Setting up on Social Media

Social media is your friend when it comes to marketing The Advantage. I would suggest that you start by choosing one or two platforms that you believe are most likely to reach your target audience.

I’ll cover the general platforms here, but if you think (or know) that there is a particular forum that your target audience engages with, I’m happy to arrange to take a look around and talk with you in more detail about that platform.

Otherwise, the obvious choices are facebook, twitter and/or linkedin.

1) **Facebook:** https://www.facebook.com/

Signing up for a facebook profile is a fast and effective way of creating a stage and finding and audience for your marketing. You have to sign up as an individual first, after which you can create a page with which to engage the market. If you prefer, we can make you an admin on our own *The Advantage* page - this will depend on your setup. For most models, maximum exposure will probably come from a combination of your own business page and access as an admin to ours.

* To sign up, click “sign up” and fill in the boxes.
* Create a basic personal profile then click the arrow top right and choose “create page”.
* Do not choose local busines or place as this is location specific - choose company, organisation of institution
* Now from the dropdown: This will really depend on your market. I would recommend you choose Consulting/Business Services, particularly if you are only planning on marketing The Advantage via this facebook page. An alternative would be to choose Small Business, particularly if you are offering The Advantage as an element of your own portfolio under your own business name. It is really down to how you plan to use the page - whether purely for The Advantage or to market your wider portfolio of services. But either of these could sit comfortably under the Consulting/Business Services mantle.
* Now click “Get Started” and follow the step-by-step process to set up your page.

2) **Twitter:** https://twitter.com/

Signing up for twitter is a very simple process (click the sign up link top right, fill in the boxes!) and gives you instant access to a huge potetial market as well as a means to directly contact potential clients. If you chooose who you follow (see “follow up” below) with a degree of care you can set yourself up with a steady stream of shareable content that you can retweet with a single click. Twitter is a great way to find like-minded people and create relationships with them, building a base for successful relationship marketing.

If you don’t want to be active on twitter as yourself, we have a twitter login specifically for you to login and use - details are below.

3) **LinkedIn:** https://www.linkedin.com/

A linkedin account is invaluable to any professional. It is a little slower to create from scratch, and takes a little longer to build - think of it as akin to filling in a job application form. But once your profile is created, you have a ready-made showcase for your skills and abilities, knowledge and experience. You have the capability to publish your articles to the LinkedIn community and can interact with potential clients and collaborators via groups and company pages. Once you have a profile we would recommend that you work within our existing groups and pages as listed below.

**Follow up.**

Now that you’ve created your social media profiles, the most important thing you can do is to SHARE them.

1) **Follow:** The very first thing you should do after setting up a social media profile is to spend a little time searching the platform for other people to follow. Look for your friends, look for your family, look for your colleagues, look for like-minded individuals. Look for companies that you admire. Think about people you would love to work with and prioritise these. You don’t HAVE to use the search function to find these individually - most platforms will have suggestions to get you started. They might offer to import your email list or your friends from another social media profile. Most company websites will include their social media links either in their footer or on their “contact us” page. Once you’ve found a few you like, take a look at their friends or followers to see who else might be of interest. The more people you follow, the more will follow you back, and the wider your audience becomes.

2) **Email**: Add your social media profiles to your email signature: If you have one of our email addresses you can do this as follows:

* To set a signature, click on the little cog top right and choose settings.
* Scroll down until you see the "Signature" box.
* Change the radial fron "No Signature" to "Signature" and type in your name, title, email, phone number - whatever you choose.
* You can add your social media profile links as text at this point. Add the urls, highlight the text and click the button with a linked chain to make the links live.
* Alternatively you can add linked graphics to your signature. Download our logo from the secure section of the website, and you can either find some social media logos via google that you like, or use those in The Advantage Logos and Brand zip file from the secure section, saved to your own computer. To add these into your signature, just click the little box with two mountains in it and follow the instructions to insert an image. Then select the image from your files and choose the button with a linked chain to “link” the buttons.

You can add our logo in the same way and link direct to https://www.unimenta.com/the-advantage.

3) **Sharing:** Social media is ALL about sharing. Share our content, your own content and The Advantage. But also make sure to share other useful content from around the web. Aim for the infamous Social Media 4-1-1: for every 6 pieces of content shared, 4 should be content from your market (infographics, articles, blog posts, whitepapers, resources), one should be original free content that you or we have created (our infographics, webinar recordings, mini ebooks), and one should be a sales piece (a registration link, coupon, offer, etc.). Most articles, blog posts, images, resources, etc will have a built-in share function that allows you to pin /tweet /facebook share directly from the source. This saves a lot of time!

Consider signing up for a hootsuite account: you can sign up to hootsuite for free, then share a single post to all of your social media streams at the same time, saving you the time and hassle of logging in and reposting to each individually. https://hootsuite.com/en-gb

4) **Linking:** Make sure that anywhere that you have the opportunity to link your social media profiles, you do. If you’re commenting on a blog or news article about soft skills, opt to login with facebook or twitter. If you are signing up for meetup or eventbrite, either to access other events or to promote your own (or even to check out any local competition!) make sure your social media profiles are linked from event pages. The idea is that if anyone sees your name or a comment you have made and likes what you say enough to click on it, they will be taken to one of your active feeds and can find out more.

5) **Let us know**: maybe this should be first, but if you have set up a new profile, a new event - anything at all to promote The Advantage, add us if you can find us, AND email me to let me know. I want to add you back, to share you with our members and followers, and to promote you as widely as possible. On the new website we will have an improved directory for licensed trainers, and we want to be sure that your contact details, including social media, are there for all to see. We also want to shout about your events to all of our contacts!

**Things to avoid on social media**

My personal advice would be to keep as neutral a stance as possible on social media. Try not to get drawn into arguments between individuals or into political debates or alteractions. Treat these as professional platforms and act as you would in any professional workplace. Apply common sense rules as you would to spam emails to weed out scammers and trolls. If you ever have the slightest doubt about posting or sharing something, don’t post it. Empathy is our strongest tool when it comes to social media marketing - really listen to your online community and let them lead you when it comes to sharing content. If you can truly understand their standpoint, you can sell the training to them.

**The Advantage and Unimenta Social Media Groups and Profiles**

**LinkedIn:**

**https://www.linkedin.com/groups/8581637**

We now have one, consolidated LinkedIn group, **Soft Skills and Experiential Learning** and encourage you all to drop by and join the conversation, as well as sharing the link with prospective clients. It’s a great place to share videos, articles, research and related news, and to start asking questions that relate to your personas, as per Chris’ training session.

**Facebook:**

**The Advantage Licensed Trainer Closed Group:** [https://www.facebook.com/groups/435342346640700](https://www.facebook.com/groups/435342346640700/?fref=ts)

A closed space for communicating with one another, sharing, chatting, generally keeping up to date.

**The Advantage:** [https://www.facebook.com/TheAdvantagebook](https://www.facebook.com/TheAdvantagebook/?fref=ts)

This is where we share relevant news and information about The Advantage and the seven soft skills in general – the Daily Tips are published here, and we share relevant content, whitepapers, features, videos, etc.

**Unimenta:** https://www.facebook.com/Unimenta

Here we share relevant content related to soft skills, training, CPD, HR – items of interest to our membership base. We also publish the newsletter here each week and promote our webinars. We are currently trying to boost engagement with this page, sharing anecdotes and encouraging others to do the same. It would be great for some of you to join in!

**Twitter:**

**@unimenta** – Emma Sue’s twitter handle

**@AdvantageSkills** – your Advantage twitter handle! Use this to share, to promote and to communicate. The password is El1zabeth@123

**Hashtags:**

Use **#softskills** first to maximise searchability.

Add **#AdvantageSkills** if relevant.

We also use **#unimentashares** when we share news stories relevant to the wider Unimenta community.

**Pinterest:**

<https://www.pinterest.com/unimenta/>

Pinterest is a no-brainer for us as it is ideal for sharing infographics, resources, quotes, inspiration, exercises, and is particularly popular with teachers and trainers around the world (probably second only to crafters and homebakers!). If you’re not using pinterest, it is worth signing up and having a look around - it might seem confusing at first but you’ll be hooked in no time.

We have boards covering the soft skills, HR & training resources and similar content. I’m more than happy to create shared boards with you or to extend our existing boards to your profile.

We also have a board dedicated to useful marketing resources for you: <https://www.pinterest.com/unimenta/licensed-trainer-sales-marketing-resources/>

**YouTube:**

<https://www.youtube.com/channel/UCQ2f5jBRtD_sDxtNBsihjwA>

We really want to increase our subscribers to YouTube this coming year. At present we use it to share our webinar recordings and videos we’ve had made, but next year we’re also hoping to add some video shorts about soft skills. If you want to get involved in our YouTube account, or have any suggestions for content at all, please let me know. Also happy to publish anything you produce that is relevant.