



GETTING STARTED WITH SOCIAL MEDIA

Let's check in with your content! Are you offering value? Solving your audience's problems? If not, it's time to revamp that content strategy. Valuable content is what engages people the most and keeps them coming back, therefore the algorithm will always favor it!

Having a sound brand is so important when it comes to credibility, so what does yours look like? Have you been sticking to consistent fonts and colors? Have you been using a variety of content styles? These are all elements that will affect how your content performs.

START WITH YOUR BIO

PHOCAL

Do you have...



A 'Social Friendly' cover photo?



A searchable name?



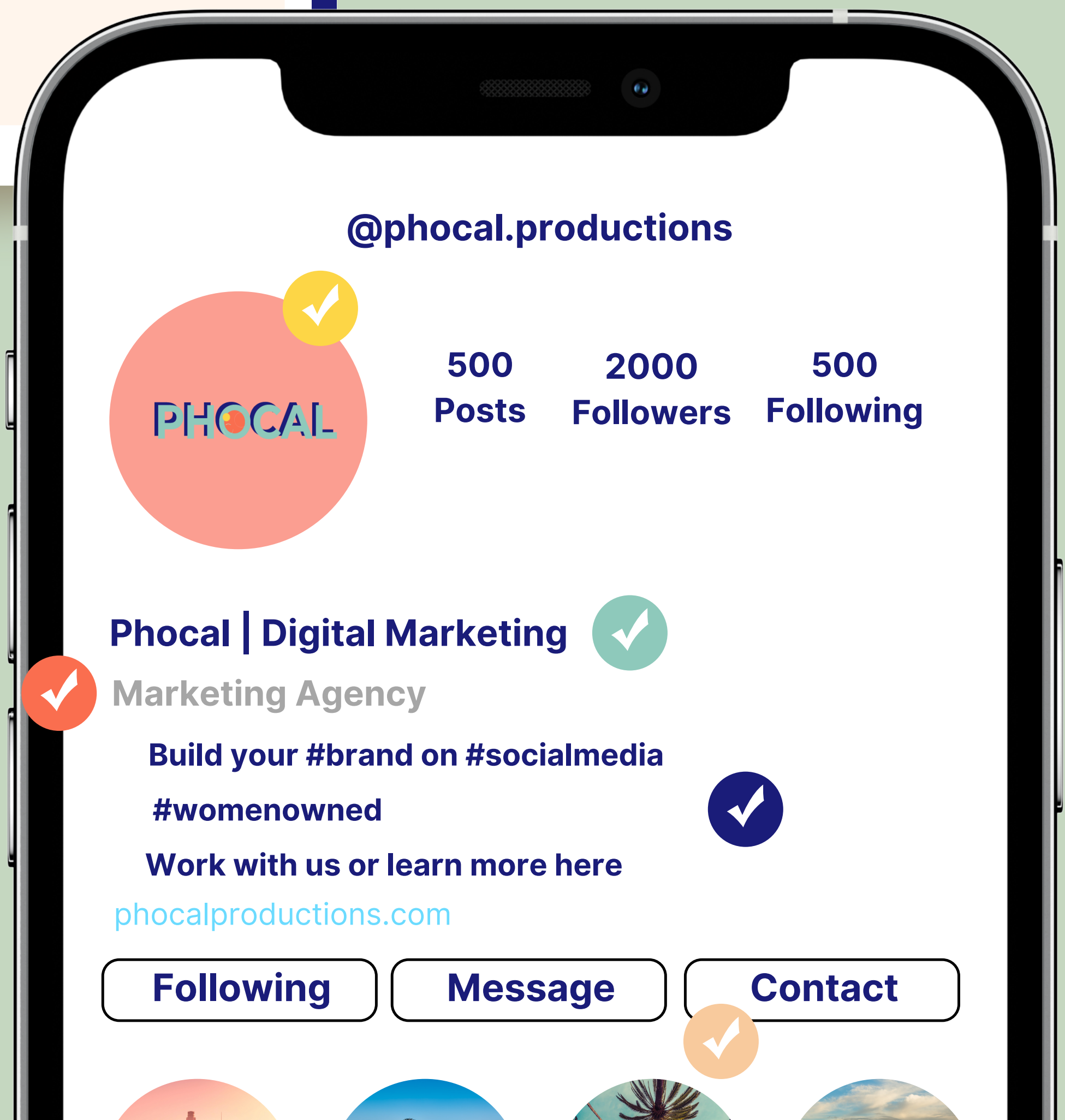
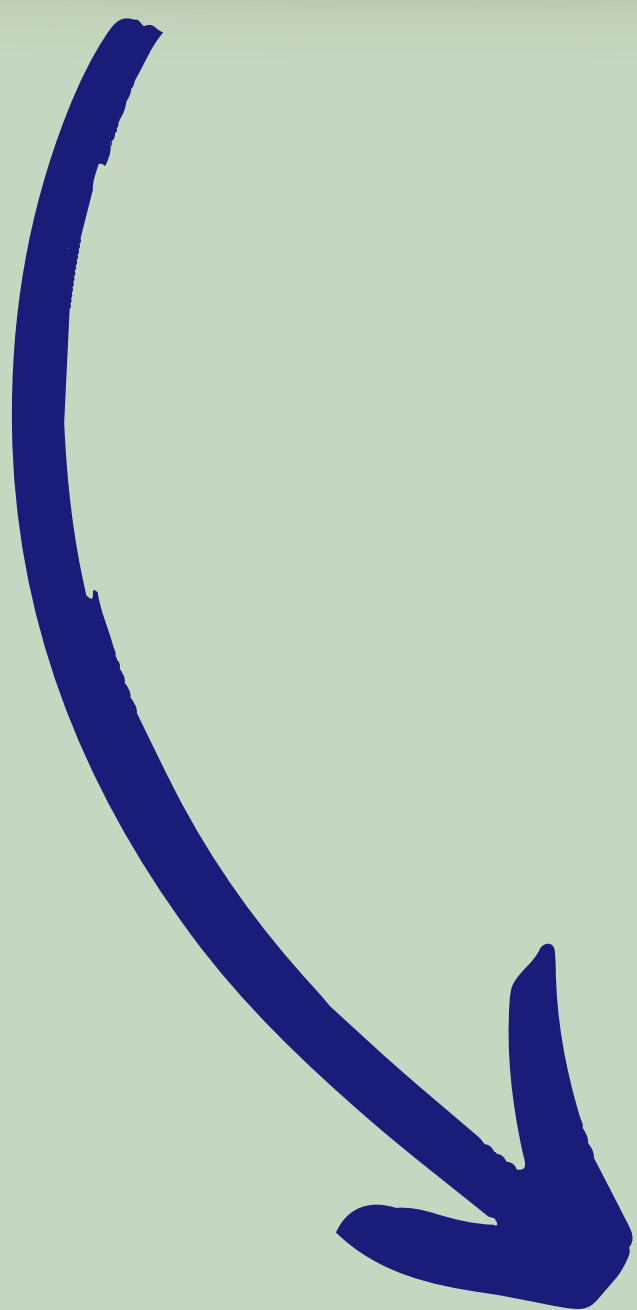
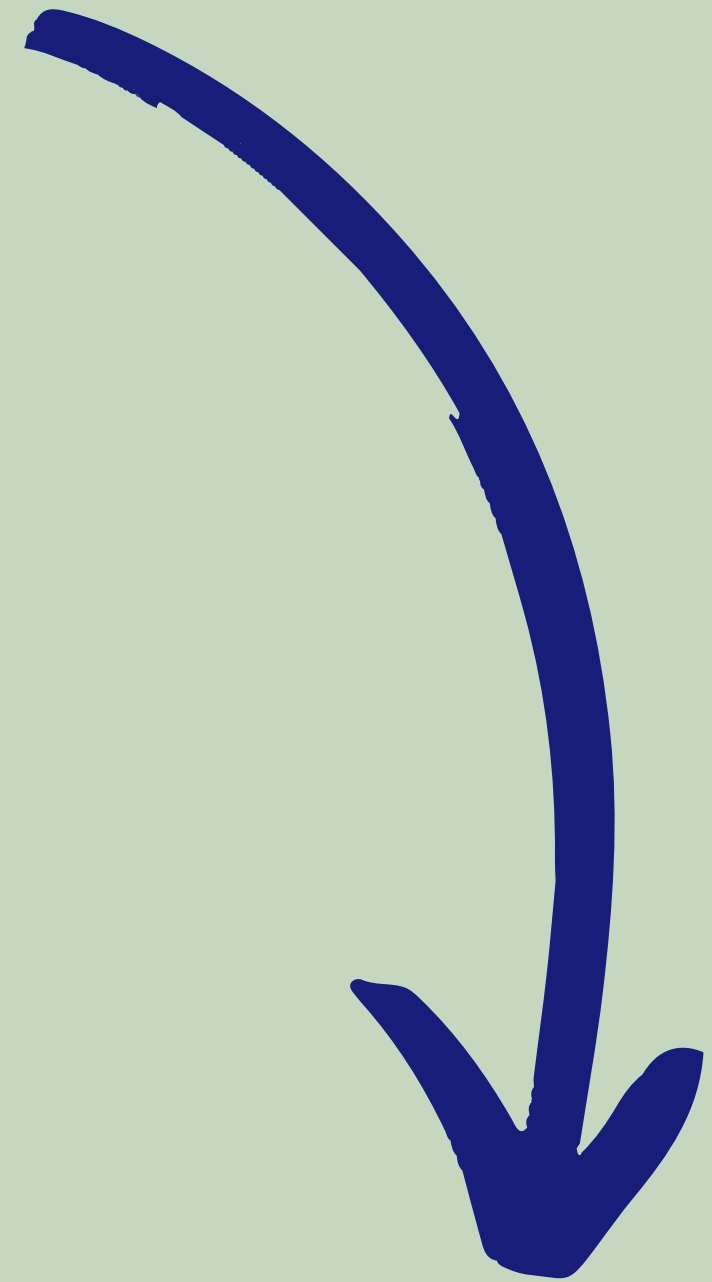
Visible Contact Info



A Business/creator account?

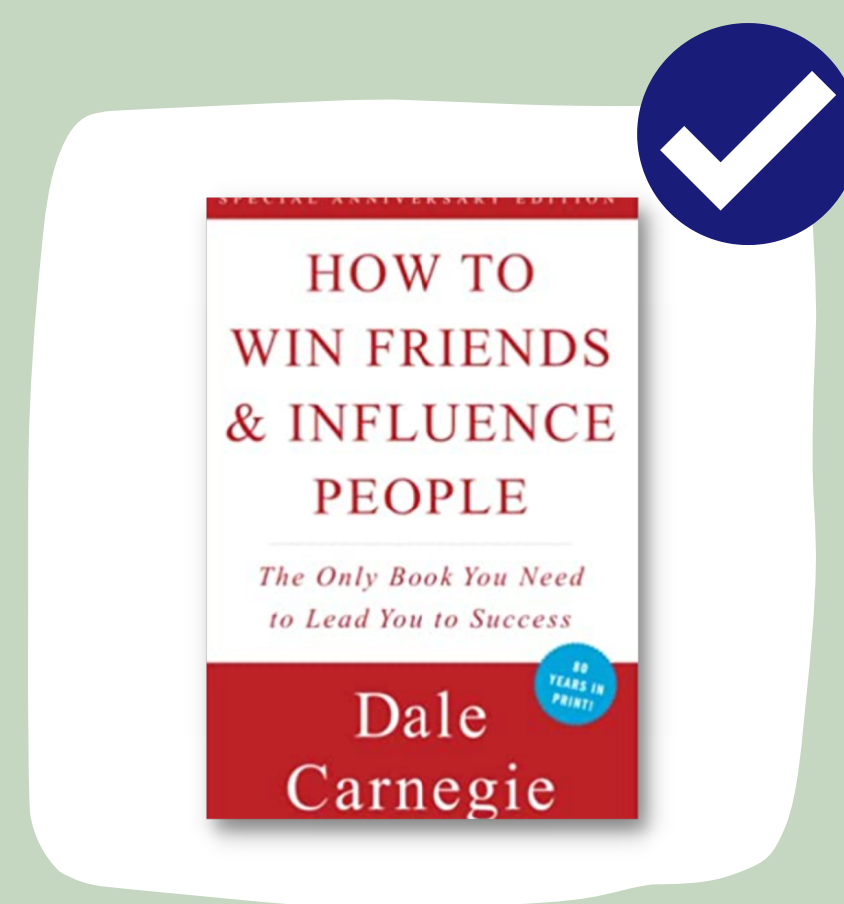
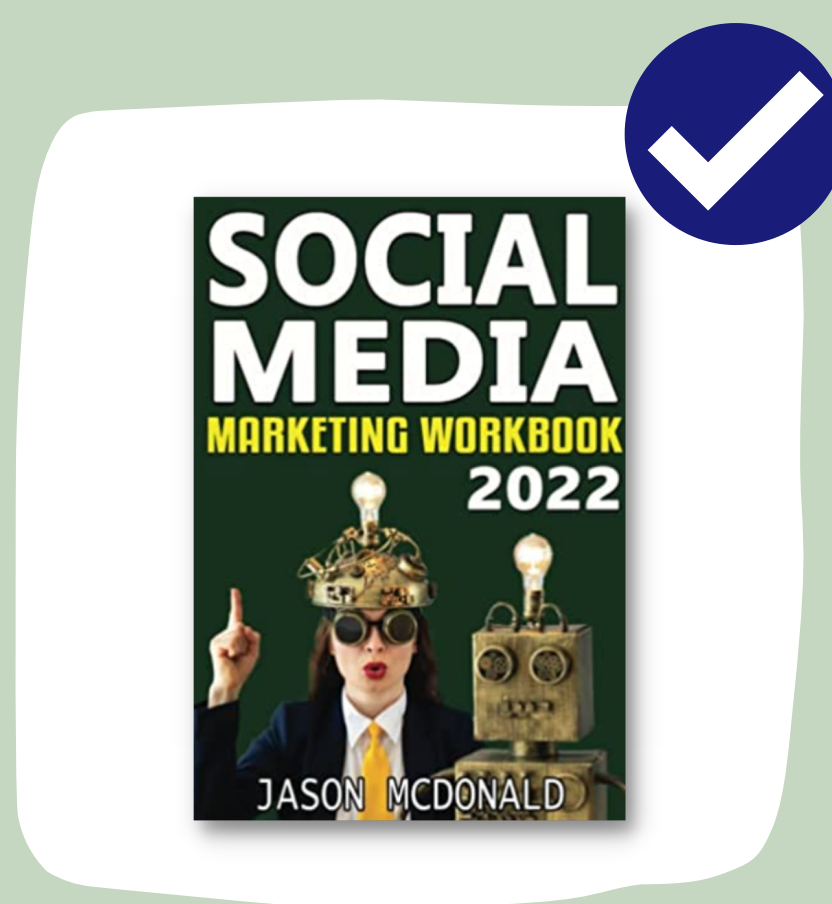


Links and hashtags



EDUCATE YOURSELF

Here are our favorite books to prepare you for social media success!



Click on each book to purchase/learn more

PHOCAL



START MAKING CONTENT

1

FIND A TOPIC

Think of something you enjoy talking about.



2

RESEARCH

Gather information on your topic. Research the top hashtags for your niche



3

WRITE

Write down everything relevant to the topic.



4

SHARE

Share what you've learned with others.



STAY CONSISTENT



Post every
other day to
your feed!



Take advantage
of Reels! (3x per
week!)



Post stories
multiple times
everyday!

Reply to all your comments and engage with you target demographic!

Questions? Don't be afraid to ask!

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