

21 Ways to Be a Social Media Superstar



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Your journey towards social media superstardom will be easier (and take less time) if you look for and incorporate tips, techniques and shortcuts.

Here are twenty-one tips that worked well for those at the top...

1. Specialize

Although it's true that one has to have a good grasp of all the major social networks, specializing in one social network will help you achieve superstardom for the particular niche interested in that network.

2. Create a Facebook Cover Photo that Reflects and Focuses on Your Specialty

No matter what network you specialize in working with, creating a Facebook Page and Cover Photo that truly showcases that specialty will be one of your most powerful strategies.

You can now include up to twenty per cent text and include your branding colors and graphic elements – as well as get your face out there, as [Melanie Duncan](#) demonstrates so well here:



Notice also how well she takes advantage of her Facebook Page to:

- Add a great mission statement that lets people know exactly what she does
- Include Apps
- Include her website link
- Offer a sign up incentive
- Let people know she specializes in Pinterest

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3. Offer Free Webinars

Duncan doesn't just let her Facebook Page do the talking – she also offers free webinars, pointing out three key benefits people who sign up can expect to receive.

And she doesn't just offer free webinars: She combines this with the power of a suggested post (which also generates Page "Likes").



The screenshot shows a Facebook post from 'Entrepreneuss Academy' marked as a 'Suggested Post'. It includes a profile picture of a woman, a 'Like Page' button, and a list of three benefits for a free webinar. Below the list is a link to a webinar page with a thumbnail image of the same woman and a 'Sponsored' label. At the bottom, there are engagement metrics: 4,752 likes, 425 comments, and 2,954 shares.

Entrepreneuss Academy · Suggested Post Like Page

I'm running a free training webinar all about using Pinterest for marketing. We will be covering:

1. Creating better pins so they get 80% more clicks.
2. Creating a FREE business account in order to use the new Pinterest Analytics.
3. Scheduling your pins so your social media runs on autopilot.

If you want to join me on this webinar (or know someone who could benefit from it), here's the link where you can watch. It's FREE.

Learn how to use Pinterest to Build your List and Attract More Customers – FREE
powerofpinning.com
Pinterest is now the 4th largest traffic generator worldwide!
It's sending more visitors than YouTube, LinkedIn, and

Like · Comment · Share · 4,752 · 425 · 2,954 · Sponsored

4. Use Share Buttons

Being a social media superstar means *not missing a trick*. You make the most of every opportunity to share – on social media feeds, and off.

In this example, Duncan has further increased engagement potential by including Share buttons on her webinar link page – making the sharing even more irresistible by linking pressing the buttons to downloading her workbook.



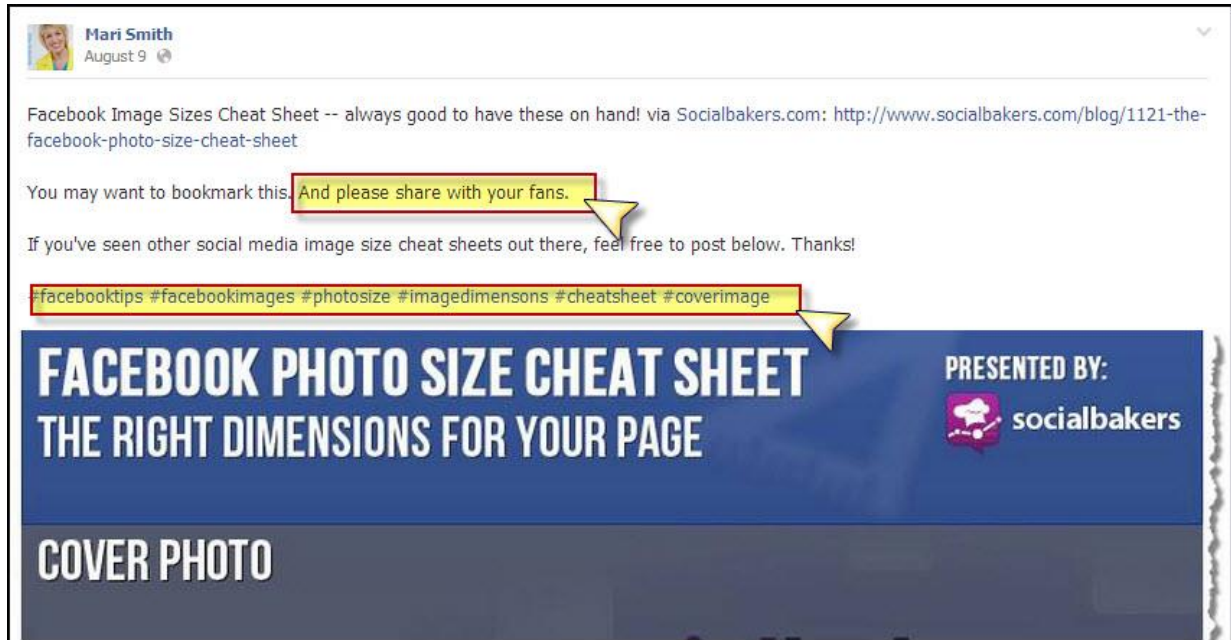
The screenshot shows a red banner with the text 'Share This Webinar & UNLOCK the Training Workbook!' and a call to action: 'Click the "share buttons" below to spread the word about the upcoming webinar & unlock your BONUS training workbook NOW!'. Below the text are five share buttons: Facebook Share, Tweet, Pin it, LinkedIn Share, and Email.

Share This Webinar & UNLOCK the Training Workbook!
Click the "share buttons" below to spread the word about the upcoming webinar & unlock your BONUS training workbook NOW!

Share Tweet Pin it Share Email

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Our next photo of a post from Facebook expert, Mari Smith, actually demonstrates our next five tips (#5 through #9)...



5. Ask for the Share

Whatever you post – on social feeds, your Pages or on your blog – remember to simply ask people to share it.

6. Use Hashtags

Several social networks now support hashtags – and all of these networks (especially Facebook) are actively working to make hashtags work even better on their systems. (I.E.: Behave and interact better with Twitter hashtags).

Creating your own eye-catching, unique hashtag or using a relevant, existing one that is already trending can help multiply your shares and capture targeted audience members you haven't even met yet.

7. Provide Top-Quality Tips

Sharing tips that make your fans' lives easier is the best way to catch the eye of your target audience (especially if you've asked existing fans and followers to share your tip.)

And if you can combine really useful tips with the latest-breaking changes, so much the better.

8. Illustrate your Posts and Links with Graphics

Especially use this tip with blog post links. People have become immune to links and many have conditioned themselves to gloss over them and keep the eye moving. A photograph helps

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stop people in their tracks if it “tells” them instantly what they’ll get when they glance at the photo.



9. Be Generous – Credit and Share

If someone else has written the post you wanted to write – share it and give credit to the author! If they’ve provided a fabulous list of resources or a juicy tip – share it and give credit to the author!

Never be afraid to share your secrets with your audience. You’re proving you have their best interests at heart and that you are all in the journey together.

(And the person whose post or tip you are sharing may return the favor or JV with you one day in the not too distant future.)

Oh. And share your followers’ posts and tips too (people love to be noticed and acknowledged; particularly by experts).

10. Vary your Post Types

Your page will feel more interactive and interesting if you vary your **post types**. **Rotate between photos**, contests, quizzes, polls, questions, blog links, tips, personal posts, videos and **infographics**.

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11. Install Google Analytics on your Facebook Page

“That’s impossible,” you say. “Facebook doesn’t allow JavaScript; and you need JavaScript enabled to install Google Analytics.”

Ah, but Webdigi has created a free, open-source tool to get around this. You can either install it on your own server or use the free, hosted version. (It works on any FBML tabs or any FBML box on your wall.)

Complete instructions on how to install FBGAT (and Google Analytics on Facebook) in this [Webdigi blog post](#).

12. Use Promoted Tweets on Twitter

Do this especially if you are offering something to be **downloaded**.

Studies show that when a download is involved, the response rate is over ten per cent higher than other types of posts with links.



13. Don't Serial Post

Engagement is one thing, but the quickest way to turn people off – on ANY network – lies in serial posting, where you fire out one post after the other to dominate your target viewer's feed.



14. Don't Over-Promote

If you use the majority of your social media posts to drive people to actions you want them to take, you will come off as just another marketing shark.

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A recommended rule-of-thumb is to make eighty per cent of your posts helpful, general, entertaining or just plain interesting; and less than twenty per cent promotional.

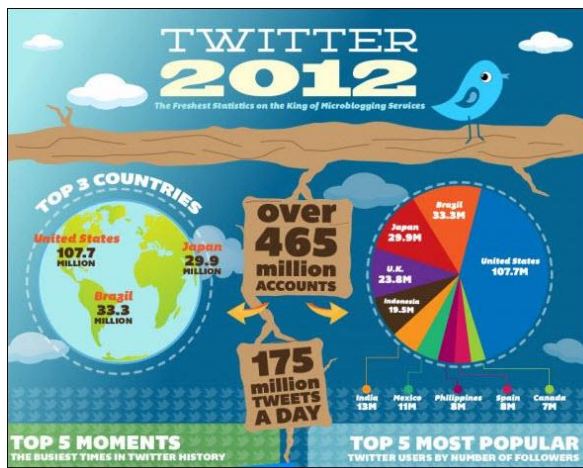
15. Develop Relationships with “Key Influencers”

Don’t just focus on your fans – actively follow and respond to your own favorite “key influencers” in the social media niche.

We’ve already spoken about crediting them and sharing their work. Responding to polls, quizzes and sharing your own tips will help get you noticed too.

Do make sure you visit their feeds and interact regularly, however: Never just for the sake of interacting – but the more often your Profile Photo appears next to a really helpful post or detail-specific comment, the better your chances of being noticed and remembered.

16. Create Useful Infographics



The beauty of infographics lies in the fact they are (a) seen instantly (b) judged on the spot. This not only prequalifies your reader in whether or not they click through, it helps make your statistics more accurate.

On top of that, when people love an infographic, they click on it. Sounds obvious – but it’s the quickest way to get people to access your key information on social media. A blog post link with a photo? Possibly. A blog post link without a photo? Maybe, if your headline is catchy enough.

But an infographic can be accessed – and assessed – at a glance. And if it’s liked, shared with one simple click.

17. Use Fiverr if you’re Just Getting Started

If you’re starting out on a shoestring budget, save time and get professional products like **infographics** or **Facebook Cover Photos** created for \$5.00 by trying out [Fiverr](#) freelance offers.

Look for excellent ratings and reviews – and just try out one project at a time, until you’re sure the outsource contractor you’re using really knows what to do. (But once you’ve got that professional product in your hands, expect to pay more, if your contractor is worth his or her salt: This type of contractor will only be offering deals on Fiverr as limited samples).

18. Run Contests

If you stop and study how often top social media experts run contests, you’ll also see how much viral buzz and interaction these generate!

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Just be sure to check with your local area rules and guidelines (for example, lottery-type contests are prohibited in Quebec), as well as with rules and guidelines for the specific social platform you want to use.

Remember that you can easily create contest Apps using free or inexpensive services and tools such as [ShortStack](#).

19. Offer a Service Sample for Free

You can also use an App to offer service samples for free; or in conjunction with some other offer; or as a contest, as Mari Smith has done in the example below.



20. Track your Conversions

Facebook in particular (and many other social networks) provide tools that allow you to [track your conversions](#).

This simply means finding out how many people take the actions you ask or drive them to take on that network.

Track, and you will quickly find out the “hot buttons” your particular audience best responds to. It’s amazing how many would-be social media experts don’t bother to track, so get the edge on them and start doing so!

21. Be There

Another seemingly-obvious tip that a staggering majority of would-be social media experts ignore: Simply be active on your networks daily – preferably when your target audience is present. Respond, comment, “Like”, thank and question. You’ll build trust – and a community.

And that’s really what becoming a social media expert is all about!