



## Lesson 6 – Social Media – Part I & II

### Practice

1. If you use already social media networks, you go over it again and see what you think should be improved. If you're happy with it, send me a link, and I'll go over it by recording a screen video. \*
2. Should you not use social media yet, then write down on a document, your idea of how you'd like to use them and your goals, and I will give you feedback.\*

\* For courses with Instructor only - [elarning@ciceronema.com](mailto:elarning@ciceronema.com)

Social Media: Facebook – LinkedIn – Instagram - YouTube

### Remember and be aware of

- **Power** and at the same time the **weakness** of social media
- **Focus** on the **group of people that you want to reach**, with what **purpose, result** and **what kind of message**

### Important to know

- Social media networks are **prepared in a standard format** and **use algorithms**
- **You have to be active on the social media to expect results**
- **Be interested** and read/follow interesting topics you find on the social networks
- **Don't forget to** read as well comments and reactions, and to react to it

### Do and don't

#### DON'T

#### *FB messenger*

- Use messenger for presenting yourself to presenters/promoters/managers, instead, ask for permission to write and ask them where they prefer to receive the message.
- Write a message right after someone accepted you as a friend.
- Send someone you just connected to, every day, or even more, emoticons, links to your videos, or what so ever.
- Start a chat right after someone accepted you as a friend.

### **Whatsapp**

- Never send a presentation message to someone you don't know at all!
- Stay away from Whatsapp, until a connection starts to write to you by Whatsapp.
- In general, especially people over 50 are not using this with strangers!

### **LinkedIn**

- Never write a message right after someone accepted you, instead wait a day or 2.
- Never send just a YT link of your video, or even worse, sending too many links and without an accompanying message.
- Never send a group message with an unclear message.
- In general group messages should be carefully handled and thought over.
- Be careful using the standard texts LKin is offering you, try to be more personal.
- After someone accepted you, don't write "welcome to my network."
- Don't send a friend request right away after you're accepted on LK to the FB profile of this person.
- Don't be pushy, like for example when someone reacts to you, keep on writing. Instead, wait a couple of days and let things develop naturally.

### **DO**

#### **FB messenger**

- If you really can't find out someone's email address, use messenger to ask for permission to write and where /for presenting yourself to presenters/promoters/managers. If they are positive, ask for their email address, or what way they prefer how you reach them.
- Follow the person you'd like to connect with on their posts and react to it originally and authentically.

#### **LKin**

- Connect only to people in your network that are useful to you/or are connected/related to your profession.
- Make an excellent profile with all of your work experiences, study and expertise. Use links and photo/video/logos.
- Make it as complete as possible. You can even use it after to send the link as a CV.
- Follow the person you'd like to connect with on their posts and react to it in an original and authentic way.
- Be interested and active. There are many great posts on LKin about interesting topics. Reading other people comments can be helpful.

Useful links:

<https://creatoracademy.youtube.com/page/lesson/music-discovery?hl=en>