

SOCIAL MEDIA GROWTH

with RACHEL PEDERSEN

PART 1: HOW SOCIAL MEDIA WORKS

Your very first step on any social platform is to claim your username. Picking a username that's consistent across multiple platforms makes it easier for your audience to find and recognize you. Go to namechk.com and check if your social media username is available.

Ask GG!

Your ideal username is already taken? GG, your Mastermind.com AI assistant, can help.

Edit the text in brackets and paste the following prompt into a conversation with GG:



```
"My name is [Sarah] and I'm a [course creator] who [helps kids with learning disabilities master English as a second language]. Can you help me find the perfect social media username to match my business?"
```

Once you have a list of potential usernames, you can see what's available on namechk.com.

After you choose your username you can ask GG for help building your profile.

Check out [this guide](#) for your ultimate social media bio checklist.

It's best to build your social media presence one account at a time, so pick one platform and set up your profile with your name, picture, and bio.

Best practice is to have a consistent username across all social media sites. While you don't need to build those profiles out at this point, go ahead and reserve your username for the future. When in doubt, go ahead and grab it even if you don't think you'll ever use it. It's free, so reserving it now won't cost you a dime!

Instagram

TikTok

YouTube

Pinterest

X/Twitter

Facebook

LinkedIn

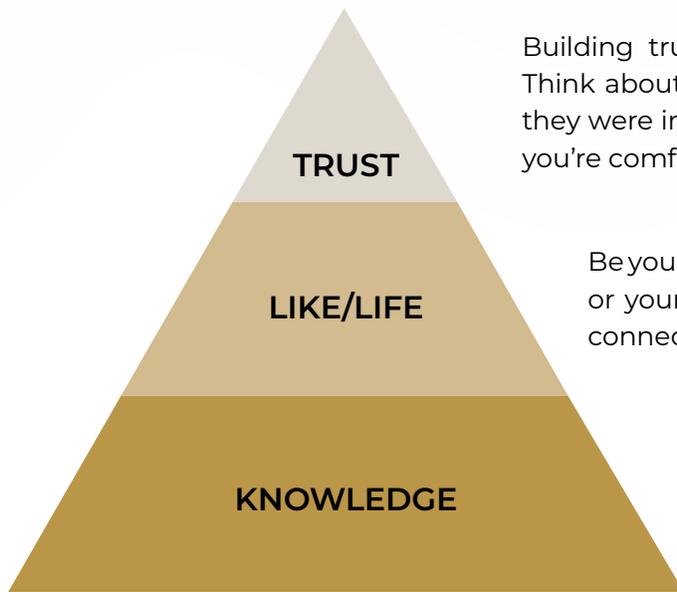


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PART 2: YOUR UNIQUE ADVANTAGE

The KLT Method



Building trust means showcasing your own vulnerability. Think about struggles or problems you overcame, whether they were in your personal life or your area of expertise, that you're comfortable sharing online.

Be yourself! Incorporate your personal life, your interests, or your unique experiences to help build an authentic connection with your followers.

This will make up the majority of your social media content. Focus on serving your audience and providing value by answering the questions they're asking online.

Brainstorm 5-10 topics for your Like/Life content.

Develop 2-3 topics for your Trust content.



PART 3: WHERE TO START

Search for one keyword on [answerthepublic.com](https://www.answerthepublic.com), look at the questions, and list five questions you want to answer first below.

- 1.
- 2.
- 3.
- 4.
- 5.

Ask GG!

Struggling to find the right keywords to use? GG, your Mastermind.com AI assistant, can help. Edit the text in brackets and paste the following prompt into a conversation with GG:



```
"I'm a [course creator] who [helps kids with learning disabilities master English as a second language]. What are some search keywords related to my business?"
```

GG can adjust her responses to your needs. Just ask for longer key phrases or single keywords.

Take what you learned today, use your social media platform of choice, and create a post that answers a question from Answer the Public.

What question are you addressing from Answer the Public?



What story (or 3-5 points) can you use to answer the question?

What call to action can you use to engage your viewers?

What visuals (images, videos, graphics) could you use in a post about this topic?

