# Level Up Your Brand: Social Media for Professionals

Workshop

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I am the President of the Science National Honor Society at my school, and I ran the Instagram for 2 years as the public relations officer

I am the captain of the Tennis Team and I promote our team as another public relations and run the tennis social media

I was a part of Girls Who Code, I volunteered at my nursing center, I was a part of internship that dealt with bibliometric analysis

# Welcome to the New Era of Social Media

**As a business owner and entrepreneur, those who are ready to grow their brand in this digital age should feel equipped to use social media and the advantageous tools it provides to boost their presence and engagement. Whether you're new to social media or looking to sharpen your online strategy, this session will boost your skills, knowledge, and abilities to leverage websites and apps to improve your brand building a strong digital presence, and audiences trust.**

# Key Topics Being Addressed

1. Understanding the importance of media presence and how to stand out using visuals, short headlines, and descriptions
2. Deep diving into how to reach an audience + properly showing off authority, expertise, and building trust within your audience
3. How to navigate websites and apps to build/start your platform

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# The Power of Media Presence

## Stand out with visuals and short, powerful headlines

People Scroll Fast on Social Media, and you just have a few seconds to grab their attention

- Eye catching visuals like bold graphics, images, and videos
- Short, powerful headlines deliver your message quickly and leave a strong first impression without overwhelming your audience
- Use trending common key words people should search up when trying to learn and find your brand

## Capture attention quickly with clear descriptors

When people see your post, they should quickly understand what you're offering. Clear and simple language (descriptors) makes it easier for someone to decide whether they're interested in your content, which will allow your audience to be more intrigued to view your brand; Whether it's a product, a service, or a story, there should be no confusion, which means more clicks, likes, shares

## Create a memorable brand identity

Consistency in your visuals (like colors, fonts, and logos) and a message, builds recognition over time. When your audience sees a certain style or voice they immediately think of your brand or business, and you are at the top of their mind, which leads to loyalty and more business

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# Reaching Your Audience: Strategies to Connect with Your Audience

# Reaching your audience

## Identify and understand your ideal audience

You can’t speak to everyone! Knowing exactly who you’re trying to reach (their interests, needs, age, habits, etc.) helps you create content that truly connects. When you understand your audience, you can solve their problems, entertain them, inform them, and build loyalty better.

## Craft relatable and engaging content

People engage with what feels relevant or even personal to them. No matter what your content is, it should somehow try to mirror your audience’s experiences, making them think you know them well enough and feel authentic enough. Which builds trust. Relatable content that represents challenges or dreams encourages comments, shares, and more widespread conversations about your brand will boost your visibility even more.

## Utilize hashtags, trends, and timing to your advantage

Hashtags help your posts get discovered by people outside your current followers. Jumping on relevant trends makes your brand part of larger conversations happening online, giving you a chance to go viral or be seen by new audiences. Posting at the right time ensures your content appears when your audience is online and ready to engage.

# Build Authority and Trust

## Share Authentic stories and insights

People connect with people, they don't want to feel like their talking to an object or an automatic robot who serves. Sharing real stories about your business journey, challenges you face, lessons you learned, and how you want to grow makes your brand feel human, relatable, and valuable to the world. Authenticity builds emotional connections, which leads to deeper trust and loyalty

## Post consistently to build credibility

If people see you showing up regularly, they trust that you're reliable and serious about your brand. Consistency also keeps you in their minds because the more often people see your content...

- You get more familiar with the eye
- You will seem approachable because of the trust you've built

## Engage and respond to audience interactions

When you reply to comments or answer questions, thanking people who share your content, you build real relationships. This engagement shows your audience you value them, and people are more likely to stay connected to brands and businesses that acknowledge and appreciate them. This goes for not just social media, but also real-world community engagements.

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# Tools for Building Your Platform: Navigating Key Websites and Apps

# Key Platforms

**Now lets apply what we learned to these 4  platforms**

**Instagram: Visual storytelling + reels**

**Facebook: Community building & ads**

**TikTok: Viral Video marketing**

**LinkedIn: Professional networking & authority building**

# Instagram

- **How to Start**:
  - Set up a business profile (not personal)
  - Create a bio that clearly says who you are and what you offer
  - Post high-quality photos and short videos (reels) telling the story behind your products, services, or mission
  - Use relevant hashtags to reach new audiences
  - Engage with comments, stories, and DMs to build community

# Facebook

- **How to Start**:
  - Create a Facebook Business Page, not just a personal profile
  - Fill out all sections: About, Services, Hours, Website Link
  - Post a mix of updates: events, behind-the-scenes, customer testimonials
  - Join or create groups related to your industry or local community
  - Start learning about Facebook Ads to reach specific audiences quickly

# TikTok

- **How to Start**:
  - Set up a business TikTok account
  - Make short, authentic videos, and show the "personality" of your brand
  - Follow and use trending sounds and hashtags in your niche
  - Post creative tutorials, funny behind-the-scenes, or product demos
  - Be consistent — fresh content

# LinkedIn

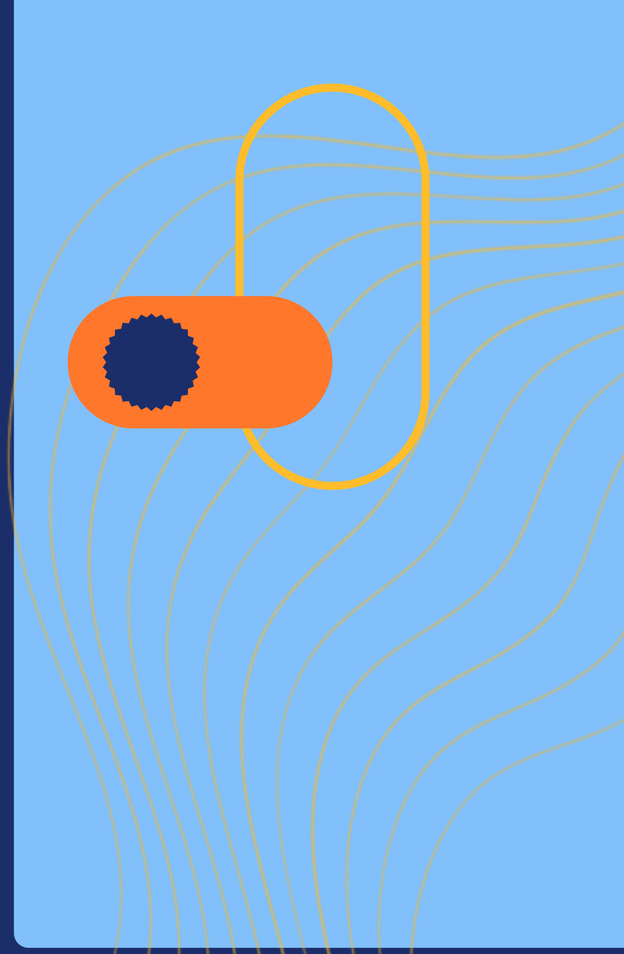
- **How to Start**:
  - Set up a LinkedIn Company Page if you have a business, or optimize your personal profile for business branding
  - Make sure to use specific descriptors for people to easily find you and your niche of brand
  - Share articles, tips, case studies, and business milestones
  - Connect with people in your industry and engage with their posts
  - Join professional groups and participate in discussions
  - Position yourself as an expert in your field through helpful, educational content
  - Having a proper LinkedIn account also boosts your credibility and trust towards yourself and your business

# Ready to Click, Connect, and Convert?

**Embrace the digital opportunities**

**Apply what you learn**

**Watch your brand grow**



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