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 13 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









...and my most recent post

-

Sean Gardner @2morrowknight · Feb 5

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









The Language of Empowerment

"Bridge Words"

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



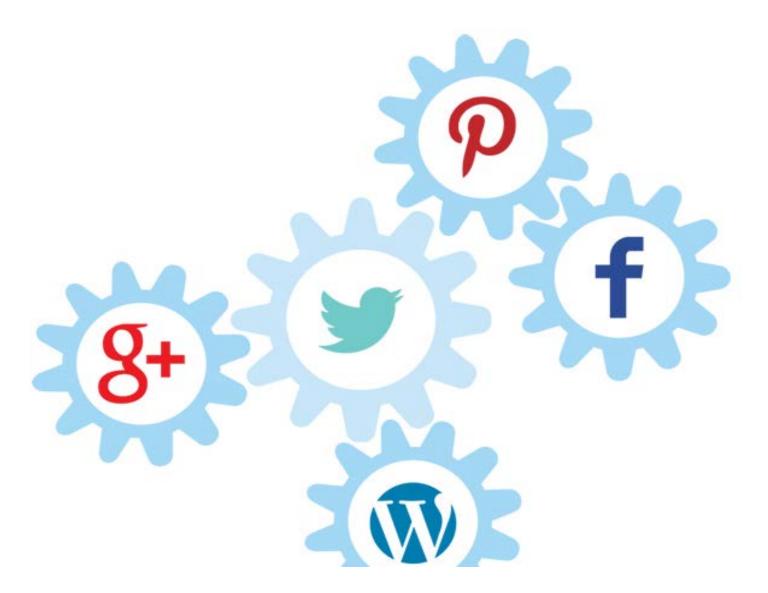
Don't Be Afraid to Create Your Own Best Practices

"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"



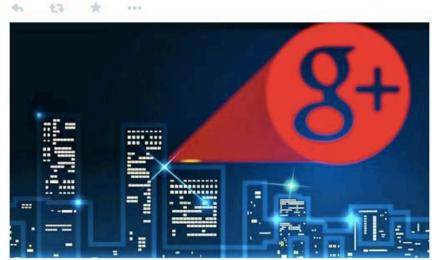
#Marketing

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 aracious



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

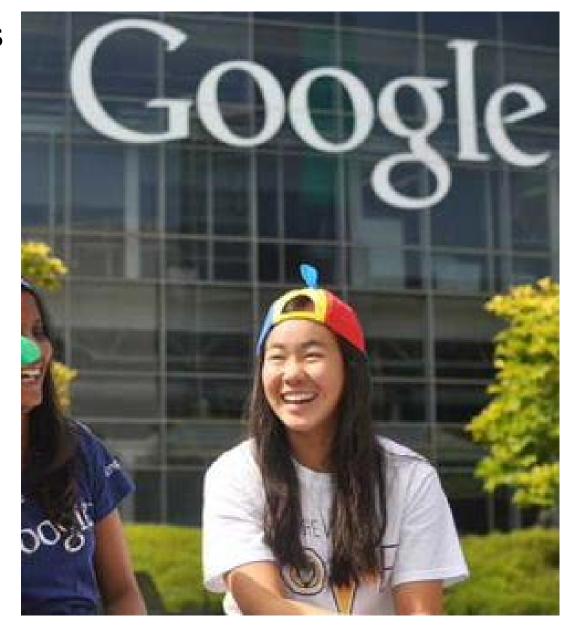


Image Quotes



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! COUNTY OF THE SECOND SECON

YOU ROCK...SO ROCK ON!