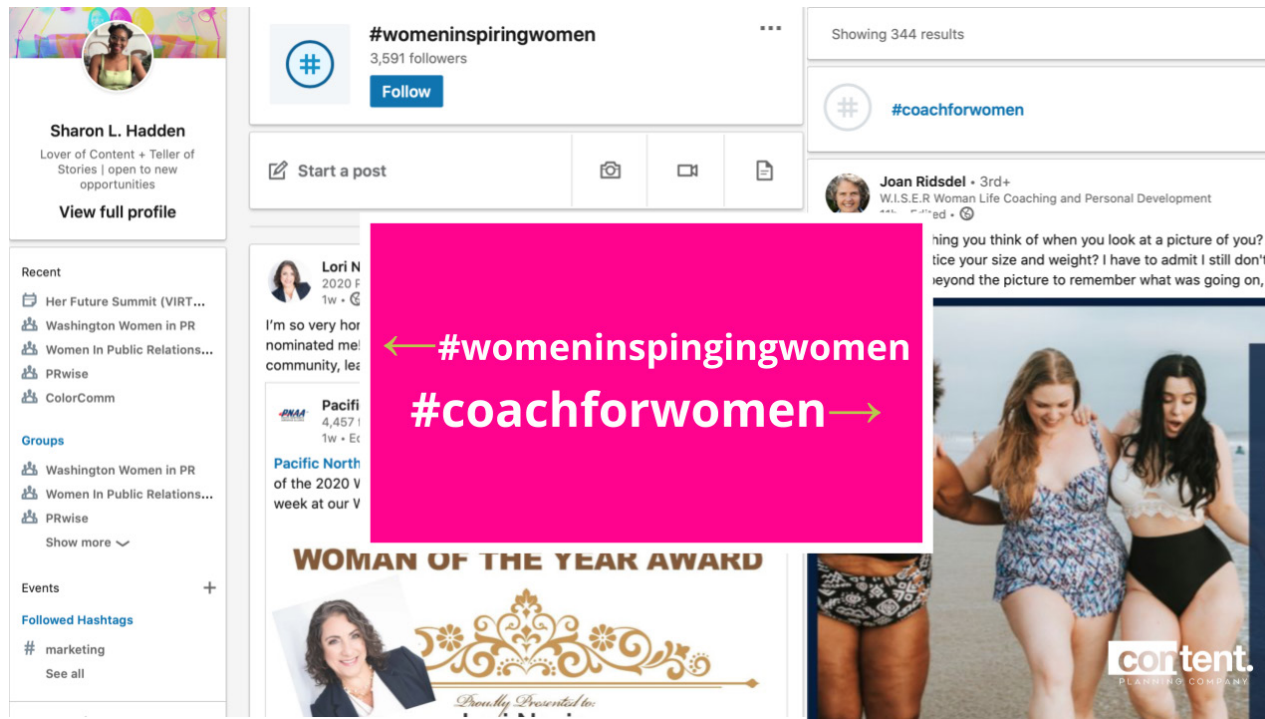
LinkedIn is similar to Facebook, as far as hashtags are concerned. If you search a phrase like "coach for women," job results, people and companies come up—not hashtag results. So, if you want to make the most out of hashtags on LinkedIn, aim to use hashtags that have a lot of people following them, not necessarily a lot of posts tagged under that category.

A hashtag with a large number of followers means you're connecting with a community that's highly engaged with that topic and possibly starved for good content around that subject. Also, if a user is following a hashtag on LinkedIn, those posts show up in their feed without having to be connected with the person or company that shared the post.

Your hashtag strategy for LinkedIn should be centered around tapping into existing communities, and that may mean you need to get creative about how you'll reach your ideal audience.



Let's take the earlier "#coachforwomen" example we used on Instagram and apply it to LinkedIn. This will help you get strategic with your hashtag strategy and social media marketing. On LinkedIn, there are over 300 results tagged with this hashtag but only two followers.



On the other hand, if you search for #womenentrepreneurs, there are almost 100,000 results tagged with this hashtag and over 7,000 people following it. Or, how about this #womeninspiringwomen has 40,000 results with over 3,500 followers. Both are ideal choices if you want to reach more women looking for coaching.

Hashtags should absolutely be a part of your social media strategy, and I encourage you to try out these tips for yourself to see what works best for your business. If you're interested in more social media and marketing tips, watch my Quick Tips w/ The Content Lady video series on IGTV at [instagram.com/contentplanningcompany](https://www.instagram.com/contentplanningcompany).



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MAKING YOUR INSTAGRAM ANALYTICS WORK FOR YOU

Randi Smith

Do you remember the days when we all slapped a grainy, sepia-toned filter over our Instagram photos of coffee cups, landscapes and our furry friends? I sure do! If you've been on the photo-sharing platform for a few years, you've witnessed a ton of changes to the layout and the algorithm. Some helpful, some a little difficult to wrap your mind and marketing around. What started out as a cool way to showcase my baking hobby evolved into a marketing strategy to attract my dream clients and make meaningful connections with wedding professionals across the world.

But it wasn't always such fun. There were many nights that I agonized over what picture to use, what catchy caption to share and how to 'beat the algorithm.' Then, it finally clicked. Instead of trying to do it all on my own, I decided to work WITH Instagram instead of trying to outsmart it - I started digging around in my Instagram Insights and Analytics to maximize my social media marketing. What I found completely shifted the



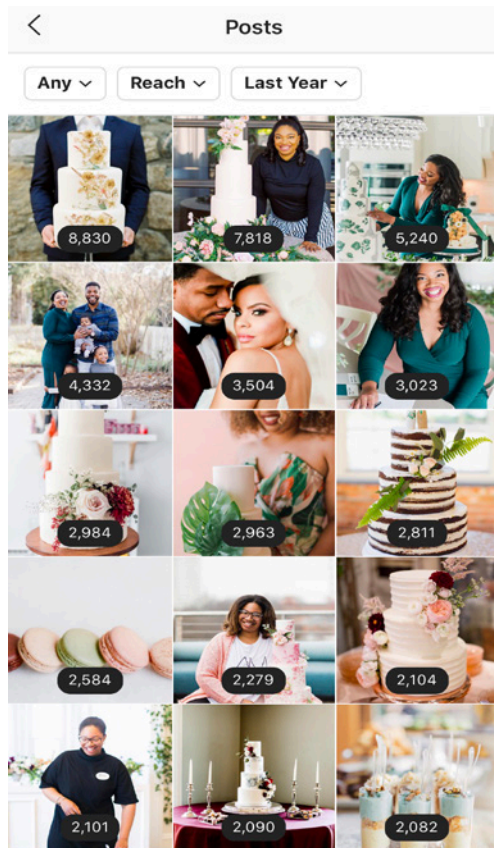
way I use Instagram to share Sugar Euphoria with my community.

I'm going to share my best practices for making your Instagram Analytics work FOR you, not against you. Here about my key tips to making the most of your Insights.

POST WHEN YOUR AUDIENCE IS MOST ACTIVE TO MAXIMIZE YOUR SOCIAL MEDIA MARKETING EFFORTS

I used the data provided by Instagram to determine when my audience was actually using the app. I found my sweet spot of posting early in the morning, before folks started getting ready to work (you know, scrolling through IG before they groggily roll out of bed). I started getting more likes and comments during a shorter period of time when I did this, and found that my posts remained visible to others a lot longer than if I posted in the afternoon.

DETERMINE THE BEST ENGAGEMENT ON YOUR POSTS



Determining what posts and stories my followers are drawn to. I used to get really discouraged when a picture that I loved didn't get a ton of engagement. Then, I started looking at the data on the reach and impressions of my posts. I realized a few things: my followers were particularly engaging with photos of me and photos of my more *unique* cakes. Photos of smaller desserts, like cupcakes and macarons, didn't reach as many accounts as I would expect. They also responded really well to videos of me and Question stickers.

You can calculate the engagement rate on each post by first adding the number of likes and comments on a post. Then, divide that number by the number of followers you have. Next, multiply by 100 to get your rate. After doing a bit of research, I found that a good engagement rate is between 1% and 4%. But don't be discouraged if your posts fall under that number, just keep experimenting with different types of content.

I realized that likes alone are not a true measure of how well your posts are performing. I'd much rather have increased brand awareness by knowing my posts make it to the feeds of people who would want to book me instead of having a lot of likes. Remember, likes don't always equal sales and neither do follower counts.



CHECK OUT YOUR CALLS TO ACTION (CTA)

I love checking out the numbers related to the various calls to action - whether someone emailed me after viewing a post, visited the website or checked out my IG feed after a photo of a wedding cake came down their timeline. This also helped me curate my pictures and include a Call to Action that will move potential clients from casual browsers to booked events. I know this metric isn't usually talked about as often as the others, but it really helps me quantify how many people reach out to me as a direct result of an Instagram post.

Now that you know what you want to be looking for... here are the steps to actually *finding* your analytics and insights within Instagram so you can let your social media marketing work harder for you.

HOW TO FIND YOUR INSTAGRAM ANALYTICS

Before you begin clicking around on your Instagram profile, I have to let you know that Insights are only available within Business and Creator accounts.

1. Now that you've confirmed that you have one of the above accounts, Tap on the Insights button on your profile.
 - a. You can also use the Menu button in the upper right hand corner and then click Insights.
2. Next, tap the arrow next to Accounts Reached in the section labeled "Overview." Here, you'll find a high-level overview of your reach over a week.
 - a. Tap the "See All" link within the Top Posts section to see the metrics on your posts. The first thing that populates is the Reach of your Feed Posts over the last year (or as long as you've had a Creator or Business account if less than a year). Your posts will be arranged from greatest reach to lowest reach. If you want, you can also filter by Photo, Video, Carousel Posts and Shopping Posts.
 - b. You can also find other metrics by tapping on the down arrow next to Reach. This is where you can find Impressions, Profile Visits, Follows and more.
 - c. Another analytic that you can see is the reach of your Stories. However, the time period only goes back to 14 days prior.
3. To find your optimal posting times, head back to your Insights and tap the arrow next to your Total Followers in the Overview section.
 - a. On this page, you will find some cool charts related to your follower breakdowns. You can see your growth over the last 7 day along with the top locations, age range and gender of your followers.
 - b. The Most Active Times section gives valuable information on when your followers are online. There are two different views - Hours (which are broken up into 3 hour intervals) and Days. Be sure to toggle among the days to find the best times for each.
- d. Account Activity is also available for you to check out. Here, you can determine your Profile Visits, Website Taps and Email Button taps for the previous week. This can give you insights into how many people are taking action directly from your Instagram account.

After putting in the research and shifting the importance of likes to actual engagement I've finally found my groove with Instagram. Everyone's feed and audience is different. Check out your Insights and Analytics to see what works best for you and fine tune your content to fit what's best for your business and social media marketing!



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LINKEDIN: THE SOCIAL MEDIA PLATFORM YOU'RE MISSING OUT ON & HOW TO BEST USE IT FOR BUSINESS

Katrina Julia



Are you on LinkedIn yet? Did you know more than 30 million businesses and over 690 million people use to connect and create community in more ways than one? It's the main social network used for talent, whether for employment and/or entrepreneurship.

LinkedIn has helped me get countless jobs and consultancies both as a full-time employee and as a side-hustler. Once I became a full-time entrepreneur, it has continued to help me connect directly to people and businesses in wellness, business and travel.

Whether you are looking for your next opportunity and/or growing your business, LinkedIn makes it easier than ever to connect with key decision makers in any industry. LinkedIn is an important part in any strategy for business development and growth.

For years, LinkedIn was the only social network I kept updated until 2014. In 2015-2016, I began to recognize its power for entrepreneurship as well.

With [any online business](#), setting up your LinkedIn profile, page and strategy will help you grow your presence and business. It's a great platform to help you stand out in your areas of expertise. Follow these best practices to make

use of a social media marketing platform you previously may have skipped over.



START YOUR LINKEDIN ACCOUNT

If you don't have a LinkedIn Account yet, start one. Perhaps, you haven't updated it in a while.

It's time to, my friend.

Let me simplify it for you.

- Start / Update Your Profile
- Include Key Items in Your Name
- Write Your Tag Line
- Maximize Your Profile
- Outline Your Strategy

Before you know it, you will be on your way to using LinkedIn for your small business.

WHAT TO INCLUDE ON YOUR PROFILE ON LINKEDIN

Your name and key areas of interest is the first thing people see. This is where you want to add any accomplishments, certifications and expertise. For example, I list my MBA and CPA. However, in March of 2020, I modified the name to include Online & Live Speaker and Creator. I encourage you to look at others in your area of expertise, as well as popular searches on LinkedIn.

The second immediate point of interest includes the lines right below your name.

You can see how mine include “Obsessed with Wellness & Transformation, Digital & Influencer Marketing, & Events for Entrepreneurs & Brands.” This all aligns to areas of expertise and features in the profile.

Consider what you want people to reach out to you for. Make sure you include that in the name and tagline, as well as consider changing your unique URL to reflect that. LinkedIn allows you to change your URL in the settings. For example, I changed mine last year to “KatrinaLifestyleTransformation.” This is another way you may set yourself apart on how you serve others.

IN THE ABOUT SECTION

Over the years, LinkedIn has evolved to bridge the gap for employees, entrepreneurs and business owners.

The About section is a great place to showcase your work, experience and impacts in industries. I recommend you include links you want people to visit as well.

HOW TO SHOWCASE FEATURES ON LINKEDIN

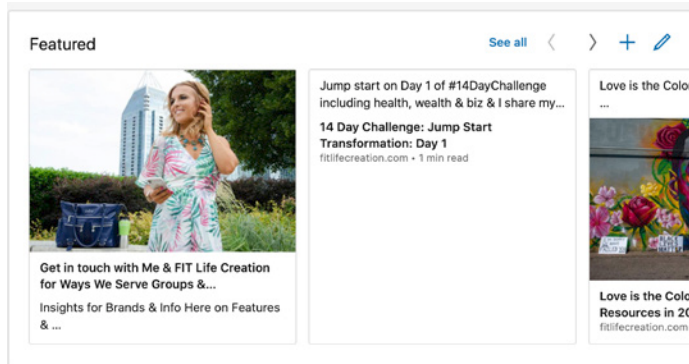
Not too long ago, LinkedIn added a Features section right below the About Section. Here is where you may share examples of your work, blogs, shows, media and case studies or testimonials.

What I have learned over the years is you want to help people see what it would be like to work with you and the level of quality in your work.

Include some features and highlights similarly to how you would on your own media page. Make it a point to be active sharing posts, engaging in comments and sending messages weekly. You never know who is watching. Always think: value, value, value, serve, serve, serve.

Speaking of Your Features, I recommend adding in a way to connect with you from your profile! This is a great way to make it easy for people to inquire and hire you quickly from your LinkedIn profile. I use HoneyBook, an incredible platform and tool for creatives, entrepreneurs and businesses. They include questionnaires, contact forms, contracts, proposals, workflows and integrations.

I recently added a Contact Form from HoneyBook directly on my Features on LinkedIn. So can you! It allows you to serve others right away at any time of day without them having to message you.



Pretty cool, right? Once someone completes the form, we get notified on HoneyBook and via e-mail via the workflow.

WHAT ELSE TO INCLUDE IN ADDITIONAL SECTIONS ON LINKEDIN

Last, but not least are your sections for Experience, Education, Licenses, Skills and Recommendations. These are all ways to grow your LinkedIn Profile.

I operate under “give more than you receive”... especially regarding recommendations. I recommend you do the same. Find reasons and people to be grateful for to build your network on LinkedIn.

HOW TO IMPLEMENT A SOCIAL MEDIA MARKETING STRATEGY ON LINKEDIN

Once you have your profile and page all set up, you may be curious how to use LinkedIn for your small business beyond what I have shared so far!

3 LINKEDIN SOCIAL MEDIA MARKETING STRATEGY STEPS TO FOLLOW:

1. Start with themes & features on Profile
2. Connect with people in business, marketing, entrepreneurship, wellness and travel
3. Comment on posts and submissions to build community

Some people may accept your connection, respond to your message, request the next step in your booking process and/or request your services. Others may connect later as they observe your connections and activity on LinkedIn. Regardless, everything is aligned and offers value at every step.

No matter what business you are in, LinkedIn helps you connect and create community.

Set up your LinkedIn profile, page and start using it to connect with people and businesses you would love to work with. So, now that you have all the pieces together, what's next for you on LinkedIn?



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GET MORE PHOTOS FOR SOCIAL MEDIA MARKETING FROM FEWER PROJECTS

Laney Schenk

No matter what industry you're in, coming up with content for social media marketing every day can be daunting. It starts with posting an Instagram photo every day... then add in Pinterest, Facebook, blogging, and now we've even got to deal with TikTok?! Totally overwhelming.

How can you post every day when you only have limited work to show and hours to create content? How can you afford to create new sample work for every day of the year? Well, you probably can't. But luckily, you don't have to - it's all about thinking creatively about the work you have already produced to get interesting, unique photos of your entire process.

And equally important to getting unique photos of your process is telling a unique, new **story** alongside each photo. The story you're telling is the magic - and it's what is going to get you all those new clients that are waiting for you. I promise that there's more work and planning that goes into your craft than people give you credit for - this is how you can highlight all those small choices that make a huge difference!

I'll use an example of an invitation suite we've posted over and over again in a way that doesn't feel repetitive and still gets active engagement on every new post (it doesn't hurt that it's one of



our favorites). You can adapt this method to any visual projects you work on - a website design, a cross-stitch piece, wedding photography, etc. Feel free to reach out if you want some tips for adapting this to your work.

1. START AT THE BEGINNING: BEHIND THE SCENES SOCIAL MEDIA MARKETING CONTENT

What's the back-end work that goes into this project? This is a great time for a behind-the-scenes shot, supplies photo, etc.



For my 1st post, I create the artwork for the suite, and I'll post something about painting - supplies, colors, how it relaxes me, etc. and

about how this will be the feminine element for our upcoming suite!

We typically skip showing the design stages, but you could definitely add in even more photos here of you working on sketches, digitizing pieces, putting together your camera kit, etc.

2. SHOW THE PIECES OF THE PUZZLE AS THEY START TO COME TOGETHER

For photography, this would be your really up close details shots (rings, shoes, invitations, veil, etc.). For invitations, it's when pieces start to come in, to show them one at a time - bonus points for pieces that are unique or interesting.



So for my 2nd post, I would talk about this teeny tiny website card and how we'll be wax sealing it to the invites! Then a photo of this vellum wrap which is the first "masculine" element we've brought in, inspired by the couple's venue, the Henry Ford museum. Fourth, you'll get the first image of the actual invitation, where we may talk about the gold foil process, or frankly just comment on how nice the light was hitting that day (the captions don't all have to be rocket science!).



Number 5 will be the wax seals - and lemme tell ya, everyone on Instagram loves a wax seal photo. It's always a winner! Which leads me to ask you: *what is that ONE type of photo for your industry that everyone always loves to see?* Find that type of photo and incorporate it into every social media marketing workflow for every project.



Photo 6 is this cool one that shows the original artwork side by side with the printed piece. So I would talk about how we get watercolor artwork onto the screen and prepped for printing.

So far, we've got 1 "getting started" kind of photo, and 5 "individual element" photos. To adapt this to a different industry - if you're designing a brand or website, your getting started image would be sketches, brand exploration, etc. Then those next 5 could be color palettes, logo sketches, a screenshot of your favorite small elements, a look at your favorite page of the site, and maybe even one of your screen as you're designing (pro tip: a timelapse process video would be awesome here!).

3. START PUTTING EVERYTHING TOGETHER - BUT DON'T SHOW THE FINISHED PROJECT YET!

This next one will give a sneak peek of everything together, without showing toooooo much, and after that it's onto the assembly process.



Photo 8 we talk about postage, RSVP envelopes, our favorite stamps, etc.

Number 9 could be simple - something like “Getting these beauties ready to go out the door!” For photo 10 we could revisit a postage conversation, talk about address printing vs. calligraphy, etc. Or it could even be a spot to talk about the schematic drawings again. Not every follower will see every post, so a little repetition of details is fine - just make sure you’re framing them in a different way!

To adapt this to another industry - if you’re a wedding photographer you can now continue the story of the details by showing family photos, bridal portraits and/or wedding party photos. Those things that aren’t so “close-up” but aren’t giving away the full experience either! Captions can talk about your favorite part of shooting families, the client’s personal story with their wedding party, etc.

4. “THE BIG REVEAL” PHOTO!

This section can take a couple photos, it doesn’t have to be something you only post about once. Get different angled shots. If you’re a cross-stitcher for instance, you’ll want a flat lay of the

final product and then another shot of it hanging up in its forever home (or you know... in your home on a wall that’s staged for such photos).



For our 11th photo, we FINALLY show the entire suite together, and all the pieces involved. You could talk about any aspect you want to here - my first thought is to discuss how to use different elements but still keep the suite consistent overall.

Number 12 of course is how we packaged everything together - who doesn’t love a good stationery “stack”?! And 13 is a bonus where we showed the invitation with a pair of custom sneakers we had designed for the bride!

5. THINK OF THIS FINAL PHOTO AS A “WHAT’S NEXT” KIND OF IMAGE!

Maybe it’s a photo of the client’s wedding album showcasing your photography, or some of

your branding elements used on your client's packaging a few months later. Show how the viewer can continue this relationship with you past the initial project - if you're relying on the client to send you this photo, make sure you have that ask scheduled in your HoneyBook workflow!



CREATIVE THINKING LEADS TO CONSISTENT CONTENT

Obviously, I don't do this perfectly every time, but the point is to get your mind thinking more creatively about the details you put together,

why and how you did what and to highlight them in unique ways to get more content with every project. I won't repeat the same exact photo within 2 months, but you could post all 13 of these in a row and it wouldn't feel repetitive because they're slightly different and the focus is on the story behind them.

I know it's tough to think about your projects this way sometimes in order to maximize your social media marketing efforts with each client! So... to get you started thinking more about all those little pieces of the puzzle and the maximum potential for content, I've created a download for you with 70 Free Instagram Caption ideas! You could theoretically use all 70 on the same project (although that MIGHT get a little too repetitive!). Grab that download [here](#).



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DISCUSSION QUESTIONS

- 1** What is your favorite thing about Social Media Marketing? And what is the hardest thing about it for you?
- 2** What is your current social media content creation and planning strategy?
- 3** Do you use hashtags on Instagram? How could you improve your hashtag strategy to reach more people?
- 4** Do you use LinkedIn for your business? Why or why not? Is there a way it could benefit you?
- 5** Challenge: [download your FREE 14-day trial of Social Squares](#) for high quality imagery and create 3 pieces of content today.

RISING TIDE | HONEYBOOK BLOG POST



SOBRINA PIES

[25 Social Media Tips: What to Try Now and What You Should Stop Doing ASAP](#)



[Pinterest For Business - The Ultimate Guide](#)

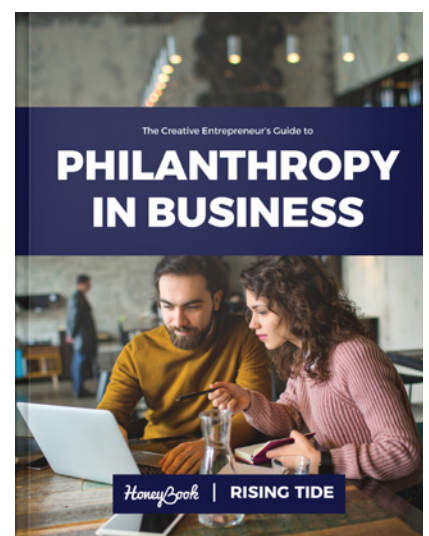
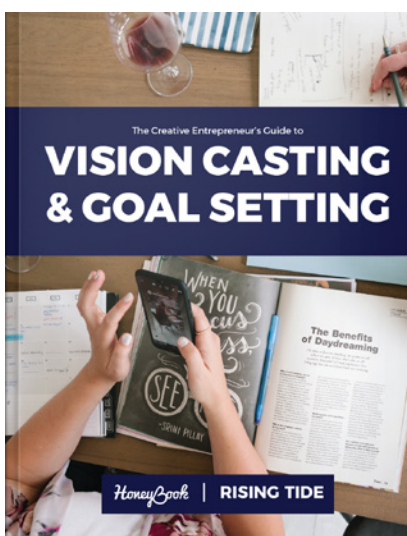
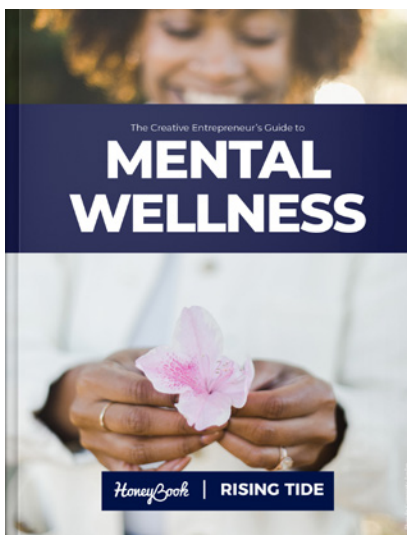
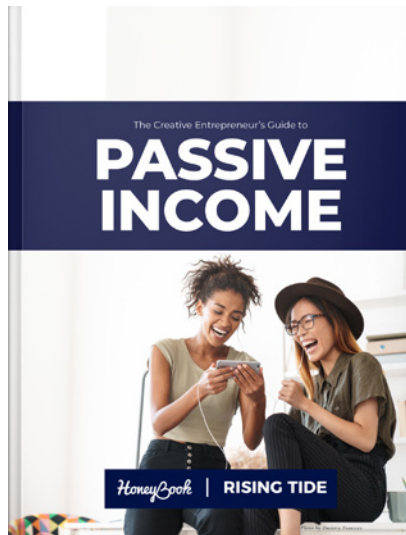


JOHN BRANCH

[How Do I Make Unique Video Content?](#)

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WHO WE ARE

The [HoneyBook | Rising Tide](#) team believes an empowered creative economy will change the world. By elevating the voices of creatives, sharing their stories, and building a thriving online and offline community, we support creatives in their pursuit of a sustainable livelihood.

Empowerment begins with saving creatives time and money. [HoneyBook](#) helps creative entrepreneurs manage their businesses more efficiently so they can do more of what they love. With [HoneyBook](#), creatives can send brochures, proposals and invoices; create the ideal customer experience; and track payments – all in one place. Equally as important are sharing knowledge and providing support. That's why [Rising Tide](#) is a community and living library of educational resources, including blog content from thought leaders, monthly guides, online summits, and over 400 monthly meet-ups across the world to help creatives succeed in business.

We're also passionate about supporting the communities around us. To date, we've given over \$130,000 to nonprofits including Pencils of Promise, The School Sessions, U.S. Dream Academy, The Birthday Party Project, Thirst Relief and more. We've also partnered with Pencils of Promise to build a school in 2018 funded entirely by community donations through our 2017 RISE Summit.

We believe that magic happens when creatives gather, support one another and are empowered to pursue their passions. We believe in community over competition. We believe in empowering the creative economy to rise together.

Photo by Oliva Reed

