

## Publish for Prosperity Social Media

- **Weekly Time to Manage Yourself:** 2 hours...but probably 3 soon. If you go a bit over 2, DO NOT PANIC 😊
- **Additional Time:** I would like to schedule maybe 30 minutes per week (please let me know what day/time works) to go over stats/plan/discuss advertising etc.
- **Billed to:** [prosperity@publishforprosperity.com](mailto:prosperity@publishforprosperity.com)

### Accounts to Manage:

- Twitter: @publishprosper
- Facebook Page: <https://www.facebook.com/publishforprosperity/>

### Set Up Feedly:

- Please take a bit of time to set up some feeds into Feedly, where you can gather content to share or to inspire you for content to post. Please use my [santaclausrox@gmail.com](mailto:santaclausrox@gmail.com) and make sure to categories the feeds you add. Ex. “online marketing” “personal development” or get more specific, if needed.
- **Note our Audience:** Online publishers, authors, speakers, coaches etc, interested in growing their audience through personal development content.
- **Content of Interest:** There’s a balance here because we’re not really trying to attract people interested in personal development, but rather those who teach the topic. So marketing topics are good. Personal development is also good when it would appeal to our target audience.

### Twitter:

- **Goal:** gain followers, build engagement
- **Audience:** Online publishers, authors, speakers, coaches etc, interested in growing their audience through personal development content.
- **Content of Interest:** There’s a balance here because we’re not really trying to attract people interested in personal development, but rather those who teach the topic. So marketing topics are good. Personal development is also good when it would appeal to our target audience.

### *Twitter Plan:*

- Most of your time spent on creating posts, but also dedicate some time to finding some new accounts to follow, reading and engaging in their content

- Follow interesting accounts in personal development and online marketing. Add the feeds of their websites, if applicable, to Feedly
  - Read the posts of others and share, comment, like, etc.
  - Please check my personal profile (@aliceseba) and (@elitewriterslab) for anything to retweet that would be of interest.
  - Just make sure to follow and engage in content that would be of interest to our audience. You don't have to follow people that follow us, unless their stream looks of interest. The goal is to have a stream that's relevant to our audience, so we can find content to share, etc.
- **Scheduling posts:** You can use Twitter's scheduler at: <http://ads.twitter.com> and under "creatives" -> "tweets". Just make sure to uncheck the "promoted only" box or it will not appear on the main profile.
- **What to post:**
    - Quotes with graphics. You can make new ones too, but if you grab some of the ones in here: [https://app.sugarsync.com/iris/wf/D6785973\\_08904902\\_6922983](https://app.sugarsync.com/iris/wf/D6785973_08904902_6922983) those are the free giveaway ones.
      - I created a subfolder called "Shannon-made" so please save any you make there.
      - Add our URL in the corner somewhere...just subtle.
      - You can kind of emulate this thread here (<https://twitter.com/publishprosper/status/948962661319852034>) but improve it as you learn. The first post is the image and some hashtags. First comment is an invite to get more free graphics. If it's a new graphic you made, just say something like you can get more free "like this" since it won't be in the package.
    - Keep an eye on stuff I post in the FB Group. If you can make tips out of it with no link, do that. You can also say 'we're having a great discussion about...' and then give a teaser and a link to the group. Do the link thing just a couple of times per week.
    - Check our resources here: (scroll down to resources...I have to make a new page dedicated to this...it's kind of mess) <https://publishforprosperity.com/> and share those where appropriate. Mix it up where you include the link in the main post and then where you'd provide a tip and then perhaps include a link to the post in the comment to learn more. You can share these more than once...like every couple of weeks, but try to come up with a new angle each time.
    - Watch my emails...if you're not on the list, let me know. If you can pull out a tip, post that. Generally, don't promote our paid PLR products...but if there is free PLR, always share that.

## Facebook Page:

- **Goal:** gain followers, build engagement
- **Audience:** Online publishers, authors, speakers, coaches etc, interested in growing their audience through personal development content.
- **Content of Interest:** There's a balance here because we're not really trying to attract people interested in personal development, but rather those who teach the topic. So marketing topics are good. Personal development is also good when it would appeal to our target audience.

## Facebook Plan:

- Most of your time spent on creating posts, but also dedicate some time to finding useful content to share. You can find content through Feedly, Twitter, etc.
- Please reply to comments, where appropriate. Like the comments.
- **Scheduling posts:** Please use the scheduling feature in Facebook if you are scheduling.
- **What to post:**
  - Please avoid posting the exact content to both Twitter and Facebook, but certainly there can be overlap. Or if you do the same topic, there should be longer content on FB. If you are struggling with the writing, do not hesitate to tell me what you're planning to post and get help on the actual text...with the goal that it will get easier for you to do over time.
  - Quotes with graphics. You can make new ones too, but if you grab some of the ones in here: [https://app.sugarsync.com/iris/wf/D6785973\\_08904902\\_6922983](https://app.sugarsync.com/iris/wf/D6785973_08904902_6922983) those are the free giveaway ones.
    - I created a subfolder called "Shannon-made" so please save any you make there.
    - Add our URL in the corner somewhere...just subtle.
    - You can do the same thing as you do in Twitter...make the post and then in the first comment tell them where to get more.
  - Keep an eye on stuff I post in the FB Group. Maybe once a week, copy a popular post on the page and call it "HOT TOPIC IN THE FACEBOOK GROUP". In the first comment tell them about the Facebook Group they can join for posts like that.
  - Check our resources here: (scroll down to resources...I have to make a new page dedicated to this...it's kind of mess) <https://publishforprosperity.com/> and share those where appropriate. Mix it up where you include the link in the main post and then where you'd provide a tip and then perhaps include a link to the post in

the comment to learn more. You can share these more than once...like every couple of weeks, but try to come up with a new angle each time.

- Watch my emails...if you're not on the list, let me know. If you can pull out a tip, post that. Generally, don't promote our paid PLR products...but if there is free PLR, always share that.