



Episode 18

Jenn Herman on: **Social Media Success Checklist**

<http://www.justaddhustle.com/session18/>

By day, Jenn Herman is a Director of Marketing for an aerospace company.

By night, she runs **Jenn's Trends**, a popular blog that shows you how to make the most of social media.

Are you using social media to grow your writing business? I'm not.

I've always found Facebook, Twitter, Pinterest, and social media in general to be confusing, overwhelming, and frustrating.

Unfortunately, I also felt like Just Add Hustle (as well as my copywriting business) was missing out because of my social media struggles.

If you've ever felt the same, keep reading.

In this Social Media Success Checklist, Jenn walks you through a simple step-by-step process to use social media to grow your writing business.

Social Media Success Checklist

1. Know Your Target Audience

Jenn says, "Social media is a conversation. And if you don't know who you're talking to, you can't have that conversation."

If you're a blogger, who is your ideal reader? If you're an indie author, who are you writing for? If you're a copywriter, who is your dream client?

The point is, get crystal clear on who you serve before tackling social media.

Did you...

- ☐ Identify your target audience?
- ☐ Go where your audience is (i.e. blogs, forums, etc.) so you can get a sense of their voice, challenges, passions, and goals?

2. Choose Your Social Media Platform

There are now thousands and thousands of social media platforms out there -- it's overwhelming! Fortunately, you can ignore the vast majority of them.

Jenn recommends starting with one or two social media platforms. Once you've mastered one platform, move on to the next one.

Did you...

- ☐ Start with one or two social media platforms?
- ☐ Choose a platform where your target audience is active? (i.e. it's probably not a great idea to go all-in with Pinterest if your target audience is active on LinkedIn.)

3. Choose Relevant Usernames

Your username is how you're known on social media. So treat your username as a powerful branding opportunity.

If you're building a blog, it makes sense for your blog's title to be your username. If you're an author, your name (or pseudonym) makes sense.

Keep in mind, whatever username you choose, you want it to be consistent across ALL social media platforms.

You'll confuse your audience if you're "Joe_Smith_Author" on Twitter but "BookwormBlog" on Instagram.

Did you...

- ☐ Choose a relevant username?
- ☐ Keep your username consistent across all social media platforms?

4. Keep It Consistent

If you're new to social media, it can all seem more than a little overwhelming.

You have to keep track of social media platforms, creating content, posting the content, interacting with followers -- ahhh!

Thankfully, Jenn says less is more with social media these days. Quality beats quantity. The secret to success, though, is consistency.

If you can only post once or twice a week, fine. Just keep the quality top notch and post consistently.

Did you...

- ☐ Set a posting schedule? (i.e. 1 x week, 2 x week, daily...)
- ☐ Stick with that schedule?

5. Determine WHY You're On Social Media

Why are you on social media?

Is it to build your email list? Increase brand awareness? Generate revenue?

When you know WHY you're on social media, you'll know WHAT kind of content to create.

And when you know that, your efforts with social media will be easier, more fun, and more effective.

Did you...

- ☐ Clarify WHY you're on social media? (i.e. to build your email list, drive traffic to your blog, etc.)

6. Create A Social Media Strategy

The first five steps in this checklist all lead into this one, final step. This is the "One Ring" to rule them all.

You MUST have a social media strategy.

An effective strategy provides a clear, actionable roadmap for social media success.

So for example, "I want to grow my email list" is NOT an effective strategy. Why? Because there's nothing specific or actionable about it.

A better strategy would be something like, “I want to add 100 new subscribers to my email list per month by posting relevant content two times per week to my Facebook and Twitter accounts.”

Does your social media strategy include...

- ☐ A posting schedule?
- ☐ A content strategy? (i.e. links to your blog, video marketing, curated content, etc.)
- ☐ A definition of what success looks like for you? (i.e. 100 email subscribers per month, 2 new leads per week, etc.)
- ☐ How you'll measure what's working and what's not?

Social media can feel overwhelming.

That's why I appreciate Jenn breaking down this beginner's guide to social media for us.

Personally, I haven't bothered that much with social media. It overwhelmed me. But, thanks to this checklist and my chat with Jenn, things are about to change.

I'm definitely going to ramp up my social media efforts. (And in case you're wondering, my “why” for being on social media is to grow the Just Add Hustle email list.)

What about you?

Do you plan on getting more active with social media to grow your writing business?

You can learn more from Jenn about how to make social media work for you right [HERE](#).

Enjoy!

Jenn's big takeaway for you:

“Social media is a conversation. And if you don’t know who you’re talking to, you can’t have that conversation”.

Learn more:

- <http://www.jennstrends.com/>
- <http://www.justaddhustle.com/session18/>

Until next time...

Stay hungry and keep hustling!

-- Paul