

# Saved Photo

## SOCIAL MEDIA

We will be talking a lot about Instagram, but all of these tips can be used for all social media platforms!



### tip 1:

You don't need to have a lot of followers to be successful! A smaller and more engaged following is actually better.

### tip 2:

If you are comfortable, make your Instagram a public account so you are more discoverable and can change it to a business profile. This gives you the ability to view insights to learn about your audience and engagement.

### tip 3:

It's not necessary to make a separate page for your business. We want this to fit into your life naturally; it makes it less spammy!

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## DO'S AND DON'TS

We will be talking a lot about Instagram, but all of these tips can be used for all social media platforms!

### do's:

Create curiosity  
Be excited  
Put your face on camera  
Share your own testimonials for why you joined this business and the products

### don'ts:

Post "Monat" all over your story! Trust me, if your build that mystery on your page, you will receive more engagement and questions in your messages!



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## CREATING YOUR BRAND

Creating your own personal brand takes time and effort. Here are some tips to design an aesthetically pleasing page!

### tip 1:

Edit all photos with the same set of presets and filters.

### tip 2:

Remove "frames" from your pictures on your feed (my biggest pet peeve LOL).

### tip 3:

Archive old photos that are messy or don't fit your overall message/niche.

### tip 4:

Your bio and profile picture are the first thing people see! Make sure your profile picture is a clear picture of your face, your handle has your first and last name in it, and your bio has an "I help" or "I teach" statement, your brand pillars or 3 things you post a lot about. BE YOU!

[Click here](#) to view a few examples of bios & good branding from people in the biz!

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