

# Superhero Social Media

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# What we will cover...

- Social Media Basics
- Why give a damn..
- ...and what to do next...



# Ground Rules...

- If you don't understand...ask
- Question everything
- ...coz I am going to ask you questions
- Relax...this isn't meant to be serious



# Why Listen to Me...?

- Been developing creative businesses for ten years
- I use these techniques every day
- I am invited to speak about this stuff all over the country



# What is “Social Media”?

- All media is social
- The special thing is that it is two way
- Traditional media costs a lot to get involved
- Now you can talk to the world with an almost free click



# So, what's the catch?



# So, what's the catch?

- If everyone can do it, getting heard is the hard part...



# So, what's the catch?

- If everyone can do it, getting heard is the hard part...
- ....how do you get heard?





# Dollar Shave Club...

<http://www.youtube.com/watch?v=jRHpp852iW8>



# What made it successful..?



# What made it successful..?

- Informed
- Engaged
- Entertained
- He was himself
- Call to action...lets look at the next slide...



But most of all...



But most of all...

He Solves a Problem



# What to do...?



# Guiding principles...

- Have a plan
- Measure everything (what is working?)
- Do the minimum to be effective
- Be You
- Be sticky
- Use as many pictures and videos as possible



# The Basics

- Facebook
- Twitter
- Email
- YouTube
- LinkedIn
- Blog.





All with a call to action



# Pointing at....



Pointing at....

Your website



Where you turn attention  
into money



# What do I post about?



# What do I post about?

- What problems do your customers have?
- What information do your customers need?
- What resources do your customers need?
- What do they want to know about you?



# What if I am not sure?



What if I am not sure?

Ask them





# What not to do..



# What not to do..



# What not to do..



# What not to do..



# What not to do..



# What not to do..



# What not to do..



# Think....





# Think....

- Is what I am about to post useful?
- How does this make me look like an expert?
- How does this make me look like THE person to do business with?



# Thank You

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