

# Growing your social presence organically

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- ✓ **1. Relevant Audience**
- ✓ **2. Content**
- ✓ **3. Consistency**
- 4. Engagement**
- 5. Partnership**
- 6. Simple Data**

# How to engage without burning out?

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**5 ways to increase engagement  
AND engage like a pro!**



# 1) Reply to DMs and Comments

A straightforward strategy to do first thing you log into your social media for the day.

## 2) The 10x2 Strategy

- Find 10 accounts and 10 relevant #hashtags in the same niche as yours
- Comment on their posts.
- Reply to the comments from their followers



## 3) The DM Strategy

- Once a day, drop DMs to your new followers. The DM can look like this:

SOMA Breath standard template:

Hi (name)

This is BK from SOMA Breath

Thanks for connecting!

Have you tried any of SOMA Breath's breathwork meditation?

**A personalized template for you>>>**

## **For Brands (company):**

"Hi (name)

This is (your name). I am the Founder of (brand)

Thanks for connecting!

Have you tried any of (brand) (free product)?

## **For Personal brands (you are the brand):**

"Hi (name)

This is (your name). I am a SOMA Breath Instructor

Thanks for connecting! / Thanks for being part of my journey through this account!

Have you ever tried breathwork before?

\*you can also add something you like about their post\* - optional

## 4) The CTA Strategy

- SAVE this post for later
- SHARE this post with someone who needs it
- COMMENT your thoughts below
- DROP a heart if this resonates
- Comment (KEYWORD) to receive the link to (OFFER) and I'll share it with you in DM
- DM me your challenges and let's have a chat
- REPLY (keyword) and I'll send you more details of (OFFER)



## 5) Engagement Pod

### What is this?

A group of accounts that come together to help support each other's posts through liking & commenting.

The group can exist within the social media platform in DM/ Messenger OR externally through Telegram / Whatsapp

### How is works?

When one member of the group drops a post, he/she will inform the group by leaving a note saying "new post" or sharing the link to the post in the group. All the other members will go to the post and like and comment the post.

## Why create a pod?

So you have engagement on your posts and the platform algorithm will push your post farther for reach

## How to create a pod?

- Find 9 accounts relevant to your niche
- DM them and ask them if they want to be part your engagement pod
- If yes, add them to the group.
- Have fun with your new alliances!

**Pick one strategy and do it  
for 3 months consistently!**

How to use  
partnerships /  
collaborations to  
grow your social  
presence?

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## Creating partnerships / collaborations with other accounts on social media:

- from your niche (either the same level of follower count / more)
- with other influencers who may have audience that would benefit from your service/offer and vice versa

## What type of partnerships/ collaboration to create?

### 1) **LIVE sessions**

Go LIVE with your collaborator. You can do this on an interview style / conversation style

## 2) Share 4 Share / Shout 4 Shout

Reach out to the person you want to collaborate with and ask them to share with you their best performing post. Share with them your best performing post.

On the same day, you both cross post on insta story / FB feed / YT shorts and tag them.

Share a short value-providing paragraph about the content for your audience to know why you are sharing this and TAG YOUR COLLABORATOR!

(best done within the same niche or your interest)



### **3) Giveaways**

(This can be done solo or with a collaborator)

Find one or more collaborator within the same niche/relevant interest and put together one or more product each to create a bundle.

This bundle will then be used to run a giveaway on every account (yours and collaborator(s)) participating.

Have a dateline and a standard method / guideline of entry.

Once the deadline is over, draw the winner(s)



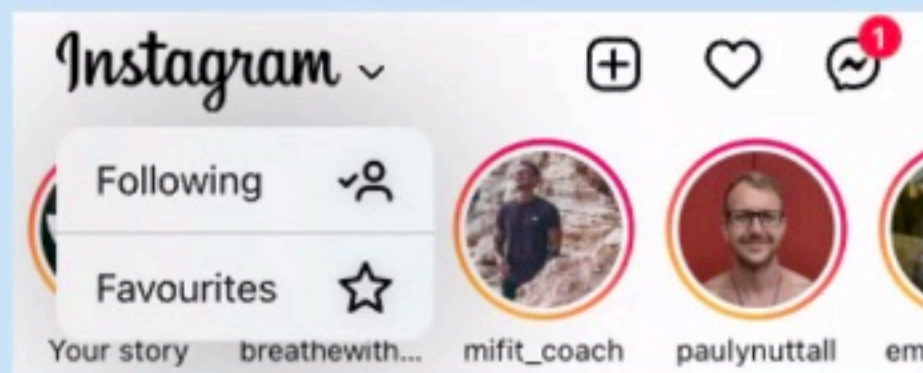
#### 4) Content Collaboration

Collaborate with someone from the same niche and create a content together. You can then add the partnership tag with the person and both of you can share it as a post on your feeds.

# 1) Use new features / main supported features



- Instagram rolled out Reels in Aug 2020. They have heavily supported Reels ever since
- Instagram has recently rolled out the chronological timeline feed. It reverts back to how your timeline looked when instagram started off. However, they upgraded this feature to FOLLOWING/ FAVOURITES



- They have also recently announced that they will be supporting ore video format posts



- As of 2021, FB have shared that FB Groups would be their main priority of function.
- They have also been supporting video-based posts for several years.



- Youtube Shorts is a new feature that is supported by Youtube. The feature allows you to post snippet videos like insta story / tiktok style videos.

**Whichever platform you choose, find out what is the latest feature or support and maximize the use of it.**



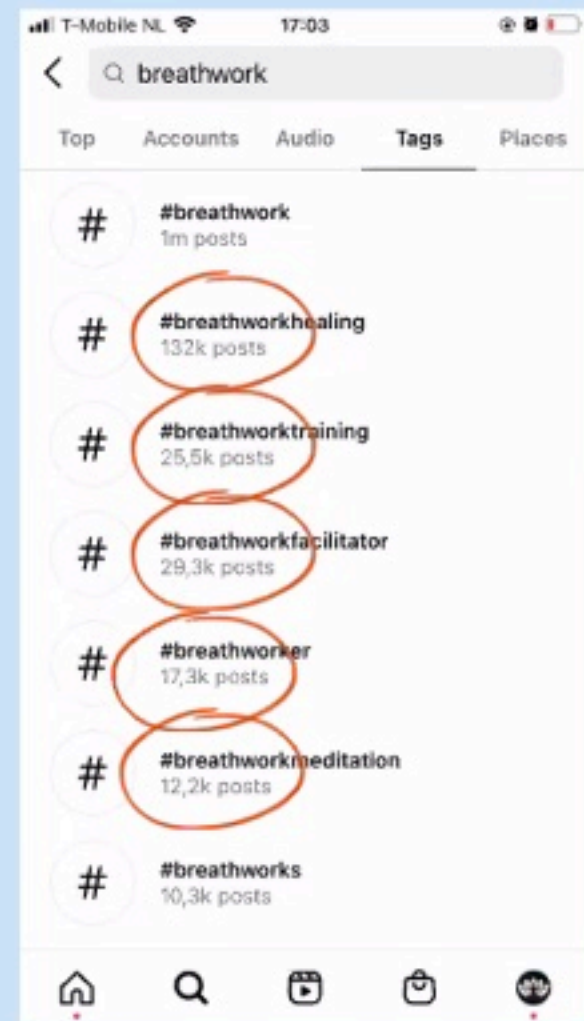
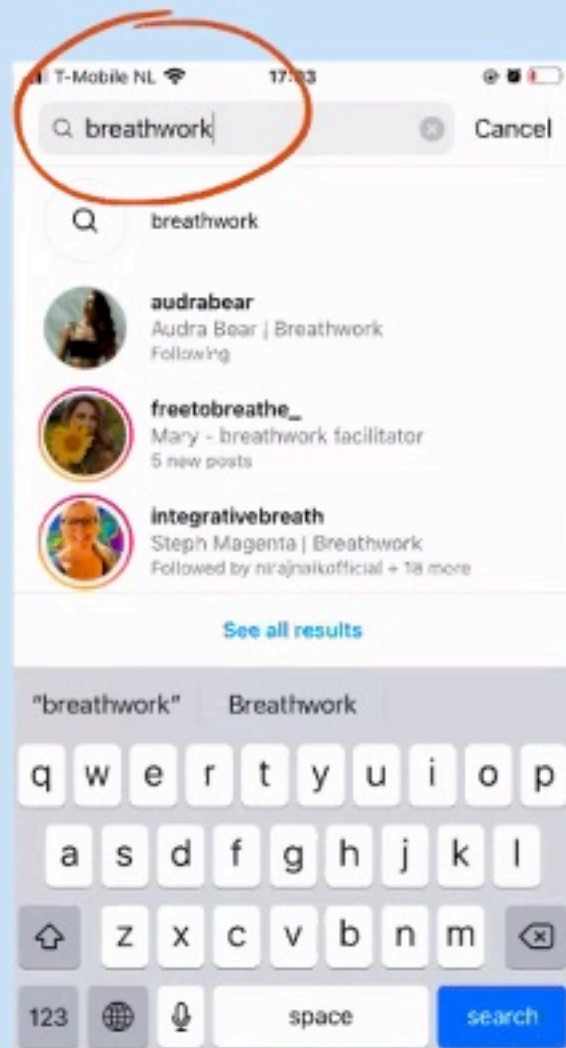
## 2) #Hashtags

#hashtags are used to categorize content and make it more discoverable.





# How to find relevant #hashtags?



The key is to look for hashtags between 10,000 and 99,999, mainly.

You can use some #hashtags that are within 100,000 - 500,000, but anything above that may be too saturated and your post will be drowned.

# Simple Data

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## Data tells us..

- if our content / post is reaching people within our followers / outside our follower list
- if our content / post is engaged by people
- the best time to post
- where our audience is from (location)
- where our content / post is being seen (hashtags / geo-location / explore feed / etc)



# What data should you look at?

To help you understand the type of audience following you and when to post:

- Time of active audience
- Location of audience
- Gender
- Age

# What data should you look at?

To help you understand if your content is well received by your audience and if your CTA is clear enough and working

- Likes (shows ppl like your post / CTA)
- Comment (CTA)
- Save (if someone is inspired by your post and want to take a look at it at a later time / CTA)
- Share (they relate and their community will relate too / CTA)
- Reach (how wide has your post reached? Followers / Non followers)
- Impression (where did your post show up?)
- Views (if ppl are viewing your video post)



**BONUS!**

**CTA for Reels / Videos  
to try out!**





- Keep watching!
- Don't scroll away!
- Stop!
- If you're a \_ \_ \_ \_ \_ , this is for you!
- Wait for it..
- Watch til the end!
- Stay til the end!
- Surprise at the end!
- Have you ever...?

Pair this up with the CTA strategy

**Reach out to me here:**  
**[bhaggawent@gmail.com](mailto:bhaggawent@gmail.com)**

**I can help you with...**

- auditing your current social media account(s)
- creating a simple plan specifically for your social media presence (content, engagement, growth, data) based on your schedule and time availability

**One or first consulting session - USD \$60**

**Any subsequent consulting session: USD \$45**