
10 TIPS HOW TO PUBLISH

C  **NTENT**

**for telling and sharing
your story at Social Media Platforms**



- 1.**
**Start with
collecting
your “SEO
keywords”**
Include some of
those words in
every piece of content
-

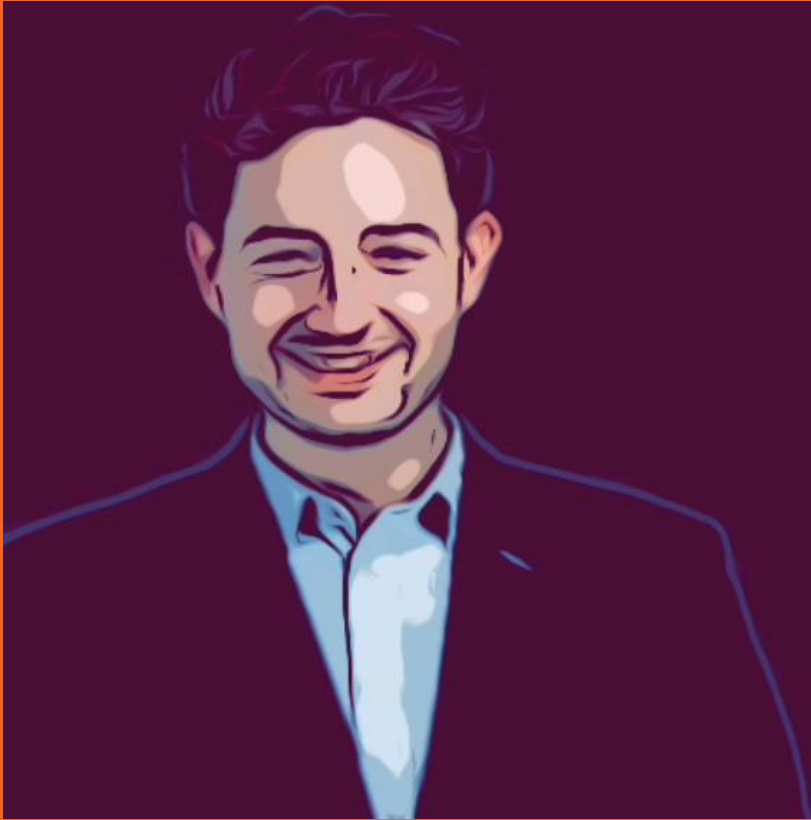
2.

Tailor your
content

at every platform

(tone of voice, kind of
content etc.)





3. Mix in kind of content Video, audio, photo...

4.
**Before publishing
your content,
think about the
demographic reach
at every platform:
Who will see my posts?**





5.
**Sell less of “your
product” & more
of your story**

**Most people don't buy at
Social Media, only to get
inspired, motivated,
looking for opinions etc...**

6.
**Make it emotional
or educational**

**Your audience loves to
feel and learn something
every day...**





7.
**Use free tools,
layers and
modifications to
stand out from
the crowd**

8.
**Tell a story in
multiple pieces of
content**

At Instagram you use the
'stories'. At YouTube &
LinkedIn you use texts like
 $\frac{1}{2}$ or episode 1, 2...





9.
**Make it feel more
organic & human,
try to make a
connection with
your audience**

10.
**Highlight fan and
hero customers**
**Let them tell
their story
about your brand**



More information?

Go to:

RickHermanussen.com

