# Growing Organically

Increase followers despite algorithm changes

# Algorithms . . . Oh My!

- What is an algorithm?
- Why are social platforms using algorithms?
- What impact does it have on your brand?

### How to Live in a Algo-World?

- Stay current with the latest features and trends on platform
- Adapt to change
- Experiment, take risk and try new things measure, rinse and repeat

#### Remember:

Everyone Starts Somewhere!





# 5 Things To Do Now

- 1. Hone Your Brand
- 2. Study Your Audience
- 3. Engage Your Audience
- 4. Engage The Platform
- 5. Grow your newsletter

#### Hone Your Brand

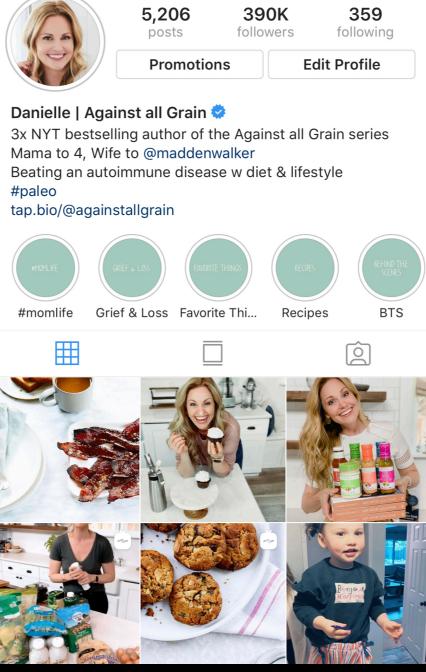
- Find your voice
- Stay on brand
- Make a good first impression
- Pick the right platform(s) for you

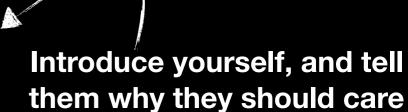
# Your First Impression

**Get a professional headshot** 



Make it easy for your followers to find your content





**Utilize and organize** highlights so new followers can get to know you



# Study Your Audience

- Analyze your insights
- Pay attention to top followers
- Note high-performing posts and times
- Give them what they want

#### Engage With Your Audience

- Be vulnerable and authentic
- Go LIVE
- Invite engagement
- Run contests
- Encourage sharing
- Treat your audience on different platforms uniquely

### **Engage With The Platform**

- Post consistently
- Follow others with similar interests
- Comment thoughtfully and frequently
- Send your followers to different places, within the app
- Utilize a linking service
- Utilize ALL the tools
- Collaborate

# Collabs and Giveaways

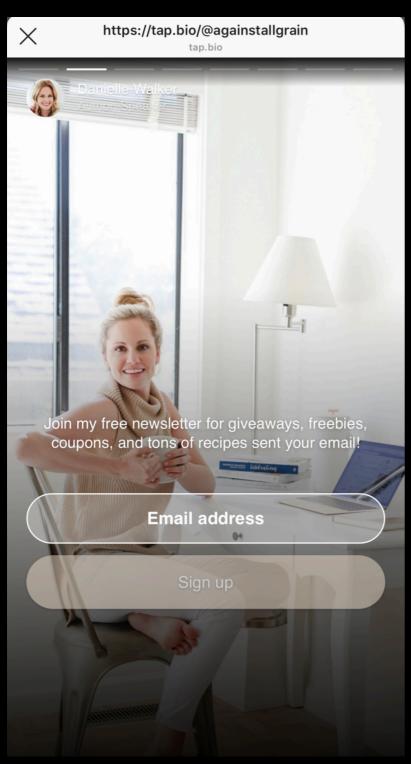




#### Grow Your Newsletter

- The importance
- Give incentives for subscribers
- Promote on your channels
- Send regularly
- Be creative

## YOU own your newsletter



#### DANIELLE WALKERS against un grain

#### Hello friends!

Happy April! I hope you all had a great week. I was able to spend some much-needed one on one time with all of my kids this week. I absolutely loved all the inspiration you gave me for kid dates! If anyone is interested in the ideas you can read the comments and find some ideas for yourself too! I'll be posting a blog early next week!

This week's newsletter includes some ideas for your Easter menu! Celebrations has an entire section dedicated to Easter, but the recipes in the Mother's Day or Summer Shower are all great options for Easter too. We will be out of town this Easter, so I am getting our menu together to make sure I have all the ingredients to make a delicious Brunch!

In this week's newsletter:

- Easter Menu
- **Non-Toxic Makeup Routine**
- **Recipe from Celebrations: Sweet Potato Orange Cups**
- **Danielle's Digest**

# 5 Things To Avoid

- Do NOT ever, ever buy followers or likes
- Do NOT boost
- Do NOT post and ghost
- Do NOT be a lurker
- Do NOT forget to caption

# Let's put it into practice right now! get out your phones....

# Questions?