

# Growing Organically

Increase followers despite algorithm changes

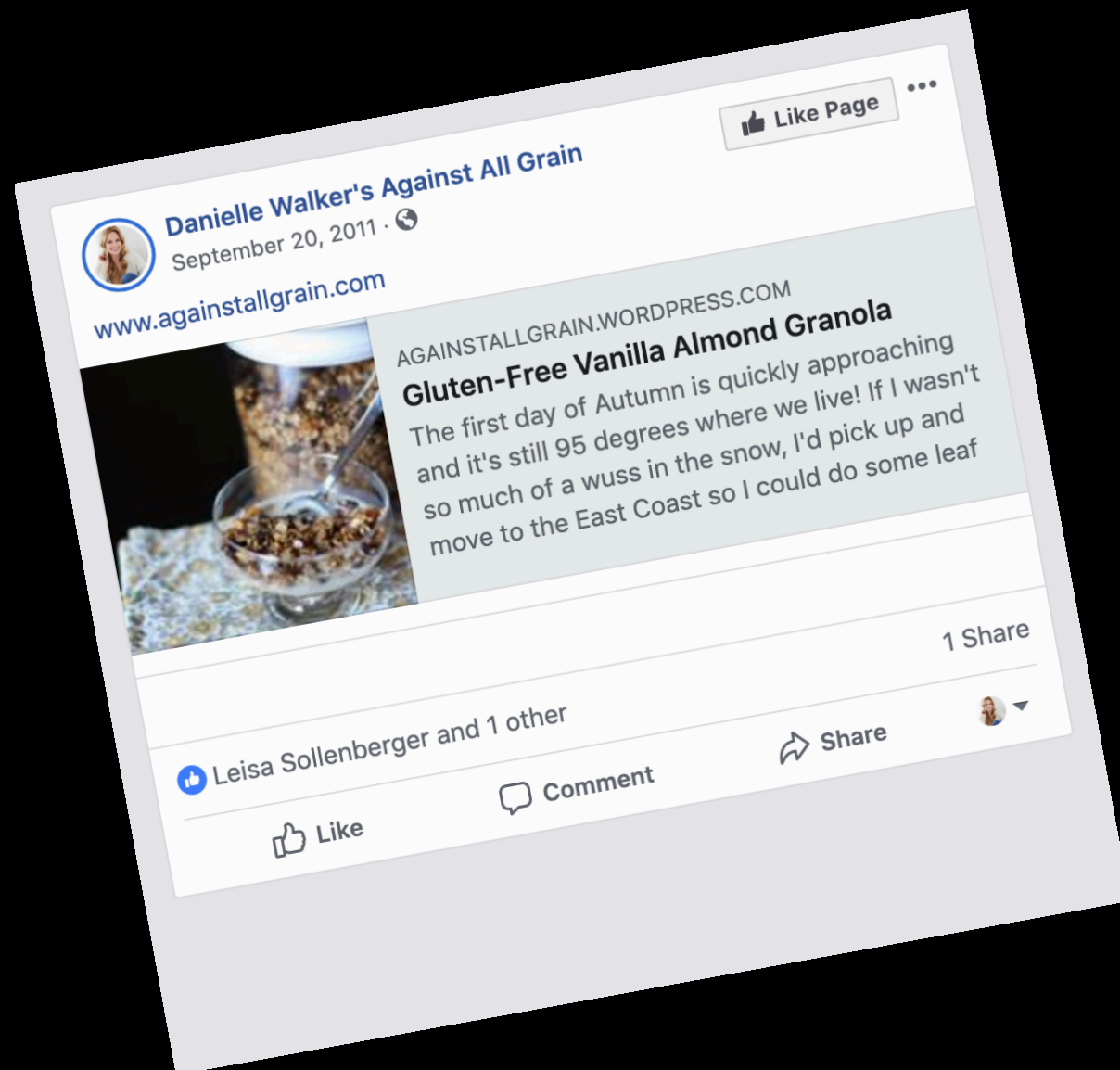
# Algorithms . . . Oh My!

- 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

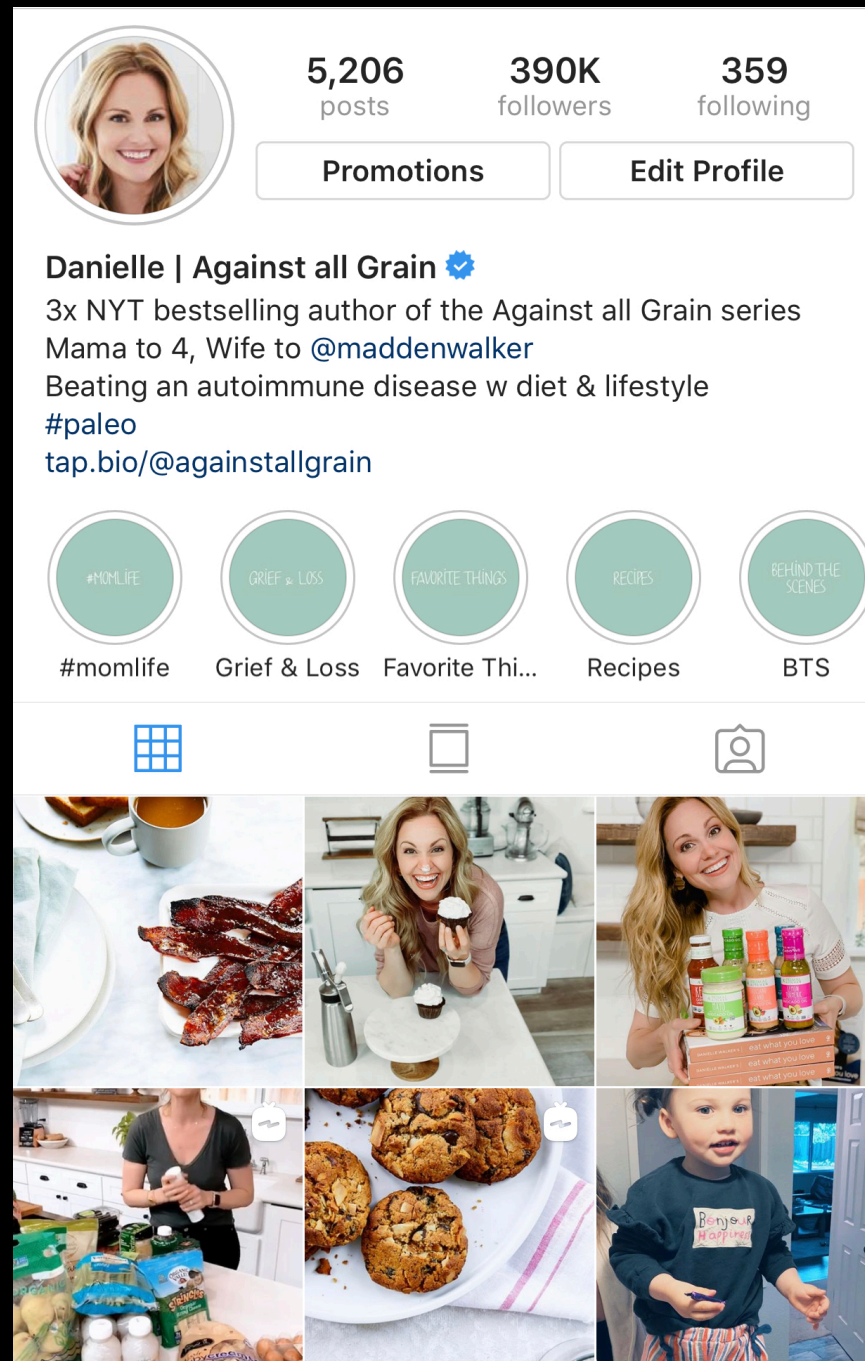
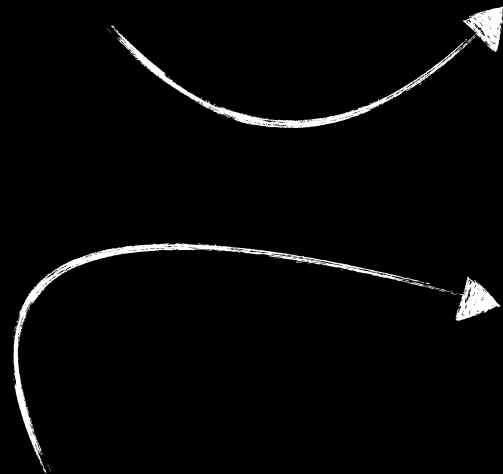
1. Hone Your Brand
2. Study Your Audience
3. Engage Your Audience
4. Engage The Platform
5. Grow your newsletter

# 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



Introduce yourself, and tell them why they should care



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



Make it easy for your followers to find your content

# 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

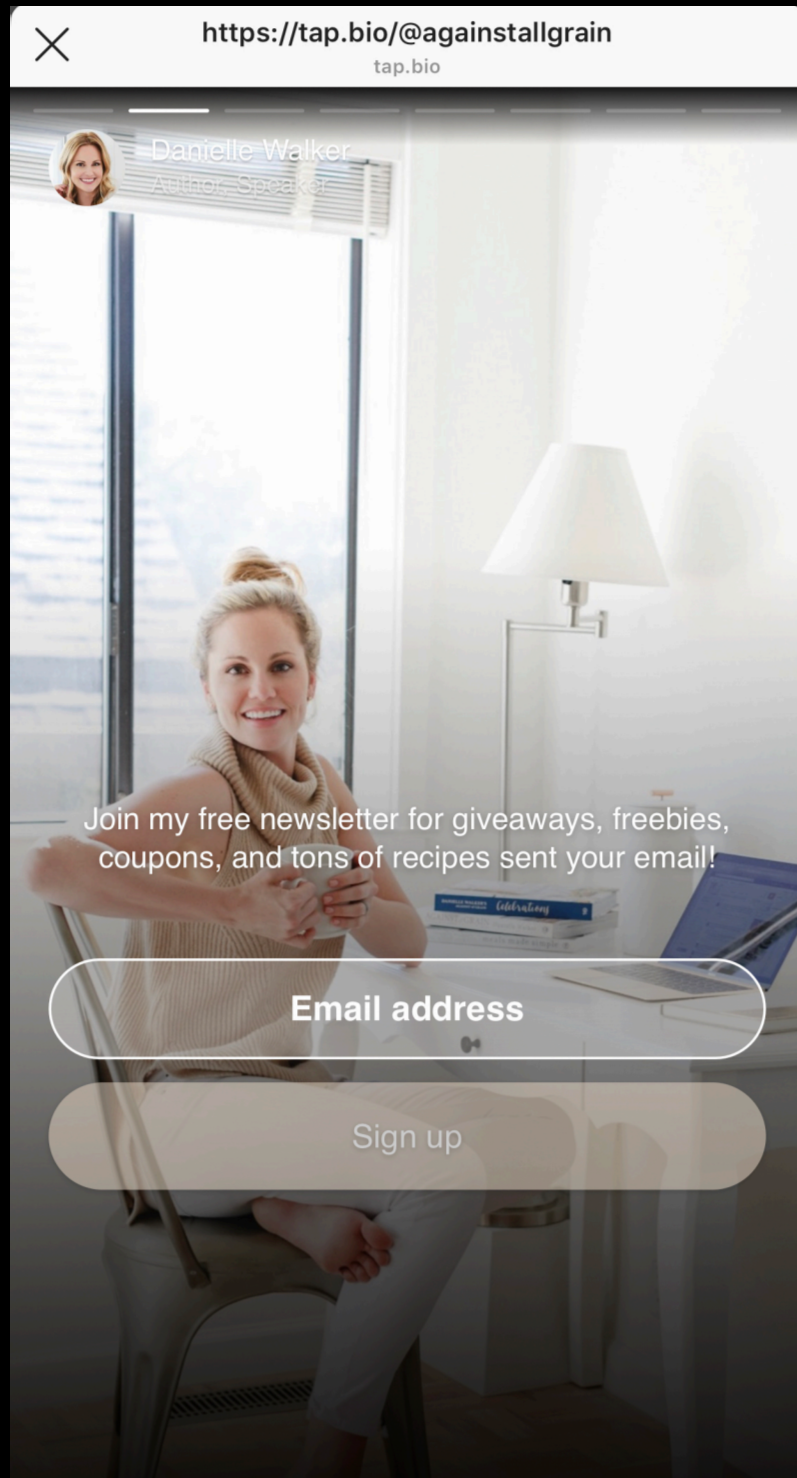


# Grow Your Newsletter

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



# YOU own your newsletter



# 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?