

Facebook Fortunes Webinar 9

Content Creation - Posting Great Content

Kerry: Hi everyone and welcome to this week's Facebook Fortunes Webinar. This is Webinar 9 in the series and it is all about content creation and posting great content.

It's Kerry Fitzgibbon here and I am really looking forward to helping you with this subject over the next 60-minutes.

What I want to first start off with is why you should be actively posting great content. Then we are going to move onto how to find a good content to post. How many times you should be posting! Where should you be posting your content? These are questions I am asked all of the time and we will look at videos, blogs and other fun ways to get your information seen and heard.

Let's start with why you need to be actively posting.

I'd like to ask you why you should be actively posting content and what your reasons are for doing it. If you can just put your answers in the chat box.

Some of the answers are: to be noticed; engagement and keeping top of mind; establishing credibility; communicating with your audience and hoping they like your stuff; being in touch; professionalism; communicate etc.

Absolutely! It is all of those things.

What we are trying to do is to help you build authority in your niche. Some of you are at the base of your business and you need to start building a relationship and building the trust.

We can do so much with Facebook Ads, but what we find is that they are really supercharged if you can put some content on them also. If you can be actively out there being the solution to people's problems, that's great.

You really want to build the authority in your niche, because at the end of the day, there are probably quite a few other people out there doing what you are doing - not necessarily as good as you - but, you want to be recognised and in order to do that, you really need to be posting content all over social media.

It is a really nice soft way of introducing your business to people. So, rather than that hard sell, we soften them. We try to tell a story to get them to come over and take the action that we want them to take, but the first step is building that relationship and building the trust of everyone and in order to do that, you really need to be able to put out stuff that they are interested in.

You really want to grab some attention.

Get them to trust you! We find that it is a really great way of finding out what people want.

Most of you know my story with Marathon Girl, but it wasn't just with that, it is a few other niches that I have, also, but it was also the same social media - my social media business and Facebook business.

I would think that I knew what people wanted and I would answer some FAQs etc. and do my research and I will show you the different types of research that you can do to come up with content, but one of the really, really cool things that you can do when you are coming up with new ideas and products and especially me, with my Marathon Girl range!

My goodness! Going out there and finding out what the clients want and I know that I have said this time and time again and I know that Andrew and Daryl have said it - and then giving them and supplying it.

It takes all the hard guess work out of what they want. If you have that communication going on with your client or potential client or you have it out there in the noisy social stream, that will help people to know you; love you and trust you and tell you what they want, so you can quietly go out and ask them what they want.

It is a great way to get leads for your business also. One of my really good lead catchers is a blog post and you may have seen it before and I will take you to the page, because if you have not watched it before, this is the video that you should be watching in order to learn how to post on your page.

I had a really good page on my website that I drive people to that is all about how to post on your page in less than 10-minutes per day for maximum engagement.

It is great content on it's own. People can watch the video and take action. So, for me to be able to get leads, I have an opt in at the bottom of it, which leads people to my content calendar that I refer to in the video, so that is a nice soft way of getting content out there, but if you are doing blog posts and posting on Facebook and adding value to people then they are more likely to give you their details.

It really does feed your advertising.

Here's what happens and I will use webinars as an example, because we have been holding webinars and teaching you over the past weeks, how you can use webinars to get more leads into your business.

It is a fantastic way and one of the quickest, easiest and cheapest ways that we know to get leads into our business and this is for a consultancy coaching based business, but it can be used across the board with other things, as well.

When I first started out as a social media person, no one knew whom I was. I went to a lot of networking meetings. I was on social web, posting things and walking the walk and it took a good year for me to start to build up my reputation, but where it started to expand or explode, was when I niched down from being a social media strategist, to a Facebook Marketing expert.

You guys know the story. You came to my workshop and basically, I couldn't keep up with everything and so I focused on being the Facebook expert and so, based on that I was able to put out content that was totally based just on that one niche.

It made it easier to produce the content and I did a lot of feeding of Facebook; a lot of videos; blog posts; getting out to events; being seen; talking to people - it wasn't just all online, I did it offline as well and I guess that I really hit home that I was the Facebook Marketing expert.

Now, with that in mind, when I started running ads to drive people to my webinar - the first few webinars I ran I got relatively low numbers - i didn't get a lot of people on the webinar.

So, I didn't stop there. I did more content, so people would get to know me and so when they started to see me in the newsfeed, they recognised that I was the Facebook expert that had been putting out fantastic content and so, it started feeding my advertising and people were reacting to my ads more and registering for my webinar and as they were reacting to my ads - liking; commenting; sharing; tagging friends - this is the Facebook expert etc. then my advertising costs dropped down.

Does that make sense to you? Let me know if makes sense that if we have people liking; commenting and sharing on our stuff and if we are really feeding the masses, with our information, which is great information, then it will help to cut down advertising costs.

I should have mentioned this earlier! I should have asked you what "wins" you've had this week.

Katrine is saying: "My article has just been endorsed by speech pathology and they have boosted it through their global platform, through their Facebook platform."

That is fantastic! Has that brought in more business for you?

I want to ask you guys to not sit back for the next 12-months of us all working together. Some are working on one business and some are working on five businesses. Don't think that the ads are going to do everything. The ads will work best if you are contributing as well.

Initially, you may not get a lot of reach to your Facebook page, but you have to continue posting and getting information out there in order for this to really work. I want you all to be the authority in your niche. You don't necessarily need to be the face, but you need to be the authority and the way to do that is to actively be posting content.

The next step is how do we find the good content to post? Where are you going to find this? Who has no idea what to post or if you do have an idea of what to post, write it in the chat box.

Now, some of you that are in the Platinum Level get us posting for you for the first month and you can really see what we are doing and how we post and whatever and get a really good idea on how to do that.

The ones that are not in that level, I will share the video with you that will help you do that and I will cover it here to day.

Here are some of the ways that I find a good content to post.

One of the first things that you can do is go onto other Facebook pages and other social media pages and look at their content. Either like other pages that are in your niche that are not in direct competition or follow pages that are your competition and have a look at what they are doing and then you might be able to model what they are doing.

I don't suggest that you share what they are doing, but see what they are posting and then try to model it, or put it aside somewhere. I have a folder on my computer where I have possible content to post at future dates.

Collect all of your ideas and you can pop them on the content calendar that I am going to share with you later on. Have a look at the pages and follow what they are doing and then you might be able to use it sometime or share it down the track.

The difference between liking and following is you can go and "like" a page on Facebook and I showed this in the video that I am going to share with you later, on how to manage your page in 10-minutes or less.

It is only about a 10-15 minute video, so after this webinar, I'd like you all to go and watch it, if you haven't already, but I show you how you can like a page and how you can go in and follow a page, but it doesn't look like that you have liked it. The difference is that when you "like" a page, it shows up that you have liked it.

You can go into the backend of your page, into settings, and follow pages. Now, it doesn't necessarily show that you have liked them, so I would tend to do this with direct competition.

Another thing that you can do is set up Google Alert.

Who has heard of Google Alerts before? Who has Google Alerts?

I will give you a description of Google Alerts for those of you that don't know.

You can go onto Google and go onto Alerts and you can ask them to alert you on certain keywords. It can be instant or you can get alerts once a day or once a week, for when people around the web use a particular keyword that you have, in any form of content.

It is a monitor for new content throughout the web e.g. my marathon running. I might want to create an alert about marathon running. Then I can put in an email and if you are logged into your account, it should automatically do it and then we can have a look at options.

We want to look at how many times per day we want to be alerted and I choose once per day. I do not recommend "as-it-happens", by the way. You will be getting alerts quite a lot in some niches. I would go with once per day or even once per week.

So, we choose "once per day" and choose the different types of sources - news; blogs; web; video; books; discussions etc. We choose language and region and then we can create that alert and then you will get emailed alerts e.g. Christmas shopping can be as stressful as running a marathon.

I might see that Google Alert and do a post about it being funny that they compare marathon running to Christmas shopping and it could be a funny topic for a post for me and I might find an image for someone running around a shop, or something like that.

You can come up with all sorts of things, but this is one way to get Google Alerts into your Inbox, at least once per day or once per week, it is up to you and you can set up quite a few different alerts.

You can do one for Marathon Running - I have already created these, so I won't do them again. You can do one for yourself, so you can monitor yourself, if you want and see if anyone mentions you. It could be quite funny! You could do one for your website to see if anyone has mentioned your website. It is a really good way of tracking whether people are talking about your website.

Definitely, use Google Alerts. How I also use Google Alerts and I will give you an idea by showing you.

So, I have put in Facebook as the keyword to search and it comes up with all things on Facebook e.g. Facebook admits to errors and opens up on metrics. So, I might open this article up and see that Facebook is hoping to improve its relationship with advertisers and

publishers by opening up the platform to more scrutiny and admitting to several bugs in its metrics.

So, I might look at this and how i might use this is by copying it directly and go to my Facebook page and do a post on it. I might go onto LinkedIn and do it there also and it would depend on how much of a rush I was in, but what I would recommend it to read through it and put your own spin on it and then get in front of a video and do a post on Facebook opening up about metrics being wrong. Here is what some advertisers have seen and here is my solution to that.

I have now turned it into my story and I have put my own spin on it.

If you are in a rush, this can be great for grabbing articles and sharing them and some people really like that. They are ok with you sharing stuff - they come to one place and get to see their whole news - like a newspaper - that is your page or you can go on and use it as ideas and you can curate it.

You can either curate it in a blog post with a paragraph at the top stating that Facebook has admitted to errors and has opened up on its metrics. Here is my take on it and here is the article and source the article.

That is one way of doing it and it is a nice quick way or you can get up and talk to it, which is probably my most favourite way of doing this e.g. I would do a paragraph and then I would read the article and then I would summarise it in a video.

I hold up my mobile phone with my selfie stick and the new microphone. By the way, you don't have to go out and get selfie sticks and microphones and I have gone for the past couple of years just holding up my phone and using my iPhone earplugs.

It is up to you how far you want to go with this, but my take on it is to make it nice and easy so you can do it at first. Make it cost effective and once you are really good at it and have some money flowing in, then you might want to upgrade and get some extra stuff, but like I said, mine has been a few years and I still don't end up using my selfie stick. I think the kids have stolen it and I will have to track it down again.

That is an idea for content. You can use Google Alerts to find heaps of information that is all over the web, in one place.

Tony is asking: "Does it have to be a Gmail account or any email?"

Good question! I have always done it through my Gmail account, but I do believe that you can put in any email for it to be sent through to. I have emails coming through to my Run Marathon Training.com. Give it a go! I thoroughly recommend that Google Alerts is great for coming up with blog posts; Facebook posts etc.

Who thinks that they might be using Google Alerts to help come up with content?

Ok next we will look at other social channels. Go and pick a few social channels and type in celebrities in your niche; other pages in your niche and look at what they are posting. Definitely get ideas! We want to look at other pages. We want to look at Google Alert. We want to go onto other social channels. You want to look at your FAQs and what are the questions that are being asked all the time.

Addressing those questions are something that I like to do blog posts on - the FAQs - and I get them up onto the website and I use Facebook to drive people to the website to read that content. The reason why we want to be doing this - and there are several reasons, like building your authority and all sorts of other things, but we also want to Pixel those people that come and read those blog posts.

A really great strategy is coming up with at least five; six; seven blog posts on different headlines - different topics within your niche - and then we can use Facebook Ads and/or postings to drive people to those blog posts and you see which one is getting the best reaction and then you might want to build and lead based on that magnet's best reaction.

I know that most of you have come up with lead magnets and how you will build your list, but if you are really dedicated one of the things that you can do is a steady day blogging strategy that I have suggested to some people and I know that some people have used it very successfully, so that if you are thinking of running webinars, but you are not 100% sure what within your niche is the best topic or you are thinking about coming up with a lead magnet and you are not sure what is the best topic in your niche, what is the best topic, you can do 30-days of blogging.

Now, they don't need to be really long blogs, but particular topics e.g. if I was talking about my marathon runners, I might do a topic on marathon nutrition - the best food to eat before

and during a marathon. Here are the top five things that you need to know about fuelling your body when training for a marathon and then I might do the top five things that you need to know about fuelling your body during a marathon.

I might talk about how to avoid hitting a wall in a marathon and how to avoid injury when you run a marathon - so, those might be all different topics that I might put on the blog page and then each day, I would run a \$5-ad to that particular page and make sure that it is pixelated and collecting the audience and then see which one has the best and the reaction e.g. the most amount of people coming to that particular page and then that is what I might use as a topic for a webinar or a topic for a lead magnet.

It is a bit of work and you don't have to do that, but if you are really stuck right now and you are really dedicated and love blogging etc. that could be an option for you. You might want to do ten of them and see how you go, but I would really love to see you guys doing some articles; doing some content; doing some blogging; or doing some videos, also because that can really help us ramp up your business and get it making you some money.

The other thing is SAQs. We have FAQs - Frequently Asked Questions that people frequently ask and then there is SAQs - Should Ask Questions. I know some of you are starting to new businesses so this is a bit different, but if you are starting a new business, what are the things that you want to know?

If you have a business that has been running for a while, what made you get into the business? What are the things that you wished you had, at the start of that business that you had to find out? Then turn that into content, because if that is something that you wanted to know, then it is something that your potential client or your target market wants to know.

There is a question here: "What is the difference between blogging and posting?"

When I am speaking about posting, I am speaking about posting on your Facebook. You make a post on your Facebook page; you make a post on your Social Network, whether it is Instagram or LinkedIn etc. On a post, you might put a couple of paragraphs and an image.

A blog is when you expand out and effectively, write articles. It gets a little confusing, when inside Word Press, it doesn't actually call it blogging, it calls it posting inside of Word Press, but that is what I am referring to when I am referring to blogging.

I am referring to blogging, I am referring to you going into your website and you are expanding out. You are doing effectively an article - whether that is a written article or a video article or curating information that is someone else's article.

Has that answered your question? Do you have a better understanding of the difference between blogging and posting?

Julie is asking: "Can you have a blogging page before you have a website to send them to?"

You can! There are a couple of sites! There is one called Blogger.com, I think. I think it is a Google product where you can set up an account inside there and start blogging. It is not owned by you, but before you have a website that is what you might and could possibly do or you can expand out and do Art Calls Now on your Facebook page.

I can do a little video this week, showing you what you can do and how you can do that. it is not something that I have delved into deeply at this stage, purely because I have been doing most things on my website, but if you don't have one right now and are waiting for one to be built, I would rather that you still go content out there and one way to do that could be on Facebook or other social channels and definitely getting the video out and doing some video stuff, also. I thoroughly recommend that!

Tony has said: "And a link on your post to your site, where relevant!"

Absolutely!

If you are doing a post on Facebook and you have summarised something through to your website, well then you might want to link it. I might say: "Do you want to know the top-5 things that you need to know whilst training for a marathon. The first one is not what you think. Click here to read the full article or find out more or something like that and I would have a link there that takes you to the full article.

Now, there are two schools of thought here. I will throw them out to you and I want you to test them yourself.

When posting on your Facebook page and lets just say that we are driving someone to a page on your website where they are going to read a blog post, some people put a little

bracket at the start of the post that says "blog post" and in fact, let's go to my Facebook page and I will give you a quick demo on that.

I'm just going to my website and I will show you exactly what I am talking about here.

I first and foremost go in here and this is what I mean that you can do. I post the link there first, so that I have it and then I grab a couple of paragraphs from the top here. Now, my image has not been pulled through, so I would want to upload an image here. Some of your images will be pulled through from the website and I will show you one that does pull it through.

So, I go in here into my images - I haven't got one ready right now - but, if I did, I would upload it in here. It is as simple as this. I write "blog" at the beginning of the post or Video Training etc. So, the reasons that I said there are two schools of thought here and this is based on some of the top Internet marketing from around the world, that someone sees this in their newsfeed and they might scroll through it.

One of the ways that you can let them know that there is a video training or a blog post is to highlight it at the beginning of the post. Do give it a go. Others say that it works a whole lot better and others will do it the other way around. The jury is still out on whether it works any better with what I have been doing, but it is something that you can try.

I have had a question about where you get the images that are ok to use on Facebook posts and also on blogs i.e. copyright and I will be touching on that any minute now.

I hope that gives you an idea on how to find good content to post. Like I said, the video I will be sharing with you after this on how to manage your page on less than 10-minutes per day, I will give you some other ideas and go into a bit more detail on that.

The next step is how many times you should be posting on your Facebook page per day and I think that you have heard me say this before. I would say at least a couple of times per day and not just your Facebook page, but this is content in general. Just to give you an idea, it is not just about posting on your page. You do need to do a bit more! It is about building a relationship with people and being where they are.

So, we know that almost everyone is on Facebook, but your clientele maybe on another social channel as well, so don't just limit it to one channel. We will help you out with the Facebook

side of things, especially if you are in the Platinum Level, however if your audience is on another channel, then you also want to be seen there and you also want to be driving people to your website, once it is up and running.

Do post at least a couple of times per day. You can go in and find out when your people are online. I show you in the video when they are online and then try to post around that time.

If you are doing blog posts, or if you are posting in your website and giving content and value, I would say once per week. You might want to do it a couple of times per week and you might want to kick-start and blog everyday and if that is something that you want to do - knock yourself out; go for it - but, you should be Facebook posting a couple of times per day and if you can only make it once per day, then make it once per day.

Blog at least once per week and you do email marketing from anytime from one time to around about five times per week. We don't know what the magic formula is for your people. You will soon find out.

If people start to unsubscribe because you are emailing too much, then you want to look at that. You will probably find that it is not because you are emailing too much, but because your topics or your headlines aren't working very well. That is something that you need to test and measure, but you do need to support all of the Facebook stuff with your own content by doing this backend stuff. It really does ramp your business up a lot faster.

Where should we be posting our content?

I just mentioned this before - on Facebook; on your website and I would be going to groups associated with your niche, as well and if you do a blog post, go into the group and say that you thought it might be of interest and share it into the group. Check with Admin if you are going to do that. There are certain rules and regulations. So what I would suggest you do is if you are going to share a blog post into a group that is not yours, that you do not have any selling or call-to-action in that blog post, unless you are allowed to by the Group Admin.

My suggestion for when you join a group is to go in and help people out e.g. if people have questions about Facebook marketing, I go in and help them out and answer the question, but don't be selling because that group does belong to someone else and you maybe in direct competition with them.

I have people in my Facebook Group who are Social Media people and I am happy with them being in there and contributing, as long as they don't try to sell or push people into their stuff. In saying that, I also have an abundance of mindset, as well, so that is why it doesn't worry me too much. The only reason why I say that I am happy with it as long as they don't sell, is because they haven't asked me.

If they ask me and I have a look at their stuff and I really liked it and thought it would benefit the group members, like yourself, then I would say "go for it", but there is a bit of courtesy that goes with it and so, if anyone comes and starts to push their stuff on my group then I am not happy.

The reason why I am sharing this with you is because that if you go into other groups, I suggest that you get hold of the Admin and do the same, so you can see who the Admin and members are, if you feel that you have that might benefit the group, private message the Admin and tell them that you have something and is it something that you can share in their group and if not, that is cool, but otherwise I am there to lend a hand and answer questions etc.

The next thing is to post your content on other social channels. I usually pick a couple that are relevant to my niche e.g. for Marathon Girl, I do Facebook and Instagram.

Those are my main channels; for my Facebook business, I do a bit of Instagram and a bit of Twitter and a bit of LinkedIn. Not a lot of LinkedIn because I find that most of my clients I get on Facebook. So, pick a couple of social channels and then roll out from there. You don't have to go across them all, just one or two, where your audience is hanging out.

Tony is saying: "I had local Lorna Jane just start posting on my Facebook page without asking! How rude!"

You might want to go back to her and say that you wouldn't have minded if they had asked first! I have it happen it all of the time - all the time!

Mike is asking: "When should we start our own group?"

Good question, Mike and with what you are doing, you could start a group in conjunction with your page, to be honest. I started my pages first and then kick started the group about a month later, but my groups are for people who sign onto my courses and who buy my

running tops in the Marathon Girl etc. so I find it a really good way to communicate with people and answer questions on more of a personal level.

So, Mike, I think it would work well with your niche and I would probably do it in conjunction with setting up a page and invite people through. I think people can get two-way communication and it is really cool when people feel like they belong to a community, but you are limited to what you can do with them. You can't run ads from them and you are in the group as a person, as opposed to the business etc. I wouldn't replace pages with groups, but it is definitely good to have both.

Mike is asking: "Facebook page or website?"

Can you explain what you mean by that, Mike, because if you are asking if you should have one or the other, you need both?

Tony is asking me to explain what the difference is between groups and pages. Who wants a demo?

So, this is my Facebook Business page and I am the Admin of this page, but when I post on this page, I am posting as my business. I can post on "Kerry" as the page, but it comes down to the "post to page" section as a visitor, as opposed to the main feed, here.

So, realistically, yes you can have two way communication on this page, in terms of people being able to speak here and can message you, but otherwise, it is your newspaper; magazine - pretty much one-way communication - it is me putting out information for people to read.

This is my closed group - Facebook Ad Secrets - this is where we get two-way communication, but I am in this group as Kerry. I am answering questions as Kerry and can all sorts of things in this group in terms of building it up in trust value, but in this group I am the expert who is Kerry Fitzgibbon, as opposed to my page and this is where people can come in and ask questions and I can come in and answer it. It is more of a two-way communication and community where people can share their stuff, but in this type of group, people have to apply to join and I have to approve them.

You can go into a group like this and you can check members and go in and check the Admin. If you go into a group and you want to communicate with the Admin, you go in here. My suggestion would be that you add a couple of Admins - people that you can trust and

that is just in case anything happens to your profile. You don't want to be locked out of the group.

Do we understand the difference between a group and a page, now? You can have all types of groups - you can have a closed group; an open group where anyone can come and join at anytime and you can have a secret group. No one else can see it and you have to be invited and sent a link. This is a closed group, so people can see what is in it, but they can't join the group unless they are approved and you can see absolutely everything with an open group.

Mike, let's kick-start your page and get it going for a couple of weeks - two or three weeks - and then let's get your group started. I just want to check that it will all work for you before we go any further and then we will get your website done. Does that sound good to you?

Mike, we might be talking about your purpose page, I am assuming - your Facebook page on your niche; on your first business and then moving forward and starting a group a few weeks later, while we are getting the website up and running. Let me know if that makes sense?

Next, we are going to look at videos, blogs and other fun ways to get your information seen and heard! Don't be afraid to experiment. If you have an idea in your head on how you want to put content out there - give it a go - as long as it is above board, that is.

Try Facebook Live. Facebook Live is a new feature of Facebook and you may have seen people doing it. Facebook is giving preference to Facebook Live at the moment, where people jump on and they do a live video and other people can come onto the live video and ask questions at the time of it being live.

I did one the other day and it didn't work out too well, because I didn't have a wind block on my microphone and I was standing in the wind. I was doing it for my Marathon Running page - do what I say and not what I do.

In this instance, but with my Marathon page, I had a lot of people asking about increasing distance safely, so I did a live Facebook video and I mentioned that I had lots of people ask the question and I gave them three key points on increasing your distance, week upon week and then I ask them to ask any questions.

After the live video, it gets put up on your page and people can come back and watch it and then you can do an ad to drive people back to the video of the Facebook Live and then you can remarket to those.

I am going to show you how to do all of this stuff and if this is the road that you want and you want to do some Facebook Live, then we can go through the process of that, but if you are wanting to stand out in your niche and you are the expert in your niche, then I suggest that you should start dabbling with Facebook Live.

Dabble with videos and get them out there and do those FAQs and SAQs; use videos to get some of your content out there. That is my favourite. I am not going to say that I am lazy, but I am an ex-journalist that has spent years writing and my grammar is not the best and my spelling is atrocious.

As a journalist I had an editor and it was fantastic, but as a freelance blogger, sometimes I can go a bit rogue and make all of those mistakes. So, I prefer to do the first couple of paragraphs and then putting a video up there, but you may be a blogger and you might enjoy doing articles, but mix it up. You might want to do some songs! If you can sing, get some content out there via song! It could be quite funny - or telling jokes!

Go and research crazy ways that people are getting content out there, because if you come up with something really good it could go viral and your business could explode, just like that.

I want you to have fun and enjoy it and not worry about it, but I do need you to help me, help you, by doing this stuff and being a content creator and establishing yourself as the authority in your niche or building brands for your business, even if it is not necessarily you being the face to your business.

That is pretty much the content creation side of things for today's webinar. We have a few more minutes left and I have a few questions here.

Question: "Is there an Admin role on a personal Facebook page?"

Answer: Mike, you were asking me that question through an email and it is fantastic to ask it on here, because it is a good question to ask.

No, there is not an Admin role on a personal Facebook page and i shouldn't use "personal Facebook page" in a sentence either. It is a personal Facebook Account of Facebook Page. Those are the correct terms. Your personal Facebook Account for you would be Mike [last name]. Your Facebook page would be where you are Admin. So, Mike would be Admin on Prepping in Australia, or whatever it maybe.

Question: "Do you upload your videos on YouTube or just keep them on Facebook?"

Answer: Tony, I upload my video onto YouTube, so that I can pull it into my website. It makes it a little easier to put it on your website, but I also use that same raw file and upload it directly to Facebook, also. So, I effectively have it in two main places. I have it on YouTube and Facebook, but I pull through the YouTube video onto my website.

I will show you what that looks like.

This video is on YouTube and it gets pulled through and if someone clicks on the YouTube tab, they can watch it on YouTube, like so, but I also get that raw file and load part thereof onto Facebook or I might upload the whole thing.

It depends on what I am trying to do and what my strategy is and all sorts of other reasons. To give you an idea - and it will depend on the day of the week - sometimes, I will do the full video and load it up to Facebook and just get video views and I might have a call-to-action at the end of my video, asking them to come to my website for something else.

Other times I might do part of a video where I might say: "Listen! Did you know that Facebook had a facelift, again? You will find that when you go and "like" pages as your own page, it has changed. If you want to know how to do this without spending a few hours trying to figure it out yourself, then I have put together a great training video on showing you exactly how you should do this. Go along to my website where I show you what to do!"

They can click through and go to the website and then watch it, so then I get the video views on Facebook; Pixel people that come to my website and great content that people love and it establishes me as an authority.

Brad is saying that you have to be authentic! Absolutely! That is a given! With what I do, pretty much with most of my posts and videos, I try to be me as much as possible and when I

say that I try to be me as much as possible, there are certain parts of me that I think are hilarious and funny and great, but probably not in a business sense.

So, there are times where I have to hold back my hilarity - Karen is laughing, because she understands - but, I am still authentic. I am just holding tongue in cheek when I do things.

Be authentic and yourself as much as possible, unless yourself is really going to offend a lot of your people and then still be yourself, but use your discretion on how much of yourself you are.

Braden has just said that YouTube is good for Google.

Yes! Yes, we are Facebook Fortunes and we are testing on Facebook, but there are other channels that work just as well. If you pop your video up on YouTube, it helps to rank in Google and that is why I do both. Thanks for reminding me of that, Brad.

Let's go to the link of the video and I will put it in the chat box and I will put it into the site, also. Some of you guys have already seen it. You will also get the content calendar in my training, but it is a really good resource, so I will put it in the chat box too.

There are a couple of resources for you and I do share them in this video. There are royalty free images and there are a lot of sites out there where you can get images that you have copyright to use. One of them is Adobe Stock. In the video, I believe I talk about dollar photo club, in that. The dollar photo club is now Adobe Stock. It is not a dollar a photo anymore, I think it is \$12 per month for 10-photos. It is a bit more expensive!

There is another one that Caitlyn was suggesting and it is Deposit Photos and it is \$1 per photo and probably there are not as many photos as Adobe Stock, but certainly you can find copyrighted images in there.

I will share this with you! Sometimes, I go along and I am trying to think of something witty etc. to post and I will search marathon quotes and I will go to images for marathon quotes and that is somewhere along the lines of where I got my quote from.

I might take the quote: "Never underestimate the strength of a woman. Never f@#k with one who runs 26.2 miles for fun." and go into Adobe Stock or get a photo of myself. I might then search for an image on Adobe Stock on marathon running. When I find it, I will download the

image and then using the quote, I will go into canva.com and put together an image. You can create a design.

Here are some that I have done in the past. You click on Social Media, which makes it a 800 x 800 Facebook post. There is a Blog Graphic in there and you can use custom dimensions for an ad, but let's just say that I want to create a design and let's make it a Facebook post. It makes it nice and easy to put together designs and stuff.

They have lots of images in here or you can upload one of your own. I have a few that I prepared earlier.

I will use this for now and you can put different copy in there. I won't go into huge detail, but we can do different layouts in here and we can write the quote in here.

Go and have a play with canva.com. It is free and you can hook it up to your Facebook page and you can come up with these and download nice little images. It just takes all the Photoshop and design aspect out because they do most of it for you.

Do you find that handy? Has anyone heard of canva.com before?

You do need to have a personal profile to have a Facebook page.

Brad has made a suggestion. Brad Key Photographs is really good. Do you want to put a link to that, Brad, so that I can share it with everyone.

We have quite a few people who use canva.com already.

They can use images in here, Brad, is that what you are saying or you can do stuff for people?

Brad is saying that you can book in a shoot for your images or you could use his studio. That is for your headshots and things like that. If you need some professional stuff done, then Brad is your man.

Brad is here on the Gold Coast, Mike. I might have to hook you two up, so you can get some shots done. He is the best head shot guy in Australia, probably in the world and he has spent a lot of time on his headshots.

We have a couple of questions before we finish up.

Is there anything else before we finish up to day?

Are there any concerns with content creation duplication? Not really. It is a little bit different content creation duplication when we are talking about articles on websites, because I think that Google does that duplicate content stuff.

On social media, you might have noticed that there is duplicate content absolutely everywhere and that is why I sometimes go in and make up my own stuff and I will do it through canva.com. i get my stock image and will put it together so that there is not duplicate stuff.

If I see an article, I try to repurpose it and put it into my own words.

Excellent! Ok team, if we don't have any more questions, we will end the webinar now.

Thank you so much. It has been an awesome afternoon here.

This will be downloaded and sent off and put into the website and hopefully, we will have it in there by tomorrow so you can go over it.

Your homework for next week is to do a blog post and load it into Base Camp. That is what I would like to see. Whether you do a video or a word blog post, that is what I want to see and that is your homework for this week.

Have a good week and I am looking forward to seeing your blog posts or videos or something - some sort of content!

See you later!