

the social framework

part one

01. the audience

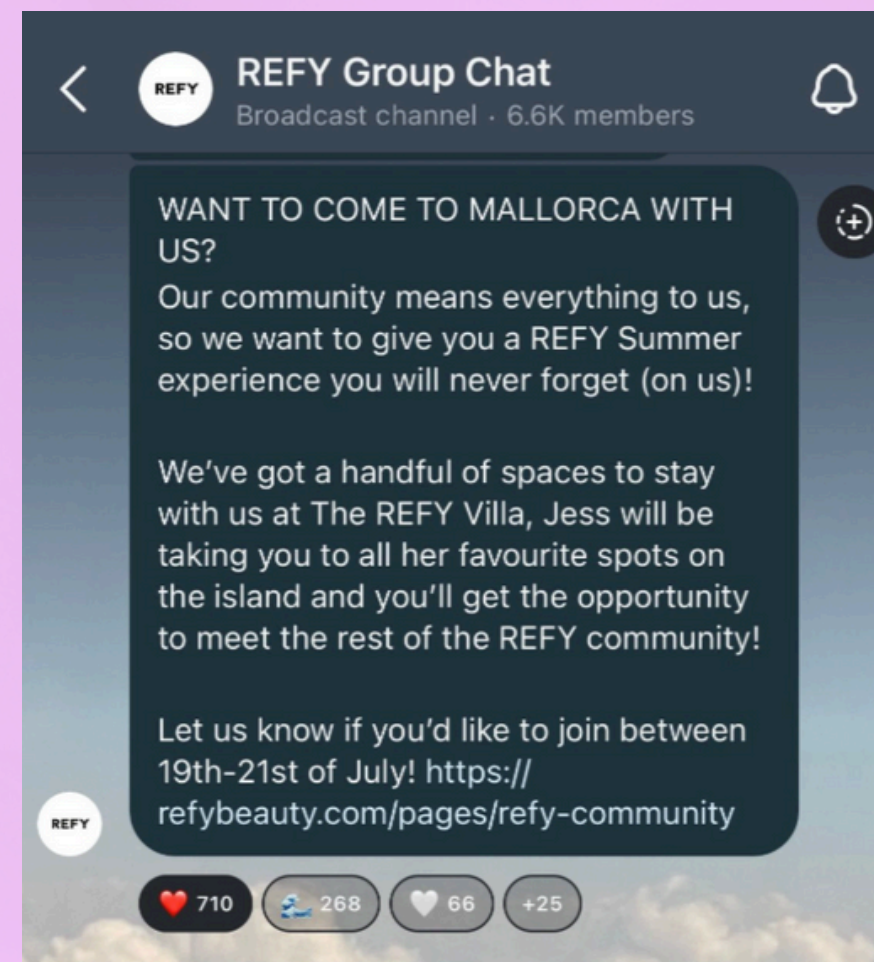
Where is my audience? Where do they hang out online? How do I reach them effectively? If you speak to everyone, you speak to no one.

02. the why

What is the why? Your why should refer back to the brand mission. What message do you hope to spread online? Beyond selling.

03. goal & measure

What goal is your social media channels helping to reach? How are you measuring success here?



the social framework

part two

04. attention

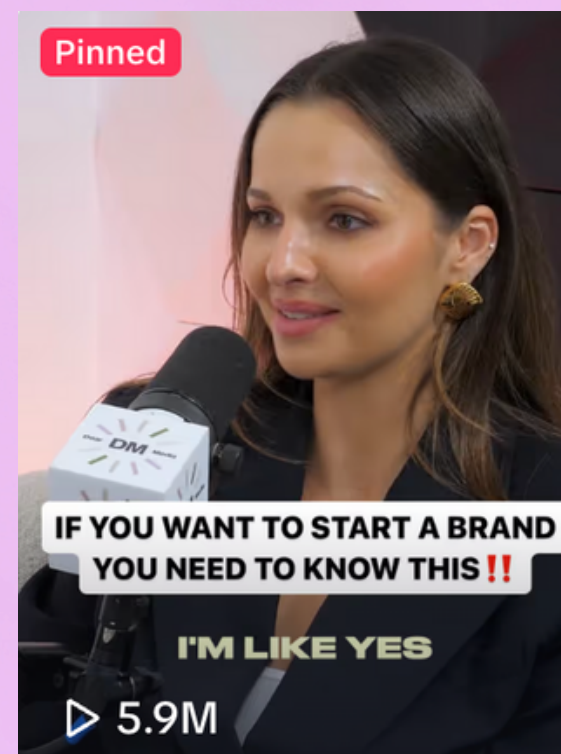
Are you grabbing your followers attention from the get go? In the first 3-5 seconds. Is the content captivating enough?

05. the ask

Are you speaking to your audience? Come back to the word 'social' in social media. An online dialogue is important.

06. gaining reach

Social media is a domino effect. Ask yourself 'how can I get as many eyes on this as possible?' - Let that question lead the content.



your content buckets

ATTRACT



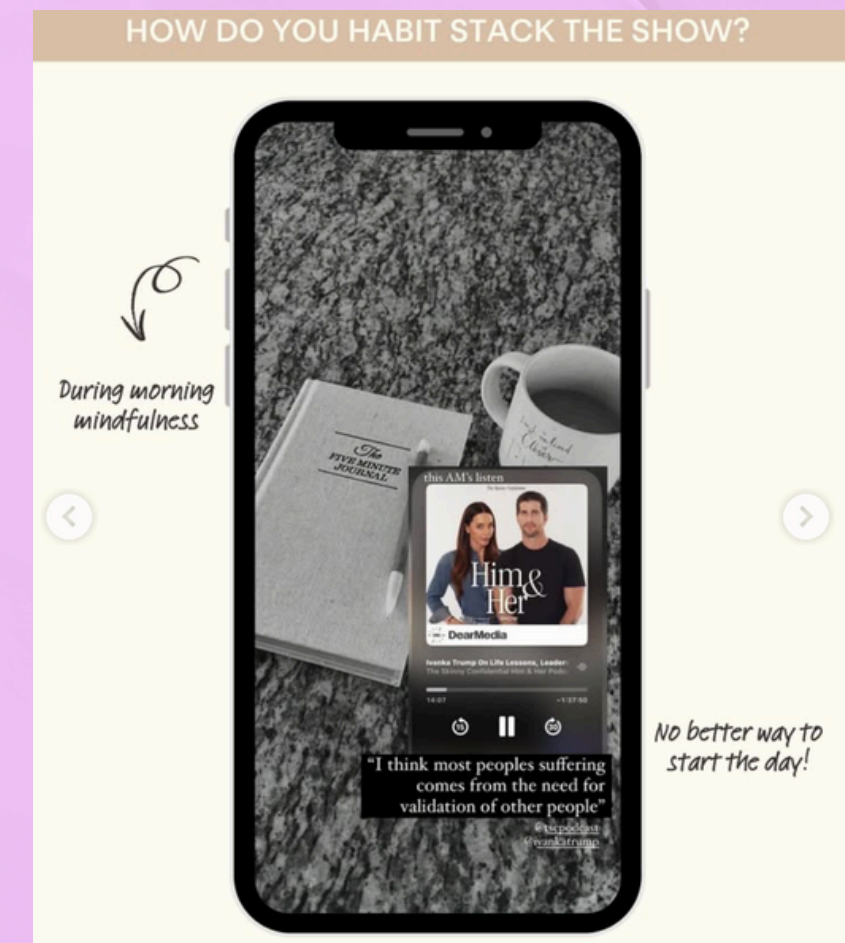
ENGAGE



NURTURE



CONVERT



selling through stories: motivation & inspiration


Steven Bartlett • 3rd+
 Founder: FlightStory, Thirdweb, The Diary Of A CEO
 3yr • Edited •

+ Follow

A true example of how determination, self-belief and most importantly putting your mental health first, ALWAYS pays off.

She knew she could and she did.

Congratulations Emma Raducanu 🏆❤️



28,545 590 comments • 428 reposts

Elisabetta Torretti • 1st
 Founder & CEO @ Mint & Lemon 🍋 | Building person...
[Book an appointment](#)
 6mo • Edited •

2013: Move to London. Couldn't speak English
 2014: Living in a council house. Sleeping on a couch
 2015: Was told I couldn't make it in the UK. Go back to your country

2015: Move to Barcelona. Couldn't speak Spanish
 2016: Wanted a remote job. People told me it was impossible
 2017: Got a fully remote job

2020: Became Head of Sales for one of the fastest-growing startups in the UK (**Plumm** 💜)
 2021: Built and headed 2 departments
 2022: Started to get speaking engagement opportunities

2024: Built my recruitment business **Mint & Lemon** in the UK 🇬🇧

Thank God they told me I wouldn't make it. They just pushed me to do more 💪

PS: While some individuals doubted me, the UK itself has been incredibly supportive. I'm deeply grateful for the countless opportunities this country has provided 🇬🇧

2014

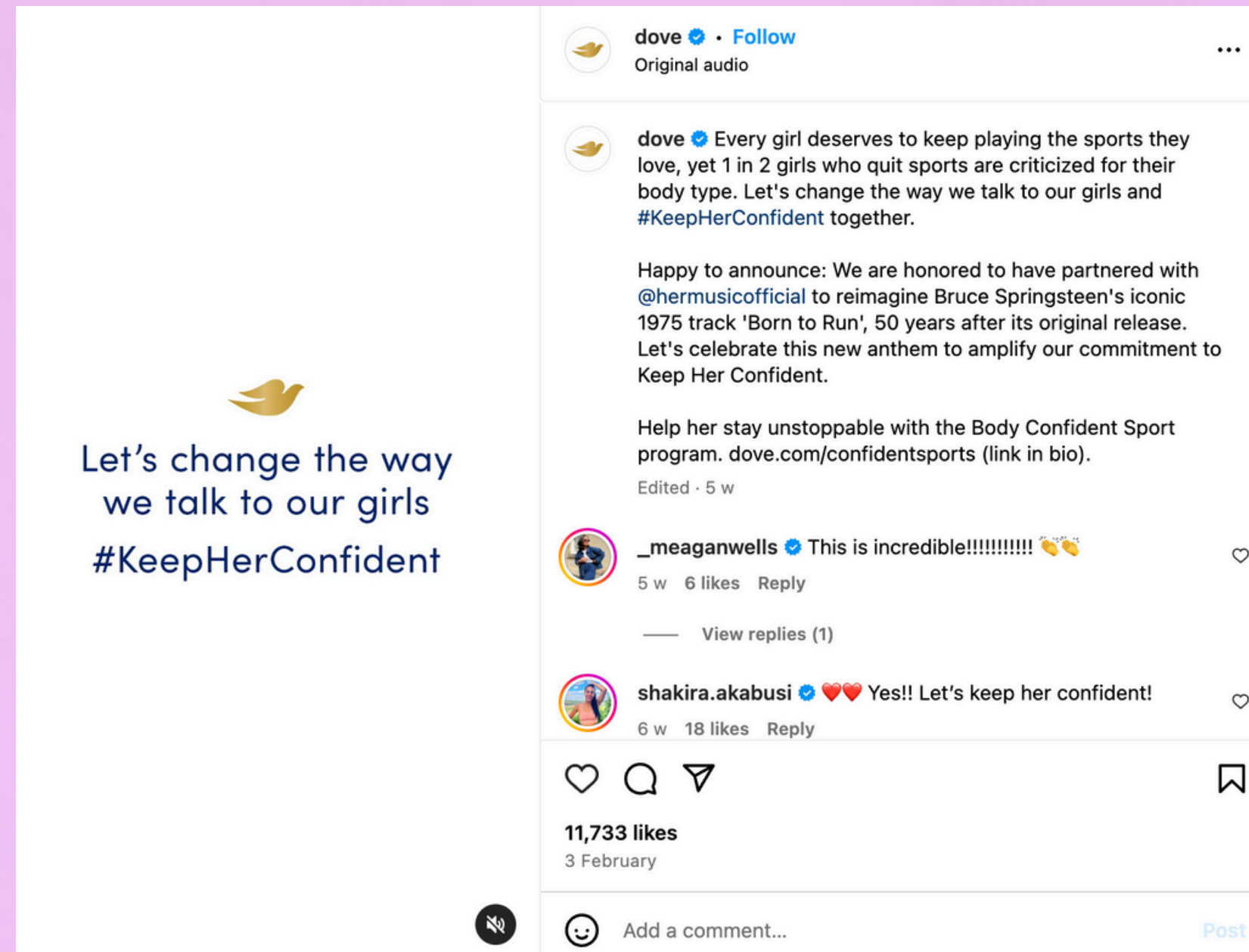
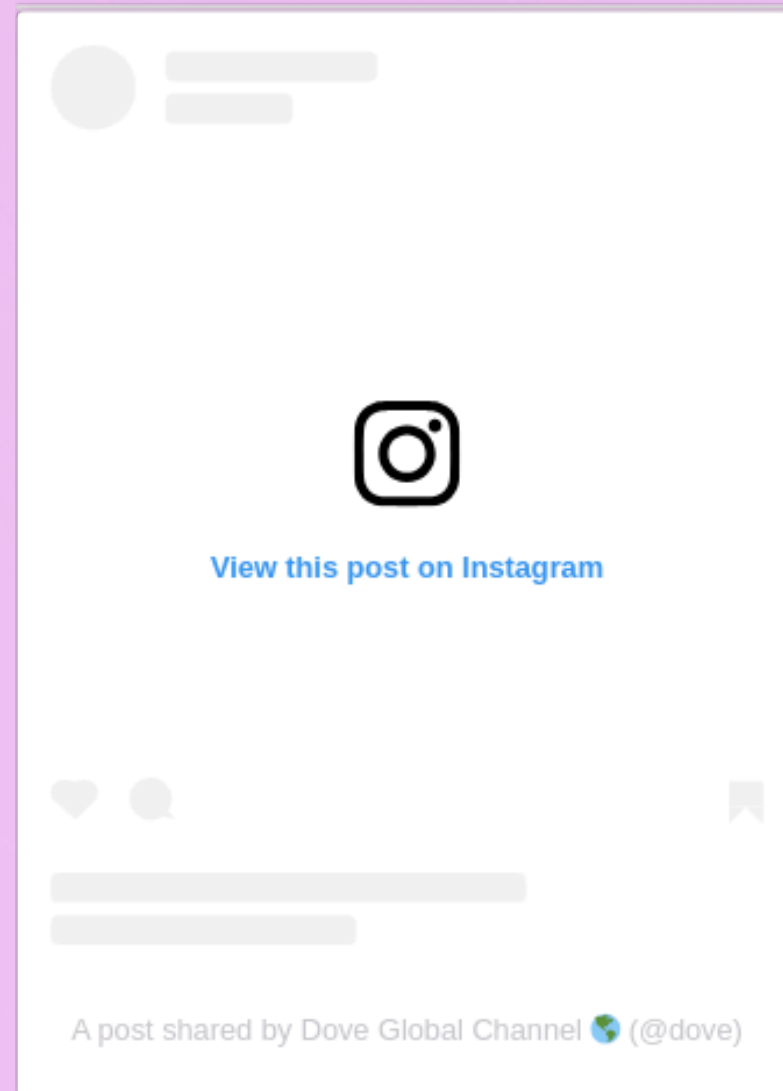


2024




185,767 5,527 comments • 731 reposts

selling through stories: emotion

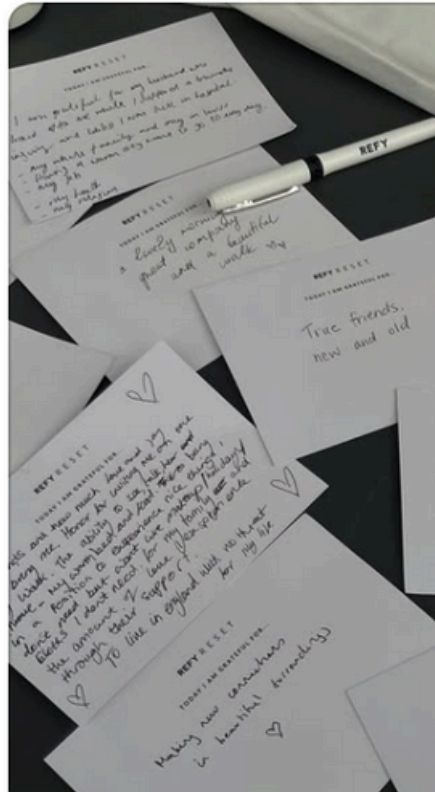
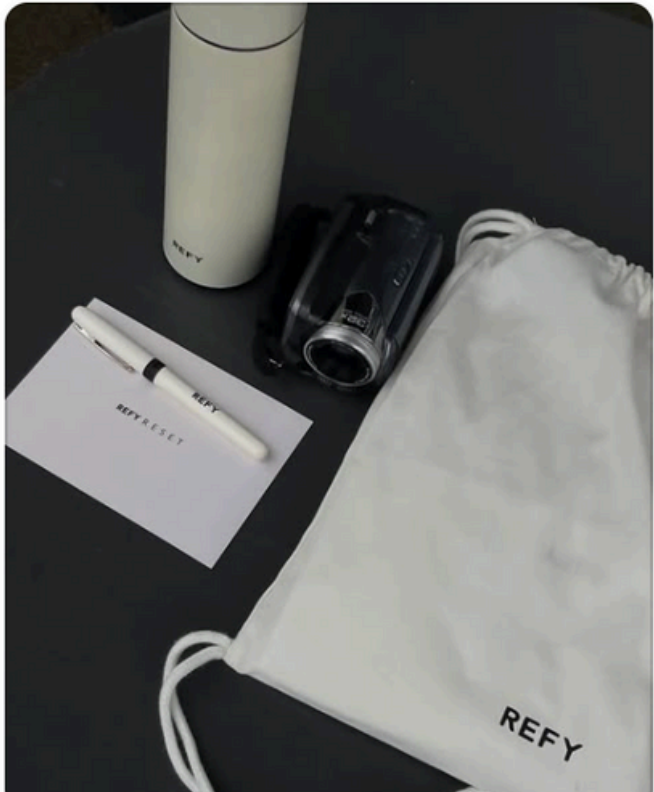


selling through ooh activations

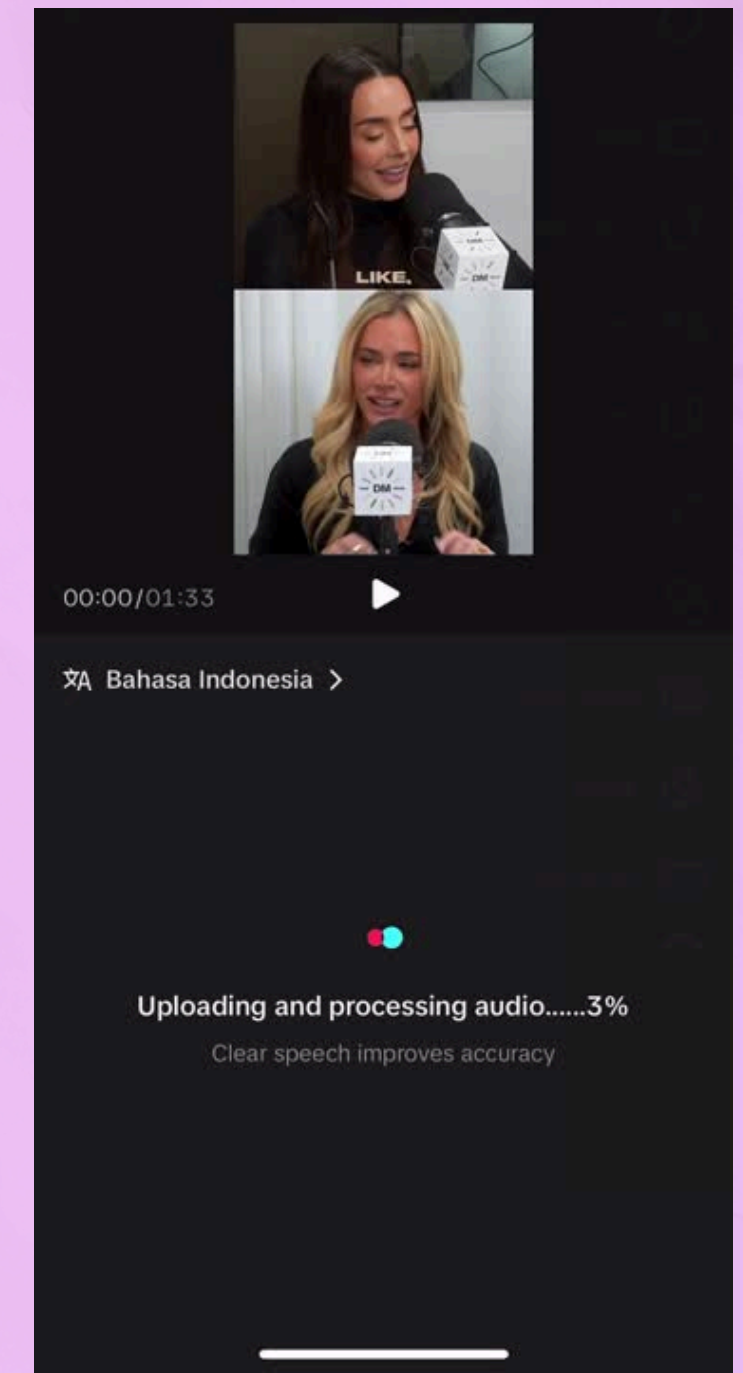
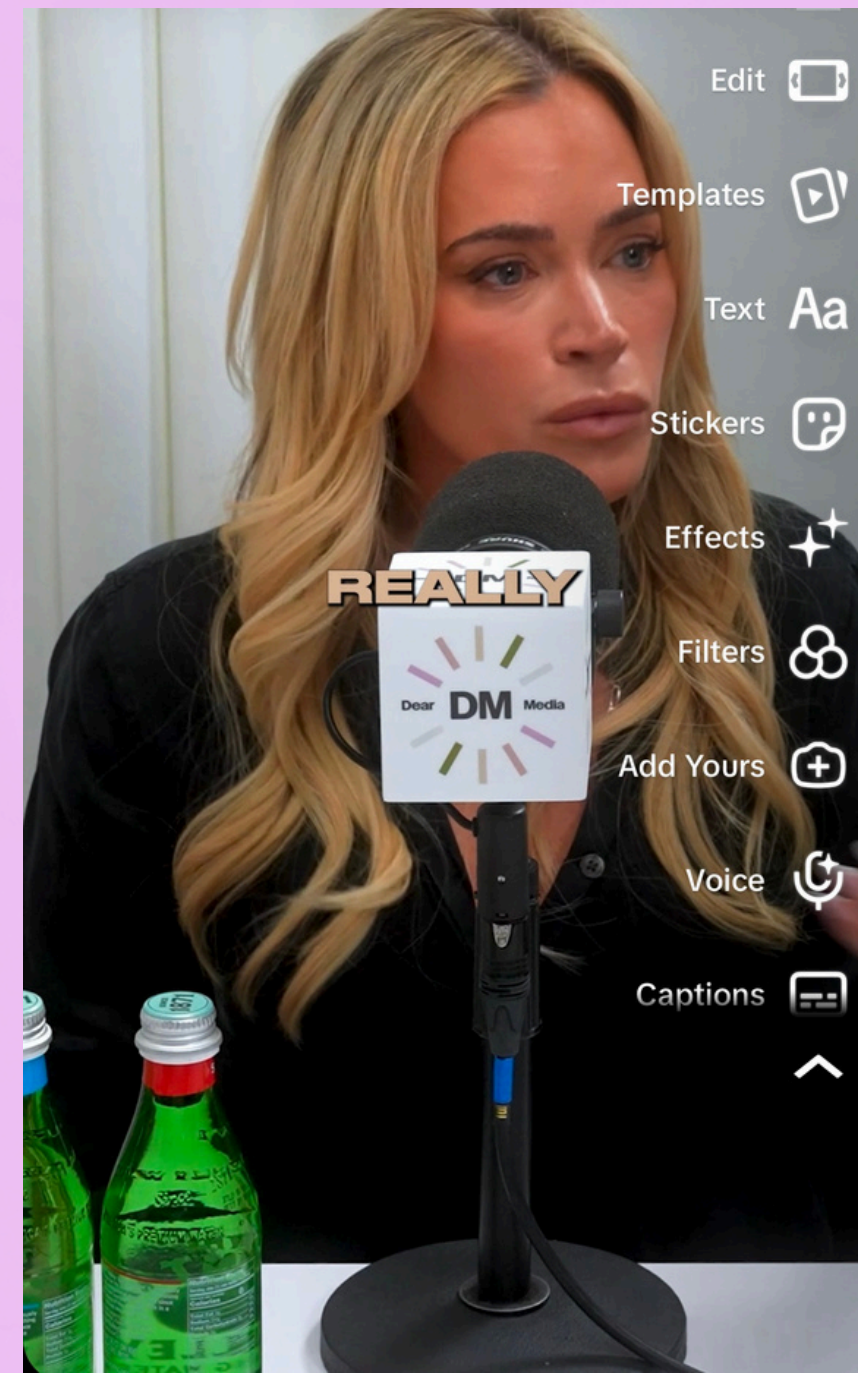
 **refybeauty** 18/01/2025

From Manchester to London to New York City! Today we did walks with our community as part of REFY Reset over on [@refyworld](#) ❤️ This was such a special day of making new friends over a walk & a coffee!

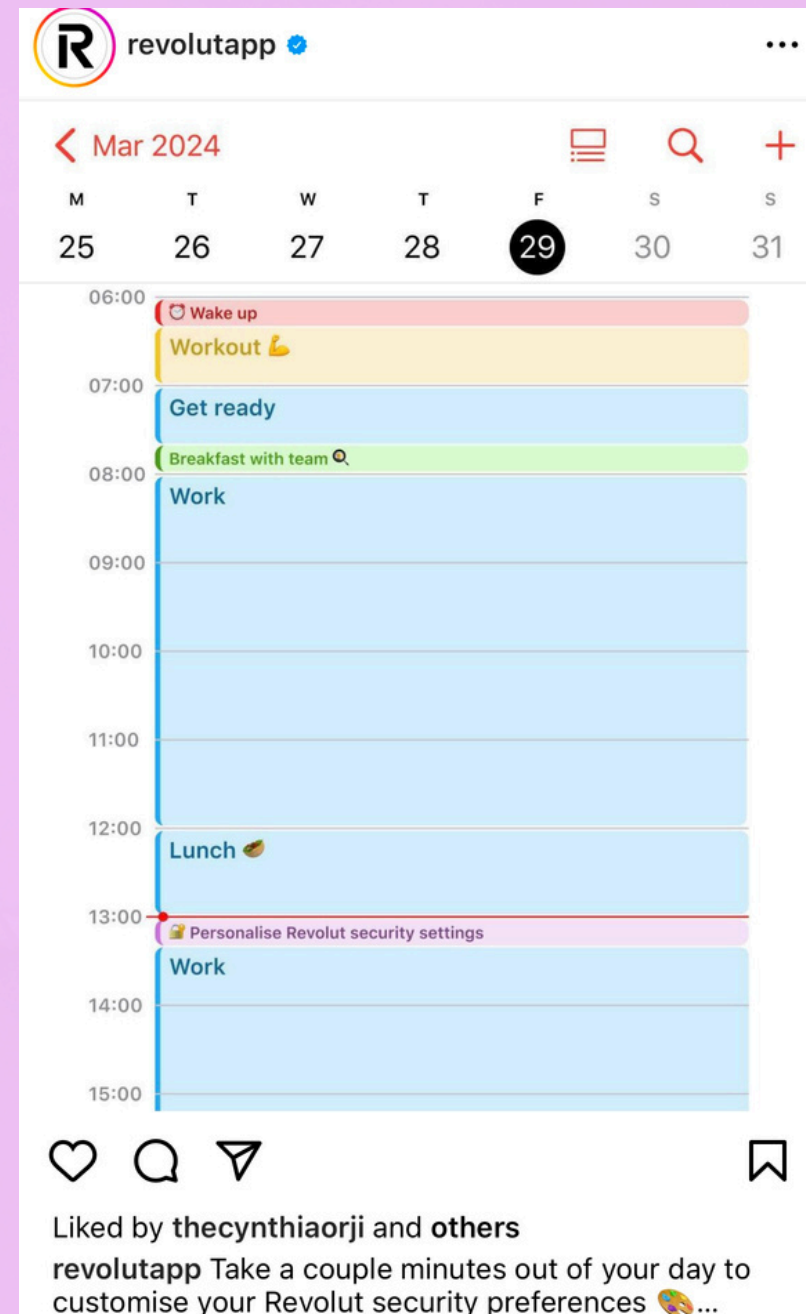
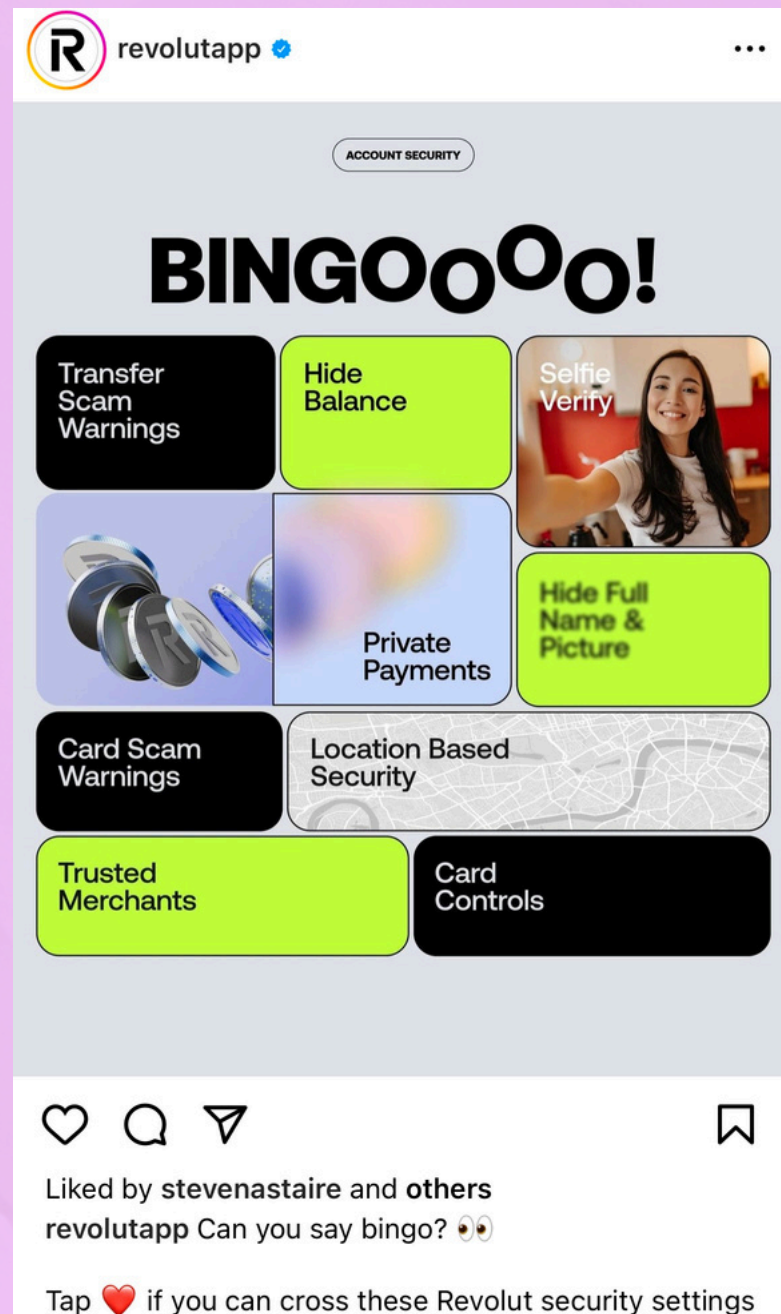
Let us know what you want to see from us for our next community event?



manipulate your content



every brand works online



how are you making the social decisions?

SEVEN SENTENCES I WISH I'D READ SOONER

- These hard times, this pain, these lessons - one day they'll be your strength, your awareness, your blessings.
- Stop expecting honesty from people who lie to themselves.
- You'll never look good trying to make someone look bad.
- Save your explanations for those that are determined to understand you - give your silence to those that are determined to misunderstand you.
- Your life is too short to be unhappy 5 days a week in exchange for 2 days of freedom.
- Don't be upset from people you don't respect.
- Life is not tiring. Wanting life to be a certain way but not having the confidence to make it that way, is tiring.

Steven Bartlett // @steven

IF YOU DON'T CARE ABOUT TINY DETAILS YOU'LL PRODUCE BAD WORK BECAUSE GOOD WORK IS THE CULMINATION OF HUNDREDS OF TINY DETAILS.

STEVEN BARTLETT.

Your test & compare report

Estimated time remaining

Test finished. Ran from January 27, 2025 at 2:01 PM to January 30, 2025 at 2:21 AM.

Thumbnails



Thumbnail 1



Thumbnail 2 **Winner**

Now visible to all viewers



Thumbnail 3

instagram algorithm

factors that matter the most

01. Watch Time - prioritising reel content over stills
02. Likes - How can you boost your likes?
03. Sends - DM section is a big focus for Meta

vertical feed covers

All Instagram still content needs to be in 4x5 dimension. The usual square 1x1 will no longer fit the feed. Instagram is moving to suit reel content vs stills.

things that will limit reach

01. Watermarks e.g. TikTok/Capcut
02. Posting content you didn't make. IG will only recommend the original one
03. Even though reels up to 3 minutes have been given the green flag, be mindful that shorter is better for watch time
04. Engagement bait

tiktok algorithm

factors that matter the most

01. Engagement rate - ratio of views to interactions (likes, comments, replies, shares and saves)
02. Total Views per video
03. Follower growth

what content they want to see

01. Original Content: The platform now favours original videos (like Instagram) no duplication of content within the 3 month window
02. Videos over 1 minute long
03. Content that uses all of their features e.g. on feed hooks, added subtitles, tagging location and hashtags

the power of the fyp

01. The FYP is what makes TikTok. The FYP is the most power funnel for reach and growth
02. Most of your content you share will be shared to non-followers. So think that every single person that see's your content is seeing it with a fresh pair of eyes.

thank you - any questions?