

## 120 - Starting a Brand New Social Media Account: What Would We Do?

**Laura Davis:** [00:00:00] In this episode, we're sharing exactly what we'd do if we were starting a brand new social media account for a client today.

**Laura Moore:** Welcome to JFDI with The Two Lauras. If you're a social media manager, you are in the right place. Every week on the show, we share tips, ideas, and advice about working as a freelance social media manager from content ideas to business tips and strategies to make more money. And on the show today, we're talking about what to do when you're starting on a new social media account.

This is something we're asked about a lot, and the advice we're going to share is relevant whether you're starting your own new account or a new account for a client. And if you have more questions about this after listening, we'd love to help. The best way to get our personal advice is always in the membership, The Inner Hub, and we'll pop the link to join the waiting list in the show notes, or you can come and chat more in our Facebook community, the Social Media Managers Hub, and we'll pop the link to that below as well.

**Laura Davis:** Okay. So, I think what's important [00:01:00] to consider when you're first starting, and this probably is on any platform, is how that platform looks if someone comes and finds it. So imagine, imagine you put a piece of content out and it happens to go viral on your first ever piece of content.

**Laura Moore:** I mean, well done, amazing if it does, by the way.

**Laura Davis:** Well, yeah, I'll drink to that. Although it does sometimes work like that, don't they? They do sometimes push brand new accounts to get you, like, addicted. Anyway. So you, and so you have a piece of content that goes out and then someone comes and checks out the page and or the account and the bio just says, coming soon, or the, there's no other content on your Instagram grid or what have you and your, the account's not kind of optimised and looking good.

**Laura Moore:** Looks a bit dead.

**Laura Davis:** Yeah. Then what impression is that going to give and I get straight away you're thinking well that's ridiculous you've got to start somewhere there's always going to be your first [00:02:00] post but I think what we're saying is you want to have content on that grid I say grid if this is any account like populate that profile So if, if the arguments



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say you're thinking about Instagram, you're probably thinking those first top nine, maybe 12, so when someone lands on that account, it looks like there's more happening than, than there actually is.

**Laura Moore:** And we don't mean that it looks all pretty and there's like a puzzle, we're not talking about that.

**Laura Davis:** No. We're not talking about aesthetics. No, no. It just looks like there's something happening and because it's, it's like the reverse psychology of when, you know, you look at an account and it's full of content, but nothing's been posted for two years, you straight away think, and you don't bother following.

So we're talking about content that. And it's not just shit content, don't just put stuff out there just because you want to fill the grid, make it useful. So it's just imagine if someone then, when you then start posting a bit more kind of [00:03:00] strategically in terms of, I know, increasing your visibility, if someone then comes to your grid, what do they want to see?

What do they need to know about you and that business that makes them think it's right for them and therefore will want to follow?

**Laura Moore:** Yeah, I think what you're saying basically is that early content. Like the early posts that you're putting out, the purpose of them is not to grow the account necessarily.

The purpose of them is for people when you start working on growing the account. People land on there and they get it. They understand what that brand is about. They're not just going from one post thinking, well, I don't really know what this is. And like, I would totally be put off from following an account if it, unless it was like a celebrity. You know, or they had some sort of reputation.

**Laura Davis:** Or someone you knew. Yeah.

**Laura Moore:** Yeah. Then I would probably follow them if they didn't have any other content. But if I was to see a post in my feed, and then I go over to their account and there's nothing else there, I'd be like, oh, well, they're just obviously some sort of spammer you know, like dodgy.



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It [00:04:00] wouldn't fill me with any kind of confidence.

**Laura Davis:** Yeah, I think you're right. I think I would think the same, but maybe we're -

**Laura Moore:** Maybe we're just cynical?

**Laura Davis:** Too cynical in our old age. Yeah. But no, I definitely would want to know more before I would follow an account. Not that I really follow many accounts nowadays, but um -

**Laura Moore:** No, but also like with that early content, like don't worry that like, yeah, it needs to be good content, but don't worry that you're going to be wasting good content because you can repurpose it.

This is like the sort of evergreen content that you would be using a time and time again. You know, get it out there on the, on the grid, for example, if it's Instagram or a couple of posts on Facebook or whatever, and then you can reuse it again.

**Laura Davis:** Nice. Okay. So we've done that. We've made our accounts look like they're well lived, like a pair of slippers.

Then I guess we switch into right strategically. What are we going? What do we need to be doing? How and without a doubt, any brand new account, their focus needs to be increasing that visibility, [00:05:00] increasing that reach. It's not, you know, if a client says to you from day one, I want leads, I want sales, then they're clutching.

**Laura Moore:** Run a mile.

**Laura Davis:** It's down to you to say, well, look, that's, that's great, but I can't sell to no one. So I've got to build you an audience first. So, yeah. So thinking of therefore about how you can increase that reach. One of the, one of the ways that you can do that is by collaboration. So are there like business friends that your client already has that maybe they can help you by doing some collaborations with them?

If there isn't a, can you identify them with maybe with the help of your clients, but doing that kind of research yourself to think, okay, who is kind of has an influence over my audience? And. I think this is something that people struggle a bit with now and nowadays



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because you say influencer and people automatically means that you think they mean that you're going to have to work with someone and gift them a [00:06:00] product or pay for them to go on a holiday or that's not what we mean when we talk about the good old fashioned influence, and that's just someone who has influence over your audience, which could be a tiny account with 2,000 followers.

But if it's 2,000 followers who are your audience, then they have influence, don't they?

**Laura Moore:** Yeah.

**Laura Davis:** So you'll want to be trying to address who those people are, and can you do some work together? And it could just be that they share your post. It doesn't have to be anything.

**Laura Moore:** Yeah, we're not talking about they need to go and create you some amazing content.

This isn't that. This is just, this is collaborative. Yeah. That means, you know, you're probably doing a lot of the work as well.

**Laura Davis:** And a lot of that early stages, like I can, and I can remember when we've, I've worked on clients in that situation before. There's a lot of, you know, pushing yourself out there.

It's quite kind of, you've got to get out there. You've got to [00:07:00] have the balls to kind of start conversations because no one knows you exist. You've got to do that. And you've got to find those people who have that power, who you can benefit from, I guess.

**Laura Moore:** Yeah, totally. And the other way to, and your favourite way, of getting visibility that you need really early on - shareable content, you need content that people are going to want to share, but obviously you need to have a few followers who are going to actually see it potentially who will share it in the first place, which is where the collabs come in, but what kind of shareable content can you create that is going to reach the right people?



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Like you don't just want to reach anyone, you want to make sure you're reaching the right people. So what can you share early on that is shareable that people will be happy to share and then that will bring people back to your account.

**Laura Davis:** And it can be like, when we think of shareable content, lots of people will think, Oh, I've got to find something funny or da da da da da, it's all great content.

But actually some of the best, I was just thinking this, there's a local coffee shop just opened by me, next door to another coffee shop. [00:08:00] And so you kind of think, Oh, there's competition there. But they put a post up and they've done it, they've done it a few times now where they've tagged all the other local kind of bars, cafes, like compliments saying who's going here to watch the football, tagging that business.

And they said then that other business, because they're all small businesses, they're all trying to, you know, keep their heads above water. They're, they're grateful that they've promoted their accounts, and then they share that piece of content. So if you flatter other businesses, again, those businesses that have influence over your audience, then that's, that's shareable content.

It's just a bit more, I was going to say force, it's not the right word, but you, because you're tagging them, you're kind of saying, I'd love you to share my content without actually saying that. Yeah, it's like saying it without saying it. And obviously sometimes people will, and sometimes people won't, and you have to be realistic.

You know, if you tag the local business that's got a hundred thousand followers [00:09:00] and they're like viral and, and you're like, you've got nothing. Sometimes they don't, it doesn't always work like that, you know, rightly or wrongly.

**Laura Moore:** And you have to have a good reason for tagging someone. Don't just like random tag, spam tag.

Yeah. You know, it, there needs to be a reason. Like if you were to write a sentence, their tag would fit into that sentence. Not just randomly, because it's just like, that's just annoying and that just puts people off of you.



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**Laura Davis:** Yeah, especially if you don't have any kind of relationship. Like if it's a business, another business or a person who you have a relationship with, it can be slightly easier.

But yeah, definitely. So shareable content, but sometimes kind of asking discreetly for that share is not a bad thing.

**Laura Moore:** Yeah, definitely. I think also at the beginning, and this is probably a conversation you would have when you were taking on that client or maybe at the proposal stage is asking if there's an ad budget to get that account going because sometimes that can just help to give that an early [00:10:00] boost, you know, if you've got ads running, it's never going to be a bad thing, is it to try and like kickstart a new account?

**Laura Davis:** No, absolutely. And sometimes you, and even just a, a boosted post, you know, you don't have to go into ads manager and do a full on proper ads campaign. Obviously, if they want that, then that's brilliant and you'll always get better results that way. But sometimes just getting your content in front of the people you want, is a boosted post would do just that on most of the platforms.

**Laura Moore:** Yeah. It doesn't have to be a big budget. You know, it could be a nice small budget just to kickstart it.

**Laura Davis:** It could just be like a tenner here or there. That's better than nothing, isn't it?

**Laura Moore:** Yeah, definitely.

**Laura Davis:** And just, but just remember that if you're going to be doing that, if you're going to be boosting posts or doing ads really, but that, and that isn't an ongoing strategy.

As in, they're happy to say, look, okay, well, look, here's a hundred quid, do what you like with that with boosted posts, but we're not going to do ads on a long term basis.

[00:11:00] Make sure you're strategic in how you do that, and i. e. don't rely just on the ads. Make sure that when you, you're posting content that if someone's engaged with the ad, they're then likely to want to engage and respond to your next lots of posts, so you can kind of hook them in.



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So just, yeah, be mindful of what you're posting in that period of time that you're boosting posts.

**Laura Moore:** Yeah. It's not an ad that says, come and follow our page. Like that's not what we're talking about. We're talking about like engaging content that you just happen to put an ad budget on.

**Laura Davis:** Yeah. And then you want to follow up with more engaging content that people then think, Oh my God, this is a great account. I'm going to follow it.

**Laura Moore:** Yeah.

**Laura Davis:** Yeah. Don't just have one great post boosted and everything else is shit is basically what I'm saying.

**Laura Moore:** Great advice.

**Laura Davis:** And I wonder whether. Just on that, like, what's your thoughts on brand new accounts doing, like, giveaways and competitions? Because I see this a lot.

**Laura Moore:** Well, we've done [00:12:00] a whole episode about this, haven't we?

**Laura Davis:** Yeah.

**Laura Moore:** I can't remember what number it was, but I, I'm not a massive fan of, of competitions. I feel like if you're doing it at the beginning, it needs to be so strategic and so specific to get the right people.

Cause you want to, you want to be building an account of the right people. And if you get it wrong from day one, it's just going to make life really, really difficult. So I think yes, if you can do it well. But there's probably better things to do. I think you'd be better off spending that money that you were gonna use to buy a prize on an ads budget.

Yeah. What, what are you thinking?

**Laura Davis:** No, no, I agree with you. I was just wondering whether you thought differently if it was an app, like a brand new account. Like I just hate competitions.



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**Laura Moore:** Yeah, I think I'd be less inclined at the beginning of a brand new account rather than like, you know, a little way down the line where you've got a bit of an audience.

I think I'd be more likely to do it then.

**Laura Davis:** Yeah. And this is kind of related and slightly unrelated. But I'm going to ask you anyway.

**Laura Moore:** Oh God.

**Laura Davis:** Have you seen the, and this is obviously just Instagram specific, but have you seen now when you're [00:13:00] tagged in a post, like in a comment, you get a DM?

**Laura Moore:** Oh, yeah. So annoying.

**Laura Davis:** It's so annoying. And I keep getting this and people DM Oh, what do you want? Especially people who I haven't heard from for ages. I'm like, Oh, I wonder what they're DMing me about. And they just tagged me in a post because they want to win.

**Laura Moore:** Yeah, want to win a prize. A lifetime supply of nappies.

**Laura Davis:** Pants. Yeah. Isn't that weird? You said nappies, I said pants. Isn't that weird that we're totally on the same wavelength? Yeah. Yeah, that is weird. Yeah, so just be mindful of that, I think. Because you don't want to piss people off because then I'm purposely like, well I'm not going to follow this account because I'm pissed off now. Which is pathetic of me.

**Laura Moore:** Yeah. And I don't care if you don't win your nappies, or your pants.

**Laura Davis:** So then another thing to do, and I kind of already slightly touched on this, is that being proactive with your engagement. So when I mentioned earlier about, you are going to have to put the legwork in and build some relationships and flatter people.

And this, this falls into that [00:14:00] proactive engagement. There's probably more time needs to be spent on proactive engagement and being really strategic than actually what you're posting on the grid.





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**Laura Moore:** Oh, people won't like that, Laura. That's going to go down like a lead balloon. But I do agree.

**Laura Davis:** But, but, but, but, but, but, but.

Don't go just heavy on the proactive engagement if you've not done what we started this podcast about. So you've got to make sure that you've got stuff on your account, you're, everything's optimised, everything's looking good, the bio is really clear on what you do and who for and for what reasons and what have you.

And then you go hard on engagement. Yeah. Like, because people aren't going to come and find you. People don't wake up in the morning and go, Oh, I'm just going to go on Instagram and see if that local greengrocers has been set up. Like, you don't know.

**Laura Moore:** I knew you were going to say greengrocer. We have had so many [00:15:00] comments from our podcast about the examples of businesses we use in this podcast being like green grocers, dog food companies. I was expecting, you know, maybe slightly a bit different, but no, we'll go down the green grocer route again.

**Laura Davis:** Let's just stick with, stick with a green grocer. Stick with what we know. But my point being, people don't know you unless they know you. Yeah. You know, they, they don't, so they can't come and find you.

People can't come and engage with you. If they don't, if they're not looking for you, do you see what I mean?

**Laura Moore:** Yeah. Yeah. And they're not looking for you. So, yeah.

**Laura Davis:** Yeah. And the algorithms obviously in theory will work in our favour and show people content, but it just, it's not as easy as that, is it? So I just think if you're trying to build relationships, get in front of people, get chatting with people.

It's just the right way to start and it starts as you need to go on.

**Laura Moore:** Yeah, and I think that there needs to be conversations with clients about this because if you are starting a brand new account [00:16:00] and you're like, you know that most of your efforts will be put on proactive engagement and you're going to post like



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once a week or whatever, twice a week, whatever, your client may not understand what that means.

They might think, well, why am I paying this much money? And she's only going to post twice a week. They need to understand that, you know, the strategy of using that proactive engagement and how important it is. And then, and what, by the way, what we don't mean about proactive engagement is going and dropping fire emojis on people's posts and saying, like, yeah, we're not talking about that.

We're talking about proper conversation starters. With the right people, you know, going and finding those right people, putting the time in to go and find those right people and then going back and engage with those right people again, you know, it's a lot of work you've got to do. There's a lot of kind of tracking you've got to do with those accounts and stuff.

And that's all time and effort and your client needs to understand that.

**Laura Davis:** And it's a good habit to get into because proactive engagement should be part of your strategy forever and ever, amen. And I think you, [00:17:00] yes, the balance might switch. So you become heavier on the reactive engagement as you start to get your own engagement on your account.

But proactive engagement is so important as you're just pushing out content to nobody.

**Laura Moore:** Yeah, totally. And if you, if you don't know what we mean by proactive engagement. Go on Threads, scroll through your Threads feed, and eventually you will see brands like Hootsuite and Buffer, like all the schedulers.

You'll see people like, um, I can't think of any other brands, uh, the Calm app, probably Coke, you know, lots of different foodie brands, commenting and replying to people's posts. And you'll see, I say Threads because the Threads is the easiest place to see because it's so public. And that is what we mean by proactive engagement.

They are going out and they're finding content that's relevant to them that they can comment on that will highlight them to that account owner, but also to the other people who are commenting. They're replying to people who are commenting on those posts as



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well and having conversations [00:18:00] to bring themselves like up to, you know, up in their feed.

**Laura Davis:** Love it. Okay, so if you haven't switched off because you didn't like us talking about going and having to do proactive engagement, you're probably gonna switch off now! No, so the next things you want to do, things like, just think about your tracking, which, like, I can hear people snoring. Things like your, your metapixel, and you'll be like, oh, hang on, I, that's not important to me, I'm only doing organic.

It is important because, the pixel on your client's website is starting, as soon as it's on there, it's collecting data. So if in a year's time, six months time, ten years time, they decide to run ads, the more data you have on your pixels, the better. So get your meta pixels on your, well all pixels actually, not just, I've got meta in my mind, but.

All, all platforms, Pinterest, whatever, LinkedIn, everything, get all those [00:19:00] on the website because it will go in your favour if you want to offer ads to your clients in the future.

**Laura Moore:** And also, like, if we're talking about your brand new, brand new account, like put it on your website. This isn't just for your clients.

Everything we're talking about today is for you as well. And this is stuff that should be on your website. Yeah, a hundred percent.

**Laura Davis:** And you'll also want to be thinking, get your Google analytics setter or get access to your client's Google analytics and get your UTM, uh, what's the word?

**Laura Moore:** Structure?

**Laura Davis:** Yeah. Structure. That's the, that'll do. Get that sorted so you can start using UTMs from the off, because it's just so amazing if you could, I'd love to work on a, an account that had UTMs from the start. Wouldn't that be a dream? If you had all that data,

**Laura Moore:** Yeah, definitely. And also I think if you do it from the start, you get into the habit, don't you?



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Like UTMs is, it's a habit [00:20:00] and it's a habit that we are not very good at sticking up with. We have to keep reminding us, Oh crap, the UTMs. So if you can do that right from the beginning and get into the habit of using UTMs, then you're doing yourself and your future self a massive favour. Cause you can't just rely on the in app stats, like the in app stats would only tell you so much.

They might tell you that you've had link clicks, but they won't tell you whether the people who click that link actually ended up going, waiting and waiting, you know, for that website to load and went on that page and went on another page, went and read a blog or went and bought something. The in app stats can't tell you that, but your UTMs can help you to understand that, that customer journey and whether people who are engaging on your content are also actually turning into buyers.

And that's really important for your clients.

**Laura Davis:** Yeah, I agree. So bit of, bit of geeky stuff.

**Laura Moore:** Laura loves the geeky stuff, don't you?

**Laura Davis:** Yeah, I do. I do. But it will help. It will all help. It will help you. I promise.

**Laura Moore:** Yeah, I agree. Well, thank you for sticking [00:21:00] around for this podcast. Despite us telling you that you need to do proactive engagement and set up all the boring UTMs, if you're looking for more ways to grow your visibility for your clients or for yourself, then do go back and listen to episode 115.

We went into depth on nine different ways that you can grow your visibility on any platform. So that'd be really helpful. And if you've got any questions, then come and find us in the Facebook group. We'll make sure the link for that is in the show notes and we will be back. Same time, same place next week.

Am I right?

**Laura Davis:** We were. We are. No, we will be. God.

**Laura Moore:** We'll see you then. Hopefully we'll have our brains switched on a little bit more. Au revoir!



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Laura Davis: Steady on. Bye!

