

PERSONAL BRANDING ON SOCIAL MEDIA

RULES + TOOLS + STRATEGY



WITH SONJA THORSVIK

WWW.MONKEYFISTMEDIA.COM

THE #'S

(AKA: WHY YOU SHOULD TRUST A COMPLETE STRANGER)



WWW.MONKEYFISTMEDIA.COM

MONTHLY #'S

SOCIAL MEDIA POSTS: 700

SOCIAL AUTHORITY: 62,000

NEWSLETTER SUBSCRIBERS: 80,000

UNIQUE WEBSITE VISITORS: 157,000



WWW.MONKEYFISTMEDIA.COM

RULES



WWW.MONKEYFISTMEDIA.COM

RULES

POSTING RULE OF THIRDS

CONSISTENT BRANDING

GIVE OPINIONS WITH SOLUTIONS

CREATE GOALS

PAGE VERIFICATIONS

FACEBOOK ADVERTISING

NO UGLY LINKS

AVOID CLICK-BAIT

PHOTO SIZES FIT PLATFORM

USE VIDEO

DON'T FORGET TO BE SOCIAL



TOOLS



WWW.MONKEYFISTMEDIA.COM

TOOLS

FREE PHOTOS

UNSPLASH, PEXELS, YOUR PHOTOS

PROJECT MANAGEMENT

ASANA, TRELLO, SLACK

PHONE PHOTO EDITING APPS

COLORSTORY, AFTERLIGHT, RHONNA

ANALYTICS

GOOGLE ANALYTICS, NATIVE INSIGHTS

COMPUTER PHOTO EDITING APPS

CANVA,, PIC MONKEY, PABLO

SPELL CHECK

GRAMMARLY

SCHEDULING SOFTWARE

BUFFER, HOOTSUITE, EDGAR, SOCIAL SPROUT

SHORTEN LINKS

BIT.LY

AUTOMATION

IFTTT

WHERE TO FIND CONTENT

FEEDLY, BUZZSUMO, SAVE FOR LATER



STRATEGY



WWW.MONKEYFISTMEDIA.COM

STRATEGY

FIND POWER CATEGORIES

BATCH ORGANIZE PHOTOS

MAKE CALENDAR

WRITE HOLIDAYS

ADD BUSINESS EVENTS, MILESTONES, SALES

FILL IN POWER CATEGORIES

CREATE & CURATE CONTENT

SCHEDULE POSTS

ADVERTISE & ANALYZE

REFINE

REPEAT



Q + A



WWW.MONKEYFISTMEDIA.COM

THANK YOU!



WWW.MONKEYFISTMEDIA.COM

#GETKNOTT4



@monkeyfistmedia



@sthorsvik



WWW.MONKEYFISTMEDIA.COM