



6 STEPS FOR AN  
*authentic social media strategy*  
THAT CONNECTS AND CONVERTS

*b is for bonnie design*



Over the years that I've used Instagram for my business, I've been humbled to hear through heartfelt comments and vulnerable emails that when I share a post, it feels like I'm speaking right to them over a cup of coffee, sharing our hearts like we're old friends. With intention and strategic planning, I've been able to create a voice and an ongoing story where my followers not only feel like we can build a relationship, but they ultimately feel like they can belong.

Would you believe that with just a few thoughtful changes, I turned my original following into a rapidly growing community that exceeds 1,500 new followers per month and accounts for more than 80% of my annual revenue? Through this free app, I've built a community of like-minded boss ladies, carved out a niche for my personal brand, and fostered more heartfelt relationships that I can count. And I absolutely want to share everything I know with you, lovely!

*I've read all the blog posts, walked through all the trial and error, and discovered a strategy to using Instagram with authenticity that leads to big results.  
Read on for my top tips for a more authentic (and less overwhelming) social presence today!*

WHAT WE'LL COVER:

1. *Be Realistic*
2. *Be Human*
3. *Be Intentional*
4. *Be Friendly*
5. *Be Diverse*
6. *Be Yourself*



BE REALISTIC

Just because you see everyone posting five times daily doesn't mean that you should, or that you even can.

Be honest with yourself about how much of your valuable time you want to devote to posting on social media, and look analytically at your schedule to see what time you have to use for online marketing. Then, create a social media posting schedule that works for you!

It's okay if it's only posting every other day, or three times a week. As long as it's sustainable for you, that's all that matters. A happier, more rested you means you have more energy to share authentic, quality content with your audience.

DIG DEEPER

How often can you realistically post on Instagram each week? What about each day? Write down a realistic outline below:

*Pro tip: Once you have an idea of how frequently you can post to Instagram, utilize scheduling tools like Planoly, Plann, or Later.com to schedule your content ahead of time. This will free up so much of your day-to-day and will ensure you can create a consistent posting schedule that truly works!*



---

## STEP TWO

---

### BE HUMAN

Ultimately, people buy from other people, not brands.

Share the face behind your brand to help your audience connect with you, and build a trustworthy presence people can identify with. And sharing the face behind your brand doesn't have to be too up close and personal!

You can start small by introducing your audience little-by-little into who you are as the creative force behind your work, how you started your business, and what your heart for your work truly is.

### DIG DEEPER

What parts of your personality do you want to be known for?

What parts of who you are influence the way you work, the way you create, or the brand you've built?

Write down 3-5 things about yourself that you want your audience to associate you with! *Ex: my love of chips & salsa, my heart for encouraging fellow entrepreneurs, my goofy pup.*



---

*b*

---

## STEP THREE

---



### BE INTENTIONAL

As tempting as it is, avoid posting online just for the sake of posting. Your audience deserves quality, valuable information through your content, not just another pretty photo with an empty caption.

Before hitting "Publish" on each post, ask yourself if what you're sharing:

*Adds value,*

*Brings joy, or,*

*Meets your audience right where they are.*

If not, then maybe that post isn't ready to be shared yet.

### DIG DEEPER

In order to avoid the "panic post" or posting simply for the sake of posting, write out your Instagram content on a weekly basis so you'll always know what you're sharing when you're sharing it! Bonus points for scheduling it out like we chatted about in Step One.

---

*b*

---

## STEP FOUR

---

### BE FRIENDLY

Stop using your social media presence to just pitch to people. Use it instead to entertain, to inspire joy or encouragement, or to develop relationships with your audience.

Social media offers creative entrepreneurs an incredible chance to chat candidly with their audiences, so start a conversation by sharing some fun, approachable or endearing content today! But be sure it pertains to your brand for utmost consistency.

### DIG DEEPER

What are some easy ways you can start a conversation with your audience? Brainstorm ideas to invite them into a conversation, share discussion prompts that can bring joy, or ask for their feedback on a project you're working on. Jot down your favorite ideas below:



---

*bs*

---

---

## STEP FIVE

---

### BE DIVERSE

Instead of sharing photos of your finished work all the time, be sure to include behind-the-scenes snaps or more personal glimpses into what your life really looks like!

Although our social media profiles are a great place to show off portfolio-quality work, people are more likely to resonate with organic content that showcases your creative process, your behind-the-scenes peeks, or a personal photo. Remember that we're striving to humanize our brands online, so sharing varied content that falls outside the realm of Pinterest-worthy images gives us some street cred.

### DIG DEEPER

Below, write down five topic categories you can post to on a regular basis that go deeper than just the pitch. Whether it's a behind-the-scenes series of how your work is made, tips from your own creative journey, or on-going personal anecdotes so your audience can connect with you more, jot down five ideas that excite you!

1.

2.

3.

4.

5.

---

*bs*

---

---

## STEP SIX

---



### BE YOURSELF

Your quirks, talents and gifts are nothing to be shy about, friend. They're actually all things your audience wants to hear.

Write the way that you speak, and share those little things that make you so uniquely you.

If you're struggling with the thought of sharing more of who you are online, remember that it's okay to not be everything to everyone. You want to be a very specific brand experience to a very select group of people. That may mean turning some people off in the process, and that's perfectly fine!

### DIG DEEPER

In order to create a more personable presence, identify a cohesive and dependable brand voice you'll use throughout your Instagram captions. Write like you speak or create a unique voice for your brand if you're part of a team or you prefer to share a more professional voice. If you choose to create a unique brand voice, ask yourself *"If my brand were a person, how would that person speak?"*. Write down your findings below:

