

Inspire. Empower. Expand.

“3 Keys to Social Media Success”

By Sean Gardner / @2morrowknight

2010



Russell Simmons 

@UncleRUSH



RT @2morrowknight: U have everything u need .. Operate from #abundance

 Reply

 Retweet

 Favorite

 More

(1) Gratitude Postings

You are:

- Saying thank you
- Establishing a relationship
- Strengthening a connection

My original post...



Sean Gardner @2morrowknight · Nov 30

Never be afraid to rise to the occasion... #inspiration RT @JanelleMonae @levoleague



↻ 59

★ 74



View photo

...and my most recent post



Sean Gardner @2morrowknight · Feb 5

Never be afraid to rise to the occasion... #inspiration #in RT
@JanelleMonae @levoleague @DebBeachamAtl

“I'm a big believer
in turning nothing
into something.”

Janelle Monáe



51

★ 66



The Language of Empowerment

“Bridge Words”

- We
- Us
- Our
- Collaborate
- Inspire
- Assist
- Connect
- Help
- Share



Don't Be Afraid to Create Your Own Best Practices

“Best Practices” I Have Ignored Over the Years

- Don't Cross-Post
- Don't Automate Content (at all)
- Don't follow the followers
- Ignore people with low numbers, at all cost



(2) Cross-posting



Post on G+ first, then use platforms you're strong on as "place holders"



Sean Gardner

Shared publicly - Jul 8, 2013

#Marketing

Great post! -> The top four reasons why marketing your brand on Google+ is a must
- <http://bit.ly/1d8lBdc> via +Boris Rasonja

#contentmarketing #marketing #brands #googleplus



The top four reasons why #marketing your brand on Google+ is a must bit.ly/184Tgrt

← ↻ ☆ ...



think creatively
live adventurously
work diligently
share generously
listen patiently
try fearlessly
laugh heartily
help willingly
speak graciously



Sean Gardner

18 hours ago

Succeed magnificently...

<http://pinterest.com/pin/132715520241939349/>

Tag Photo

Add Location

Edit

Like · Comment · Unfollow Post · Share · Edit



Pete C. Rodriguez, Jonha Revesenco, Fahima Hazza and 33 others like this.



11 shares



Mahej Foliaki absolutely

17 hours ago · Like · 2



Sandra Zoratti fabulous Sean Gardner!

17 hours ago · Unlike · 1



Wenata Babkowski Fabulous! Must share 😊

15 hours ago · Unlike · 1



Debra Cincioni So true!!

15 hours ago · Unlike · 1

Place your link right after your title, or the brief wording.

Why Cross-Post?

- You are “creating value” on two different platforms
- Driving engagement across social media
- You are reaching individuals and groups who may be connected to one particular platform, and making them aware of your presence on another



(3) Everyone is an influencer



Image Quotes



"Success to me is defined by our own individual meaningful purpose. Life is full of surprises so don't be afraid and be bold!"

~Ivo Lukas

Support Your Friends and Expand Your Reach

- Collaborate on a projects
- Reach out to people and support them based on content, not on status
- Network outside of your field
- Also look at “PR” as “people and relationships



THANK YOU!
GOOgle

YOU ROCK...SO ROCK ON!