



Social Media Content Trends to Spark Engagement

Brandy Savage



Social Media Content Trends to Spark Engagement



Brandy Savage



Will this be recorded?



Ask Questions in the chat

This Week's Homework

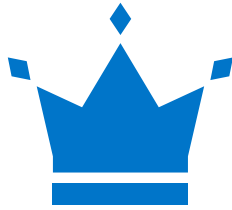
- Must be a member of the Million Dollar Pipeline Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am PST/12pm EST in the group



Let's get into this content!



A word about Content Creation



Content is KING!



Trial and Error



Authenticity reigns

A man and a woman are sitting on a dark-colored couch, smiling at the camera. The man is on the left, wearing a light-colored button-down shirt, and the woman is on the right, wearing a light-colored knit sweater. In the foreground, the top of a laptop is visible. The entire image is covered with a semi-transparent blue filter. A white border is visible around the edges of the image.

Stop using your personal profile for your business!

What's Your Brand?



Create what makes sense for YOUR business!



Your content should connect
with your ideal audience

Local

Stage in funnel

What action are you trying to get your audience to take?



Your Bio

Your Name

Location You Serve/Ideal audience

Link to your website/other calls to action



Video Killed the Radio Star!

- Video is THE most consumable content
 - YouTube
 - TikTok
 - IG Reels, Stories
 - Facebook Stories

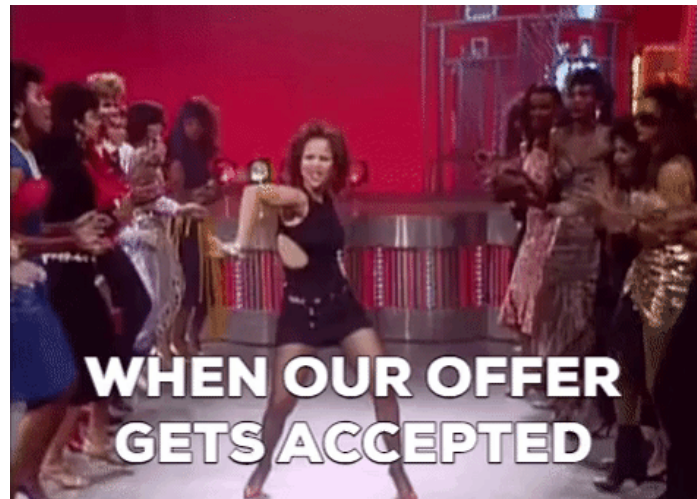
Be Visual

Photos

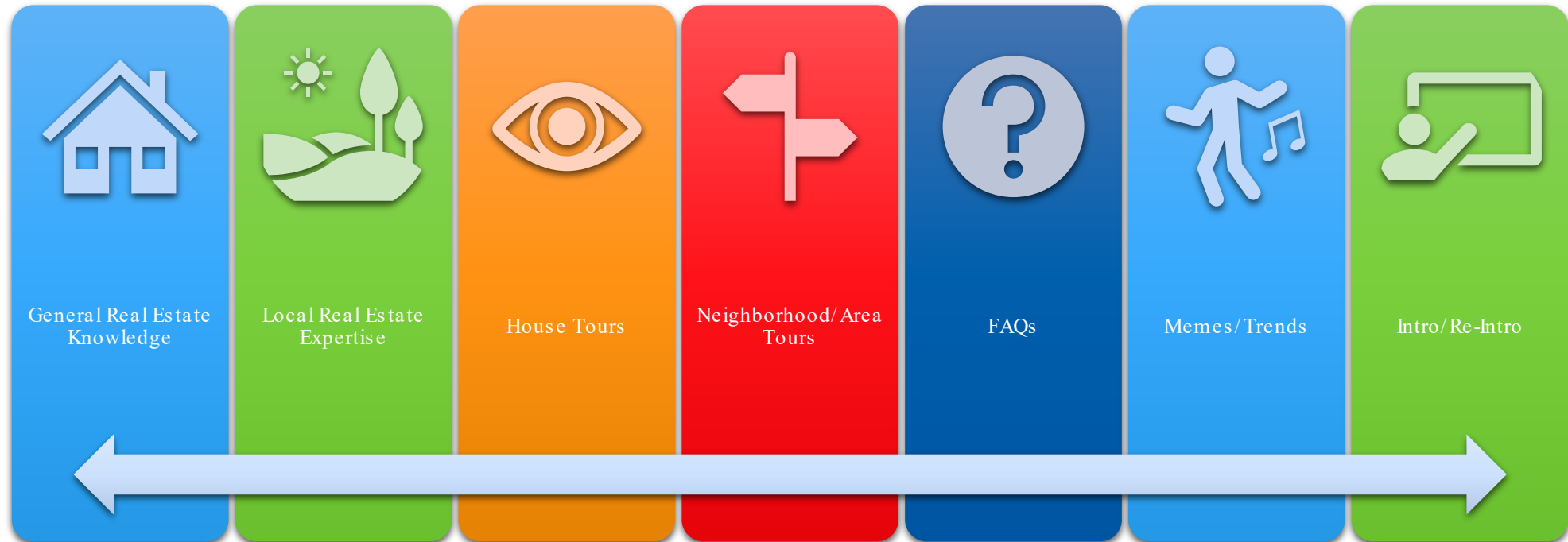
Photo
carousels

Infographics

Animations



Content Themes



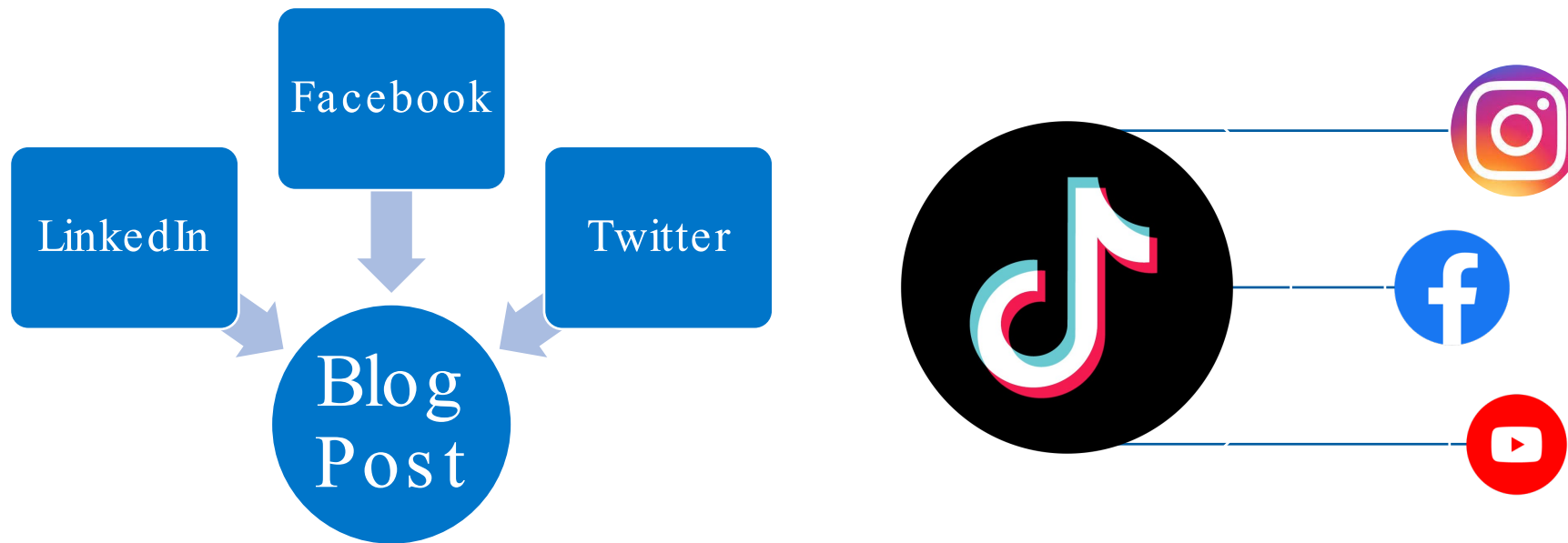
Call to Action

- What action do you want to solicit from your content?
 - Likes
 - Comments
 - Go to your website



Content Recycling

- Work smarter, not harder
- When creating, utilize same content on multiple platforms





Some Content Examples!

Key Takeaways

Put these in action today!

Be authentic to
(professional)
yourself AND your
audience

Understand YOUR
goal for social
media

Work Smarter...
Make your content
do double/triple
duty!

Thank You!

This week's Homework

In the **MDPP Facebook group**, reply to my **MDPP Week3 Homework** post!

2 members will be selected at random to get a \$100 Amazon
Gift Card!