

Social Media Tips for Busy Entrepreneurs

By Jonathan Mills Patrick

*Note - some of this content comes from coaching I received from Fernando Cao (@thefernandocz on Twitter). Some came from other contacts, such as Mark Schaefer (@markwschaefer) who is a friend (he lives in my hometown) and has the most read book on Twitter in the world.

*Reminder - I'm no expert. But, I've been lucky enough to build up a following of over 20k across platforms.

Profile optimization

- 1) Use a high quality photo. Preferably of your face, so that it humanizes you to the audience.
- 2) Your bio should:
 - a) Start with the benefit to the viewer.
 - b) Include social proof/experience.
- 3) Preferably one link, but if not use a service such as linktr.ee or bio.link.
- 4) Pin one of your best posts, or the most relevant, to the top of your feed.

Posting content

- What to post
 - Focus on one platform. Build it up and then start cross posting.
 - Deplatforming is hard, but you should start doing it once you have a solid following.
 - Pick a niche. Preferably a niche within a niche.
 - Regularly save content as source material.
 - Use [power words](#)
 - Not sure what to say? Pick people to emulate.
- Fernando's checklist
 - Is it actionable?
 - Is it relevant?
 - Is it simple to read? Hemingway to check if 5th-grade writing
 - Is there ONE BIG idea?

- Is it low-effort to action?
- **“So what?” How does this massively benefit the reader?**
- Does it use polarising & power words that evoke strong emotions (curiosity, new perspective, exaggerated benefit)
- Does it use specific numbers?
- Does it call out a general audience?
- Does it show credibility?
- Structuring a post (Fernando’s way)
 - Header (tell stories)
 - One sentence explaining what it is.
 - One sentence or 3 bullet points explaining why it’s important
 - One sentence or 3 bullet points explaining how the reader can apply it

Engagement

One of the best pieces of exposure I have received is “hijacking” other peoples posts. I set time aside, every work day, to comment on other people’s posts.

Rules of commenting:

- Use a mix of text responses or emotes/likes/hearts/etc.
- Focus on your Dream 100 (a saved list of people that you really want to engage back with you).
- Don’t just say you agree/disagree. Add substantive value.
- Take a stance. But, be careful of being too polarizing. This has worked for some, but I don’t recommend it.
- Do NOT go into pitch mode. Build up the relationship over time until you have some social equity.

For people that engage with your content, do the following:

- Send them a message thanking them for engaging and then ask a relevant question. I will usually look at their profile and pick something interesting from that, like their business.
 - Ex. “Hey, [Name], thanks for engaging with my content. I look at your Fractional CFO business. What made you choose that path?”
- Do NOT go into pitch mode. Build up the relationship over time until you have some social equity.
- Consider using research as a way to connect with people. After you have built up some degree of relationship.
 - Ex. “ Hey, [Name]. It’s been really great connecting with you on this platform. I’m researching [topic] and I wondered if you have any experience there (they will if you have sourced your Dream 100 correctly)? Could I ask a few questions?
 - This should feed into your Pains and Goals doc.