



Social Media Tactics

Dr. Luis C. Almeida



Connect With Other Page Admins In Your Niche

Intent: Cross Promote Each Other

Example: Health Industry

Context: You Are A Representative of BCHC; Your Potential Partner The Manager of YMCA

- 1) Go to their establishment and schedule a formal appointment with them
- 2) Before you come to the actual meeting, learn as much as you can about their business
- 3) When you do meet, propose cross promoting each other on Facebook once a week
- 4) We agree to promote your walk Indoor program. You agree to promote our Event

This can be a great way to become visible to their audience.



Add Facebook To Your Email Signature

Intent: Make it is easier for your audience to indirectly like you page

Example: Put your Facebook address on your signature

Context: When sending or replying an email message

- 1) In gmail, long in to your account
- 2) Look at the gear and select settings
- 3) Under the general tab, look for the signature box
- 4) Click Save changes

Your audience might follow you on Facebook simply by receiving emails from you



Comment on Other Pages as Your Page

Intent: Show That You Care About Their Opinions

Example: Thank you for sharing! Do you have any other tips about...

Context: Yours and Theirs Facebook Post

- 1) Log into Facebook
- 2) Look for an account in your niche
- 3) Participate on their threads. Make a nice statement about their post
- 4) Do it Again and Again.

Your audience might follow you and engage back on Facebook because of you generosity.



Add A QR Code To Your Business Cards

Intent: To Give Your Audience Alternative Ways To Discover You On Facebook

Example: By creating a QR code with your facebook's URL

Context: Informal Conversation

- 1) Go to a restaurant in town or a sub shop
- 2) After you live the establishment, make sure to leave behind one of your business cards behind
- 3) Repeat the process in multiple locations
- 4) Do it Again and Again.

Your audience might follow you and engage back because they find You



+



=

Success For Both

Guest Curate For Other Pages

Intent: To network. It increases your visibility in your niche

Example: Write a post a month about the importance of exercising for optimal health

Context: Curate content for them with the understanding they give you back credit to your page

- 1) Go to the Y's social media manager and propose the "Heathy Thursday" tips by you.
- 2) Write or share interesting posts on the topic
- 3) At the end of each update, make sure they include a shout-out, "curated by "BCHC"
- 4) Do it for six weeks and revise

Work is important and so is network



HAHAHA

Use Humor Appeal

Intent: Humor is the primary mechanism for bonding

Example: Share a joke about health that induces the audience to perceive you to be approachable

Context: By making them laugh it might make them more open to follow you

- 1) Go to Facebook and post a humorous post that you created
- 2) Make sure to only seek communities with similar number of fans as yours in your niche
- 3) Do it for three weeks and revise accordingly

If your audience laughs with you, they might follow you

Ask Questions
Run A Contest
Like And Share
Post Consistently
Use The 90/10 Rule