

Social Media Secrets Notes

Elizabeth Credno

- Splice app best to edit and reformat content for all platforms
- TokRepost app to download TikToks without watermark
- Repost+ for Instagram to download IG reels
- Invest in good lighting.
- If you wear glasses, light boxes are better because they don't reflect as badly as ring lights off glasses
- Grey background is neutrally flattering on all skin tones
- Wear bright colors on video
- Clean and clutter free background
- Support, like, engage, follow other creators. When you support others, many will support you.
- Stay true to posting in your niche while you begin to grow following. Branch out to more well-rounded content once you have clearly established the main theme of your content. Post in stories regularly so your followers feel more connected to you.
- Follow your loyal supporters to show appreciation
- Respond to all comments on your posts and return the favor
- Keep content short! 15-30 seconds in beginning of VALUABLE content. Teach them something. Your videos can get longer as you grow following. Short and sweet to hook them in beginning.
- Car talks or videos of you on a walk sharing a quick thought of wisdom are popular
- STACK!!! Stack just means that you will create multiple videos in 1 sitting that you can use throughout the week.
- Keep running note in your phone with content ideas. When you have time and feel inspired, sit down, film and STACK them!
- Be consistent. Post daily at least once. If you want to build faster, post more.
- Don't throw out junk content just to check your box that you posted. Valuable content over quick and thoughtless any day.
- Hashtags are your friend! Hashtag your ideal customer/avatar
- Add text on video when appropriate some won't listen
- Use a hook to grab attention. "Here's my top 5..." ask a question "do you struggle with..." or bold statement "I'm going to show you best way to..."
- Be excited. People can feel energy through phone.

Link to schedule your personalized review:

<https://form.jotform.com/212296004206041>

Link for all lighting options:

https://www.amazon.com/shop/influencer-641f1ae3?ref=ac_inf_tb_vh

***Follow my IG: Elizabeth Credno**

***Follow my TT: Honestly Elizabeth**

Some people don't ever show their faces... when done right this is artful...but don't hide out of fear. People need your specific brand of magic. When you show up imperfect, you give others the courage to do the same <3 xoxo Elizabeth