



# SOCIAL *everything*

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why do I need to focus on social media?

# BEING *social*



There is so much to know and learn about Social Media it makes my head spin and my soul cry just a little bit. How do I know which social platforms are best for my brand? How can I possibly learn everything about each platform? And sweet baby Jesus, how will I ever find the time to post and share and like and comment and reply to it all?????

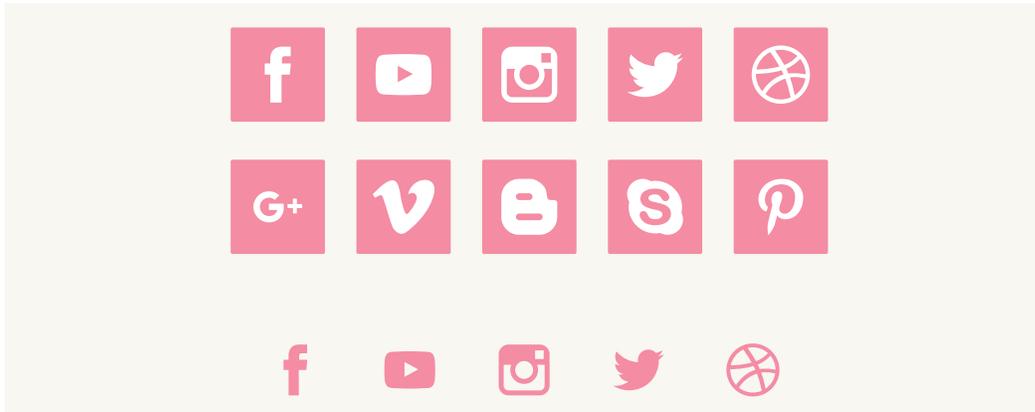
If you are like me (and I know you are) - these are the same questions you are asking yourself. So I'm going to help ease your pain just a little bit with some tips and tricks to help you navigate the confusing world of being social. And then give you lots of resources to help you slay your social strategy.



Let's start at the beginning...Where do I start? Which one is right for me?

First, start with who your target is. Who is your tribe and where are they hanging out the most? That is where you need to be. It's about them, not you. If you spend most of your time on Facebook because you are a 45 year old soccer mom (like I am) but you are selling an amazing product to Millennials and Gen Zers, then you, my friend, need to learn Instagram and Snapchat. Yep - I said it. You need to download Snapchat and make it your best friend. But don't worry, I have a trick for you that will definitely save your sanity and your time.

If your brand isn't as cut and dry as the above example, here are some helpful highlights about each of the platforms:



### **FaceBook:**

This one is probably the easiest. Anyone over the age of 25 is pretty familiar with FaceBook. And if you are over the age of 40, chances are you are a VERY regular user. However, you need to make sure that you separate your personal FB from your business. That means creating a business page and posting relevant, strong, branded content from your business page. You can share said amazing content on your personal page, but be sure to keep it straight and keep your brand tone and personality constant with everything you post and share on your business page. Remember that what you say and share online is (1) permanent and (2) a true reflection of how people will see your business and your brand.

Also, be sure to include an image with your content everytime. While FaceBook isn't strictly an image sharing site, people are drawn to pictures more than words and the stopping power of a good visual is priceless.

### **Instagram:**

Now Instagram is ALL ABOUT THE PICTURE. It is super important to be very intentional with your imagery. You want to curate a feed that will represent your brand well. This takes time and practice so don't come unglued if you don't get it right the first time. Schedule some time to do your research. Go deep on some of your favorite feeds and be inspired by their posts. This will build your confidence. Also, create a folder of images that are on brand that you can use on your feed. There are tons of image sharing sites that let you pull stock images for free. I'll include links to many of them at the end of this guide. It is also a good idea to use a planning platform to help you design your feed. [Planoly.com](http://Planoly.com) is a great one. I use it and it is easy, user-friendly and allows you to schedule your posts in advance - which is a HUGE time saver.

Even though Insta is all about the Pics, it is also very important to spend time with your captions and make them interesting, relevant and on brand. Say something of value so your followers (i.e. potential customers) will want to keep coming back and engage by liking and commenting. Get creative with your use of #'s. This is fun and very important. [Here](#) is a great article on how to use hashtags on Instagram effectively.

**Twitter:**

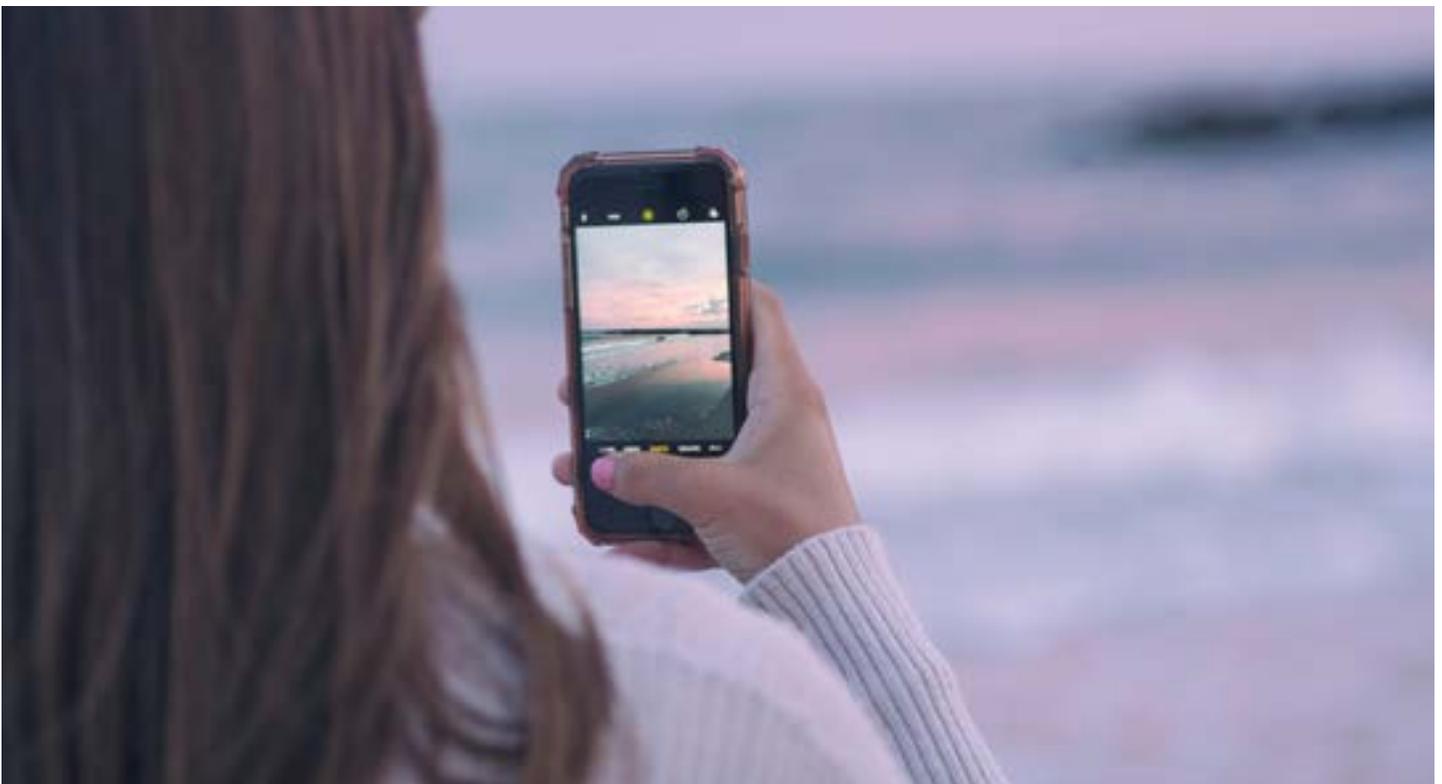
Twitter is a great platform for just about anyone. Its quick and easy and you don't have to have a beautifully curated feed. You do, however, need to be relevant and true to your brand - even on Twitter. And it helps if you are clever with the written word or up on current topics and trends.

But don't freak if you aren't either of those (that's me). You just need to find your Twitter strategy that works for your brand. If you are all about inspiring women, then make sure everything you tweek is uplifting and empowering. Don't get all judgemental and snarky. It is also good to follow people that fit your brand. That way you can retweet them - less work for you and equally as effective.

Be sure, though, to remember to tag people and use your hashtags. This maximizes your reach and influence.

**Pintrest:**

Admittedly, this is the social platform that I know the least about. And therefore I have spent the least amount of time on. But, I have read that this is a great platform to showcase your brand and establish a strong presence for your business. Melyssa Griffin is a pro at pintrest and has developed some strong, sound strategies for making the most of this platform. You can learn from her [here](#).



# THE BASICS OF *branding*

by [Entrepreneur.com](https://www.entrepreneur.com)



[Branding](#) is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does “branding” mean? How does it affect a small business like yours?

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be.

Are you the innovative maverick in your industry? Or the experienced, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can't be both, and you can't be all things to all people. Who you are should be based to some extent on who your target customers want and need you to be.

The foundation of your brand is your logo. Your website, packaging and promotional materials--all of which should integrate your logo--communicate your brand.

## **Brand Strategy & Equity**

Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. Where you advertise is part of your brand strategy. Your distribution channels are also part of your brand strategy. And what you communicate visually and verbally are part of your brand strategy, too.

Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command. The most obvious example of this is Coke vs. a generic soda. Because Coca-Cola has built a powerful brand equity, it can charge more for its product--and customers will pay that higher price.

The added value intrinsic to brand equity frequently comes in the form of perceived quality or emotional attachment. For example, Nike associates its products with star athletes, hoping customers will transfer their emotional attachment from the athlete to the product. For Nike, it's not just the shoe's features that sell the shoe.



## Defining Your Brand

Defining your brand is like a journey of business self-discovery. It can be difficult, time-consuming and uncomfortable. It requires, at the very least, that you answer the questions below:

- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?

Do your research. Learn the needs, habits and desires of your current and prospective customers. And don't rely on what you think they think. Know what they think.

Because defining your brand and developing a brand strategy can be complex, consider leveraging the expertise of a nonprofit small-business advisory group or a Small Business Development Center .

Once you've defined your brand, how do you get the word out? Here are a few simple, time-tested tips:

- **Get a great logo.** Place it everywhere.
- **Write down your brand messaging.** What are the key messages you want to communicate about your brand? Every employee should be aware of your brand attributes.
- **Integrate your brand.** Branding extends to every aspect of your business--how you answer your phones, what you or your salespeople wear on sales calls, your e-mail signature, everything.
- **Create a "voice" for your company that reflects your brand.** This voice should be applied to all written communication and incorporated in the visual imagery of all materials, online and off. Is your brand friendly? Be conversational. Is it ritzy? Be more formal. You get the gist.
- **Develop a tagline.** Write a memorable, meaningful and concise statement that captures the essence of your brand.
- **Design templates and create brand standards for your marketing materials.** Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent.
- **Be true to your brand.** Customers won't return to you--or refer you to someone else--if you don't deliver on your brand promise.
- **Be consistent.** I placed this point last only because it involves all of the above and is the most important tip I can give you. If you can't do this, your attempts at establishing a brand will fail.

John Williams  
[Entrepreneur.com](http://Entrepreneur.com)



# BRANDING *crush:* drybar®



A couple of years ago I read an article about Ali Webb - founder of Drybar and was completely fascinated by her. She saw a need in the marketplace for women with curly hair who needed a place for a quick, easy and inexpensive blow-out. And since I was one of those curly haired girls, I found her to be utterly brilliant!. Instant girl crush!

As I read her story and learned about her approach to branding, I was immediately impressed, inspired and really wanted to meet her. Instant brand crush!

A recent article in Vanity Fair highlights the details of Drybar's beginning and personality...

"The salon's decor, brightly lit with yellow and white accents and a chic gray backdrop—a design-aesthetic formula that Webb has adhered to throughout the rest of her 72 shops (and counting)—speaks volumes about Webb as a person (and not just of her hair). The petite blonde tour de force is known for her sunny disposition. She recognized a void in the beauty industry and ignored tales of failed start-ups in order to create an entirely new category of single-service establishments."

Read her full story [here](#).

# Reading, Resources & Recommendations

for *female* entrepreneurs



1. [Branding Inspiration on Behance.net](#)
2. [Branding Crush: Drybar - Ali Webb](#)
3. [Branding Inspiration](#)
4. [Seven Twitter Accounts to Follow for Branding Inspiration](#)
5. [Be Inspired: 5 Websites for Branding Inspiration](#)
6. [More Branding Inspiration](#)
7. [8 Tips for Building your Personal Brand Image in 2017](#)
8. [5 Steps to Building a Personal Brand](#)
9. [10 Personal Branding Secrets to use for Social Media](#)
10. [On the Flip Side - Sheryl Sandberg says you don't need a  
\\_\\_\\_\\_personal brand.](#)