

Hi, I'm

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 *from the*
NEST

How do I get more
visibility from the
right people?

Visibility

=

appearance, vision, perception,
being seen, getting views, exposure

**Amazing social media
is really just about
creating and collecting
amazing content
that tells your story.**

**What should I be doing
to make better
content?**

Use my “Three C’s”

Collect Content Constantly

**You are now the content
collector for your business
and for your LIFE...**

So start filling up those boxes!

What is content?

**What makes amazing,
engaging content?**

- photos
- videos
- how-to's
- calendars
- planning tools
- answers to frequently asked questions
- success stories
- related articles
- interviews
- recipes
- cartoons
- questions
- book reviews
- games
- quotes
- anecdotes
- puzzles
- polls
- blog posts
- did you know...
- brands used by your company
- names, photos, titles of team members
- reviews/testimonials
- birthdays/celebrations
- holiday specials
- hours/promos/specials/events around holidays

Be creative! Experiment! (This is supposed to be fun!)

**Amazing content comes
from grabbing each and
every social media
opportunity!**



**Here are 5 steps to
grabbing social media
by the...**

horns.

1. Recognize this moment as part of your story.

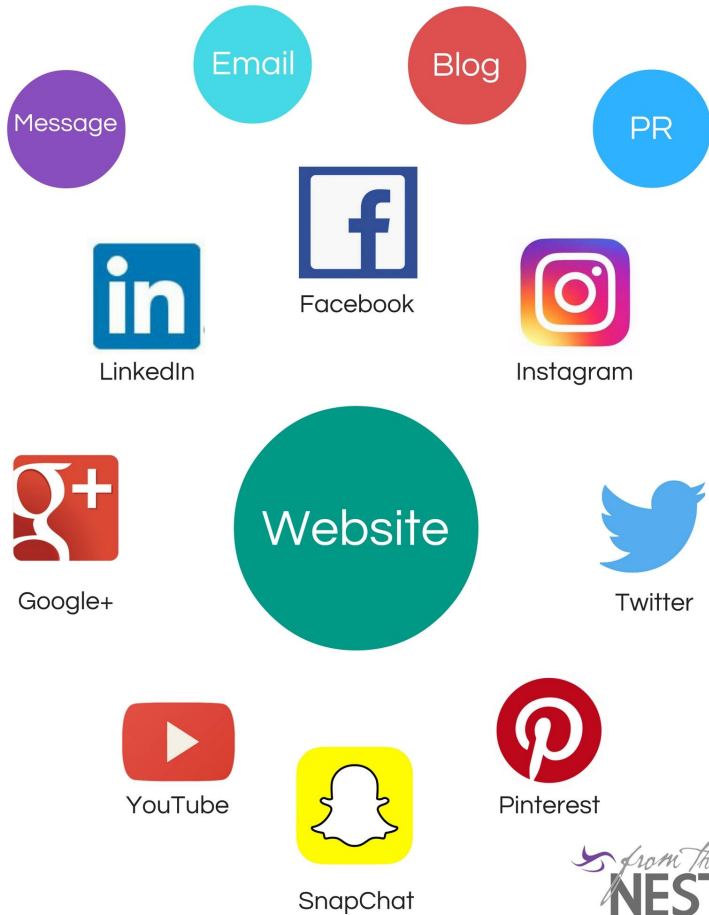
**2. Think about the
characters involved
in the story**

**3. Grab a photo,
take a 30 second video,
or write yourself a note
with the details**

4. Take a moment to think about which social media channels might be best to use to share this piece of content.

**Where do you share
your content for the
most impact?**

Plan your communication channels!



**Do not try to
DO IT ALL!**

5. Just post it!

(Be Brave!)

**So what is the key
to creating engaging,
authentic content my
audiences will love?**

Define who you are.

**Discover what stories you
have to tell.**

**Tell your stories out loud everywhere
you possibly can.**

4 Affirmations

**Social Media is a just a
(branded, thoughtful)
digital scrapbook
of my story.**

When I show up authentically on social media, I build trust and connection with my audiences by sharing the real story.

Fear and joy live hand in hand.

**In order for me to have
moments of joy,**

**I must step into moments of
fear like a warrior.**

**I am a
creative being
with many stories to
share with the world.**



**Positive,
Patient,
Persistent.**

Thank you!



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