



**CHRIS JARVIS**

*See Differently. Business Differently.*

## **12-Day Turnaround with Chris Jarvis**

### **Day 9 – Part 2 – Social Media Supercharge**

Now that you have your Boarding Announcement, you have to do something with it. How do they give you the boarding announcement in the airport?

Right, they use the microphone and broadcast it through speakers in the airport.

If you want people to actually hear the message you have for them, you have to do the same thing. We aren't going to stand in the middle of the town square or on a corner with a bullhorn – that's for crazy people.

We are going to do something much louder, more impactful, and less likely to get you arrested. We are going to use social media.

There are three parts to your social media supercharge program.

### **Spreading your Boarding Announcement through Social Media**

## 1. Update your social media handles/pages with your new message.

**LinkedIn:** This is the single most important place for businesses and professionals to transact business. You want to update your profile to tell people what you do. This can be done on your profile home page. You can also customize your page to be consistent with the imagery and branding you have on your website. This is an easy way to stand out. Feel free to connect with me to see what I do. <https://www.linkedin.com/in/chrisjarvis/>

**Facebook:** If you are going to conduct business with Facebook, create a separate page for your business. I have my personal page AND I have a branded page for my business: <https://www.facebook.com/ChrisJarvisBlog>. If you “like” my page and you will see how I use Facebook for my business.

Click here to see how to create a separate page for your business: <https://www.facebook.com/business/learn/set-up-facebook-page>

Make sure you customize your Facebook work page to include your boarding announcement. You will want to make the imagery consistent with your other materials.

**Twitter:** I made the decision that Twitter would be a business account for me. Twitter offers you a handle. It also offers you a home page. You want to promote your boarding announcement on your home page and in your short description – so people can know who you are and what you do right away. You can see how I handle this: <https://twitter.com/jarvischris>

**Instagram:** I have made this more about branding and my brand words. You push out visuals (pics and vids) that support your branding on Instagram. Advertising and marketing on Instagram has really taken off in the last year. I am seeing a lot of activity and am starting to use this more and more. Follow me at <https://www.instagram.com/ChrisRayJarvis/> to see what I do.

**Snapchat:** You can see how I am using this by connecting with me at ChrisRayJarvis on Instagram. Feel free to try to do this for work. I have not mastered this yet, but I can tell you that the ad rates and returns on Snapchat and Instagram are really attractive – relative to Google and Facebook. This is a growing area that I will continue to explore.

## 2. Be active, not annoying.

### LinkedIn:

I don't just post images on LinkedIn. I participate in fifty (50) LinkedIn groups. By paying attention to what is going on in the groups – some are colleagues, others are potential clients – I get to learn what others need and want. I participate and offer advice so I'm seen as a valuable member of the group. Then, I share some offers from time to time – but always am careful to do it in a way that is not overly self-serving.

<https://www.linkedin.com/in/chrisjarvis/>

For more advanced ideas on how to use LinkedIn to supercharge your lead generation and reputation building, download my LinkedIn Tips (only \$9.99).

### Facebook:

I have a personal and a corporate page. I save pics of my family, comments about my schools and organizations, and non-work messages for my personal page. I focus on POSITIVE messages about the things that matter to my clients in my corporate page. Sometimes, I promote something from my work page on my personal page so that my personal friends can see what I am doing professional. Follow me at <https://www.facebook.com/ChrisJarvisBlog> to see what I do.

### Twitter

I don't tweet about many personal things. I invite people to follow me for work, so I do try very hard to keep things positive and aimed at my target audience. Keep your branding and target audience in mind as you tweet and retweet. By forwarding others' tweets, mentioning people (@jarvischris) or categorizing your tweets (#entrepreneurs), you will bring more attention to your messages.

### Instagram

Instagram is all about images, but weak on web links. This is a great platform to post photos of you helping clients (with their permission) and highlight causes you support in your community.

**IMPORTANT:** Even though you may have separate personal and professional accounts, you must assume that once you invite people to follow you on your professional accounts, they will find a way to see your personal posts. It is impossible to completely separate the two. Keep this in mind as you post in your personal accounts, and set privacy settings accordingly. .

### **3. Be Consistent Consistent Consistent with Your Voice**

Making every post consistent with you, your message, and your brand words is of more value than I can emphasize in this short piece. Understanding those elements is a very important part of your journey to know thy self. (I also offer a more advanced self-discovery process for a stronger identity. [Contact us](#) to learn about the next online or live session.)

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