



Writing for Likes: The Ins and Outs of Social Communication

January 21, 2016

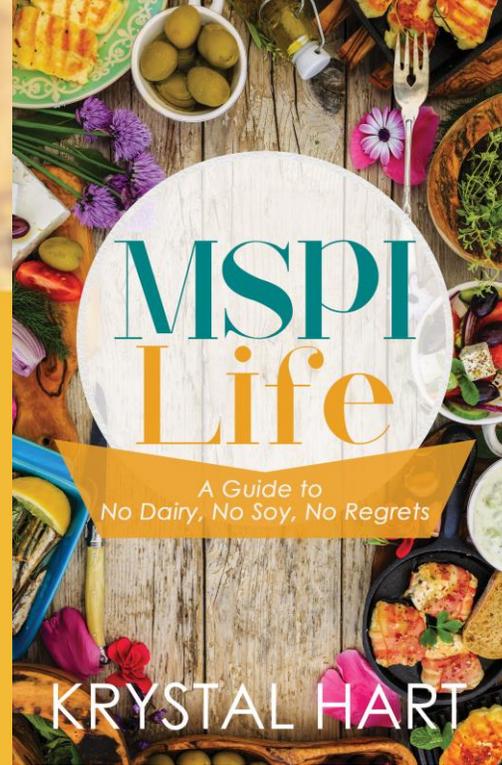
Savannah State University

QEP



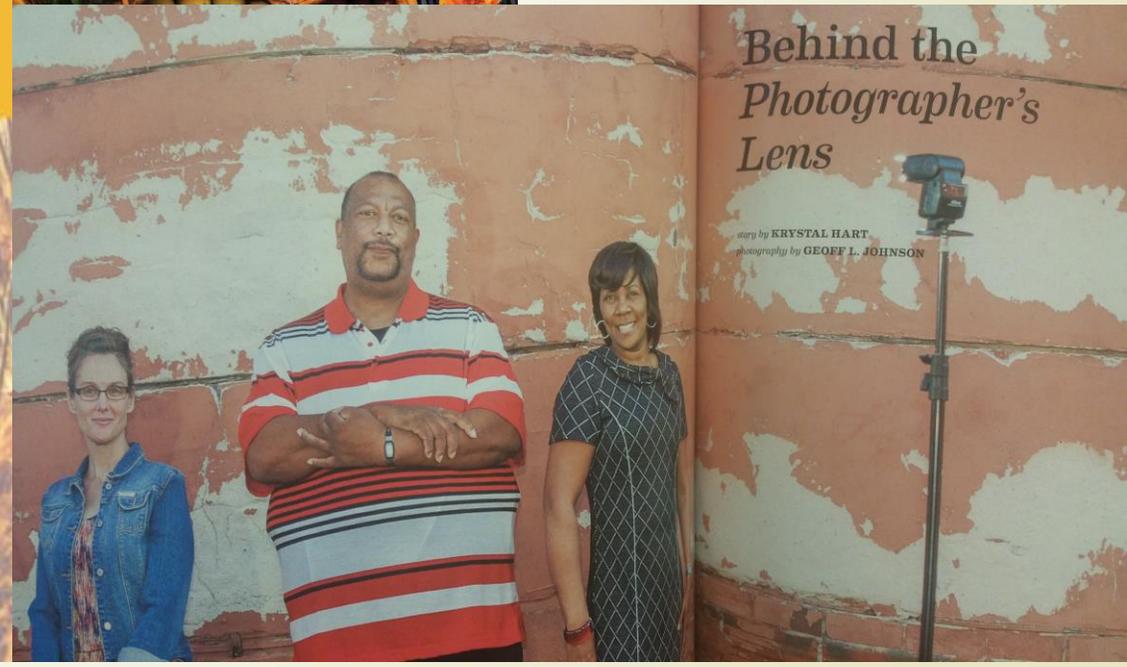
My Write Life

Admit when you have made
a mistake and move on.
Excuses only make the
situation worse.



Books.
Blogs.
Business.

www.heartofharts.com



56 Ways to Get Paid

- ▶ Public Relations strategies
- ▶ Communication plans
- ▶ Strategic action plans
- ▶ Analyses
- ▶ Infomercials
- ▶ Promotional video scripts
- ▶ Business letters
- ▶ Interviews
- ▶ Profiles
- ▶ Surveys
- ▶ Travel reviews
- ▶ Newsletters
- ▶ Live event reporting
- ▶ Human interest stories
- ▶ Website copy
- ▶ Social media content
- ▶ News releases
- ▶ Media/Content kits
- ▶ Speeches
- ▶ Essays
- ▶ Resumes
- ▶ Cover letters
- ▶ Applications
- ▶ Brochures
- ▶ Copyediting
- ▶ Research papers
- ▶ Blog posts
- ▶ Poems
- ▶ Mission statements
- ▶ Vision statements
- ▶ Value statements
- ▶ Meeting minutes
- ▶ Recipes
- ▶ After Action Reports
- ▶ Scripts
- ▶ Menus
- ▶ Taglines
- ▶ Slogans
- ▶ Emails
- ▶ White papers
- ▶ Policies
- ▶ Books
- ▶ Case studies
- ▶ Memos
- ▶ Billboard content
- ▶ Magazine features
- ▶ Annual Reports
- ▶ Editorials
- ▶ Invitations
- ▶ Marketing Material
- ▶ Programs
- ▶ Presentations
- ▶ Cards
- ▶ How-to guides
- ▶ Bios
- ▶ Short Stories



My Sweet Spot

- ▶ Website Copy
 - ▶ Blogs
 - ▶ Social Media Content
 - ▶ Human Interest/ Feature Stories
 - ▶ News Releases
 - ▶ Strategic Plans
 - ▶ Email marketing
- 



The Secret to Successful Online Communication

- ▶ There is no single way to do social communication that will produce optimal results every time
 - ▶ It is more of an art than a science that requires constant attention and practice to develop your craft
 - ▶ One way to describe it is in relation to the sport of boxing. You must know the rules of the sport, condition, study your opponent, then get in the ring. Once in the ring, your ultimate goal is to get the win. Most people want a knockout but the challenge is that you...
- 



Principles



- ▶ 1. Social communication is all about being SOCIAL. You have to put forth an effort to build authentic relationships.
- ▶ 2. People want a conversation. You have to build it to opportunities for action one conversation and one engagement at a time.
- ▶ 3. People embrace authenticity. They want real content from real people.
- ▶ 4. Social media is a 365- campaign. It is an ongoing commitment to be present and be part of your customers online experience.
- ▶ 5. Understanding your audience is equally important to the way you communicate with them. Knowing their needs, wants, and habits helps you tell the right story at the right time in the right way.
- ▶ 6. Each platform allows you to highlight different aspects of your brand and tell your story in different way. Learn the platforms and understand how it ties in with your brand
- ▶ 7. Quantity and quality are equally important.



If you don't remember anything else...

- ▶ You can get paid to write!
 - ▶ Find your passion; create your life.
 - ▶ Figure out how to best tell your story in a way the audience for the platform wants to receive it.
 - ▶ Experiment with new things, record results, and respond to the information.
 - ▶ AUTHENTICITY wins. Creating good content should be at the core of everything you do if you want to make an impact.
- 



Follow Me! Join My Mailing Lists! Contact Me!

- www.mysparrowcommunications.com
- www.mspilife.com
- www.heartofharts.com
- Instagram @krystalbhart and @mspilife
- Twitter @krystalbhart
- Periscope @krystalbhart
- Also on LinkedIn, Pinterest, and Facebook as Krystal Hart