

Authentic Social Media Posts

THE GOAL WITH YOUR SOCIAL MEDIA IS TO BE ONE THING: AUTHENTIC.

When you post photos or content on social media, it is important to remember this is your bridge to connecting with humans. You are inviting people to get to know you, be part of your story, and in some way walk away feeling like they have connected with you on a personal (emotional, spiritual, memorable) level.

You are looking for posts that - in some way - connect in a natural way to your story, your journey, your message. If your post is not obvious as to “why you would be posting it” make sure to use the copy section to connect the dots.

Oftentimes you should include a CTA (call to action); you ultimately want people to engage with the post. They should quickly be able to respond with a reaction or so moved they have to include a comment. This feeds the algorithm.

When taking photos - with the goal of posting on social media - remember to always omit something that could send the wrong message.

Note: to be authentic, photos do not have to have people in them. Especially with children make sure you have the adults' permission for them to be included. You can build personal connection with items as long as you are using the copy section to connect the dots.

Here are some ideas: with every item you can use it to tell a piece of your story.

PERSONAL PHOTO IDEAS

- Morning: coffee pot, view of the sunrise, sleeping baby, running shoes
- Afternoon: your watch/clock, door to the gym, lunch at your favorite restaurant, a photo of your dog as you chill on the back deck
- Evening: Sink full of dishes after dinner, TV screen with football game, a book you are reading, the view out your front door
- Day to day: Grocery cart full of groceries, pumping gas, tennis racket before you hit the court, logo of favorite coffee shop, basket full of laundry, new favorite podcast
- Reflecting back: a “Throw back” to “two years ago I was here.” Or a picture of an antique, “how have things changed?”

PROFESSIONAL PHOTO IDEAS

- Family photo on your desk
- Copy machine you are having an arm wrestling match with
- Lunch catered in for “Team Pow Wow”
- Stack of folders of everything you have accomplished today
- The view out your office window
- A quote from a famous leader hanging on your wall
- Photo of apple with a bite out of it “telling your spouse you are eating healthy”
- View of conference from back of the room with some comment about “inspiring session ...”