

4 Social Media Blogs You Don't Want to Miss: Pt 3 Content and Facebook

Professional branding is your presence. Networking is your conversation. Content is your story. It is a cliché to say, "Content is king," but it is mostly true. Better to say, "Audience is king and content his queen." If you remember nothing else about content, remember to know your audience. Half the battle for compelling content that draws followers and builds connections is knowing your audience.

You must decide 1) who you *want* your audience to be and 2) who your audience already is. Start with demographics of age, education, field, but the important part is to know not just who you are in that demographic but who your followers might be. What drives them? What do they value? Who in their life is most important—friends, family, colleagues? What are their activities—hobbies, vacation spots, favorite things? What are their goals? What do they discuss most? Add your professional brand. When you find all the commonalities among you and your colleagues, you have an outline for consistent content for your social media.

You don't have to be a writer or wordy to have quality content. You do need to tell stories. For all of man's history, from the earliest cave drawings, we communicated through storytelling. Think about any conversation you had in the last day. You told each other stories. It might be what happened when the dog's leash slipped out of your hand on your walk. Maybe you shared an encouraging conversation you had with a colleague. Perhaps you expressed your aggravation with your mechanic.

Storytelling includes a photograph with a caption, YouTube or you video, and link to other people's content. Don't post those communications without adding a bit of you. Your money in the bank, your value is what you think about what you post. It includes the video of and the typical textual tips, failures, conference highlights, career opportunities, interesting TedTalks, personal passions, collaborators' contribution, book reviews, special event notices, resources, field-particular comics, trending topics, your blog link, volunteering moments, etc. Engage your audience in simple, interesting questions. Post according to your professional brand, but remember people connect with people.

Learn the customs of your various social media apps. LinkedIn is professional driven. Twitter is quick and casual. Facebook is method variety. WordPress or any blogging is a mic. All depend on one type or quality of content or another, and all depend on who you are and who want your audience to be.

Facebook

Just as birds looking for mates are attracted to the more colorful birds, Facebook users are more attuned to colorful, attractive pages and posts. With Facebook, you often have a personal page, to which you may add a sort of a sub-page or create a totally separate page on which to market yourself in colorful ways. This is your professional brand and networking rolled up into

one. This is advertising. It is more important here than most other social media apps to think of interesting content in a variety of forms.

Facebook has leeway for forms of content and usually starts with a network of family, friends, coworkers, and alum. Fauzia Burke in her online marketing book, "Facebook creates a platform and a community of savvy consumers connecting with friends, family, coworkers, and acquaintances to share advice, information, and recommendations. More than 30 billion pieces of content such as web links, news stories, blog posts, videos, and photo albums are shared each month. Facebook is thus one of the most important social media platforms for marketing and communication" (99).

In Forbes [Top Social Media Tips for Every Platform Part 1 Facebook, Twitter, and Instagram](#), "Every business in every industry needs to be on Facebook," Jakubovic says. It's the largest online social platform with over 1 billion users, and it can give you access to potential customers you couldn't otherwise reach. When used correctly, Facebook marketing outshines any traditional advertising."

Works Cited

Burke, Fauzia. *Online Marketing for Busy Authors*. Berrett-Koehler Publishers, Inc.: Oakland. 2016

4 Social Media Blogs You Don't Want to Miss, Pt 4 SEO and WordPress

SEO, hashtags, tags, links, images are all ways for people to find you in the vast space of the web. It enables people to Google, finding you. If you build a presence using those tools, people are more likely to find you whether they know you or your field. The more of these tools you use across your social media for professional branding, the more likely your current network builds and your future career moves.

Like the song, What's SEO, hashtags, tags, links, images got to do with it?

SEO and Tags

SEO refers to Search Engine Optimization, and it is how people find you in website listings. If you Google your professional brand tag, how far down the Google list do you show up? This is how visible you are to those looking for your service, product, or brand.

SEO is very important for blogs. Because of it, you focus on a few key words, or tags, that frequent your blogs and professional brand. It isn't an easy or quick task, but if you use tools such as, [Google Trends](#), [answerthepublic.com](#), and [SEO Tools & Search Engine](#) you make life a little easier for yourself. These tools allow you to punch in words to see how well they are trending. If they aren't trending, the tools will either show you topics around your words that are trending or show you another word close to your blog or brand topic. You may also purchase apps, such as plugins in WordPress, to do the work for you.

Hashtags

Along the same lines as tags are hashtags which is a # sign immediately followed by a keyword, like #writer. You use them to categorize your posts on social media such as Twitter, sometimes Facebook and LinkedIn, and other apps. If you want to network with nonfiction writers, you search #nonfiction or #NF to find your peeps. They find you, as well. If you want to find out which hashtags are trending, start typing in your word and look down the list that pops up, or use tools such as, [Social Mention](#) to search author, topic, or topic across web; [Union Metrics](#) to search topic, author, handle, or name to see how many reached by those tweets; or [Google Trends](#) for insights into traffic and geographic visit patterns good for news topic. [Top Hashtag Tracking Tools](#) gives you a rundown on available hashtag tools.

Make hashtags part of your professional brand. Develop a hashtag, representing you, to add to posts or tweets. You hope with time it catches on or that it propagates among your followers when they like or retweet your post. It is best to limit your hashtags per post to only a few per post and per your social media footprint.

In Forbes article, [Big Mistake: Making Fun of Hashtags Instead of Using Them](#), they write, "tweets that contain one or more hashtags were 55% more likely to be retweeted than those that did not include them ... a hashtag immediately expands the reach of your tweet beyond just those who follow you, to reach anyone interested in that hashtag phrase or keyword."

For more on hashtags take a look at Kevan Lee in his Buffer article, [How to Use Hash Tags: How Many, Best Ones, and How to Use Them.](#)

Links

Links from one of your blogs to another and links to popular, well-regarded sites build your Google ranking. In Google searches you are more likely to come up alongside a website like Forbes, if you link to their posts. The more embedded links to other sites the more likely you see traffic routed to your site.

Images and Videos

Adding images that are labeled for reuse from Google Images or videos from sites such as YouTube also have data that act like links. Insert them both because they are interesting, and they generate traffic. Intriguing photos are always better than clip art for the quality of your site.

WordPress

Blogging not only offers the opportunity for you to show your expertise, but it offers the opportunity to get your personal brand out through SEO, tags, and links that draw Google search engines and other bloggers to you. WordPress allows you to link to your Facebook and LinkedIn sites, so your posts are broadcast over your social media apps. Links to the blogs may also be copied to share on other social media apps.

Using WordPress need not be overwhelming as you see in this short tutorial, [Posting WordPress Blogs](#). Plus, remember the audience and content we discussed in “Pt 3 Content and Facebook.” How often you blog depends on how much you want to get out of it. Every week is optimal, but 2-3 times a month still nets you value.

You may use blogs such as Medium and LinkedIn to post, but WordPress is most often used for a good reason—it is easy to set up and use and it connects to most other bloggers. It is a way to build your professional brand. Fauzia Burke in her online marketing book, “Although blogging may not provide instant gratification, it should be viewed as an investment in your career, brand, and future ... Blogging is a gateway to building your personal brand. Each blog offers the opportunity to share your knowledge and expertise and build a following. With a little bit of focused effort, a plan, and allotted time, you can become known as an expert or thought leader in your industry” (80, 81).

All those tags, links, and SEO connect your social media apps to establish an online presence through content for your professional brand that, in turn, enriches your networking. The best part is there is no last say in social media. The interactions and possibilities are endless.

Works Cited

Burke, Fauzia. *Online Marketing for Busy Authors*. Berrett-Koehler Publishers, Inc.: Oakland.
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