GT5-P Business & Marketing Webinar 4 - Simplifying Social Media

Jordan: Hey, and welcome to webinar number four of the business and marketing training as part of the Gut Thrive Practitioner Program. I'm your host today Jordan Reasoner, and I'm flying solo today. We'll all miss Christa, but today, I'm really excited to share some important information for you on social media strategy. So, welcome, thank you for being here. We're going to have some fun today. It's interesting [00:00:30] when I work with practitioners, and help them build their businesses, a lot of times they come to me and they're overwhelmed by two things. One is how to get new clients, how to get traffic. And the second is really just being overwhelmed with the amount of confusion and platforms that are available to try to get traffic. And so, a lot of times when I have practitioners come work with me they've exhausted themselves trying to do YouTube and Facebook and Instagram [00:01:00] and TikTok, and they're trying all these different things. They're spread too thin, or they're so overwhelmed, they're frozen, and they haven't actually done anything yet.

So, if you fall into either of those buckets, this is going to be a really important presentation for you today because I'm going to dive into a step by step process for your social media strategy. And this is going to help you get clients. If you do this really well over the next three to four months, it will help you grow your practice rapidly. So, the most important thing [00:01:30] I want to talk about first is when it comes to social media strategy, the biggest mistake that you can make as a practitioner is spreading yourself too thin, and trying to do all the platforms that are available to you. And so, when I work with people, I typically recommend that they start with just one platform, focus on one platform, and do it really, really well. A lot of times, that helps you get a lot of momentum, too, because you don't feel as overwhelmed and overworked and trying to spread yourself too thin.

When it comes to [00:02:00] the platforms that are available right now, I've played with and tested and grown practices using pretty much all of them. But I really want you to focus on just one channel today. And if I had to pick one today, as of this recording, I still believe Instagram is the most effective channel right now. And I've been doing this for 12 years. So, I've been through a lot of cycles of channels that are effective. We had a really, really nice growth period in my health company in 2010, [00:02:30] 2011, using podcasts and YouTube. In 2012, I tripled my business using Facebook. The landscape of social

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media and these types of channels changes pretty rapidly. But I do believe that Instagram has worked really well for me and a lot of businesses that I've worked with for the last two years. And I think it's going to be a really effective tool for the next few years, the foreseeable future.

I think there's some interesting applications with TikTok and stuff like that coming. But [00:03:00] in the short term if you're a Gut Thrive practitioner, I highly recommend that you pick one channel, and that in this case it'd be Instagram. It's going to be the most effective use of your time, it's going to be the highest quality return on your investment, and it's going to be the fastest way for you to get really good clients. So today, when I give you this presentation on social media strategy, I'm going to walk you through the process that I take my clients through to grow their Instagram specifically.

We've got a really great handout for you today that I've included as [00:03:30] well, which is an overview of my Instagram strategy. So, I'm going to walk you through the handout today. And then I'm also going to show you some examples, and take you through the three steps. And if you do these three steps well, and you focus on them really diligently, consistently, for the next three to four months, your Instagram channel should be growing really rapidly. And you have a lot of interested engagement with your community, and hopefully a good flow of new patients coming in. So, this is really important work because [00:04:00] The Whole Journey and the Gut Thrive program can only reach so many people. And so, to be able to have an army of really skilled practitioners out there also serving gut health, and also growing Instagram channels in this way, it's going to be really effective.

If you're concerned at all about there being a lot of overlap, and a lot of overwhelm for the community. I just want you to know that, I mean, if you look at the numbers of people [00:04:30] with gut health issues in the United States. I mean, it's still somewhere up around 60, 70 million Americans who have gut health issues, and a lot of them are on Instagram. And even with The Whole Journey, for example. They're just shy of 34,000 followers right now. So, it's just a drop in the bucket when it comes to the millions of Americans who need your help.

And the important thing about Instagram itself is that you can niche in and create a community that's focused in a really, really singular [00:05:00] area. That's really helpful too, because there's a lot of people out there who need your help, who are on Instagram, who would love for you to be building a community in a specific area of gut health. Whether that be SIBO, or bloating, or

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constipation, and you can give a lot of help. And so, there is a huge need for a lot of practitioners to be available on this platform to help with different niche gut health conditions that are going on. And there's millions of Americans who [00:05:30] really need your help and your support from this platform.

So, I just want to assure you that there's plenty of room and plenty of people that need your help. And the important thing is that you focus in on a more specific niche. So, I don't recommend that you start an Instagram channel that's just general gut health. I do recommend that you focus it in on a really specific area, and focus on doing that content really, really well. And then as you grow and expand and grow your following you can expand out and talk a little bit more about some more [00:06:00] topics under the umbrella of gut health, but I would really recommend that you start with one and grow from there.

So, I'm going to dive into the three steps for this strategy. And I'm going to take you through the handout that I built and show you some examples. And then at the end, I will take your questions, and I'm happy to help support you one on one. So thanks for being here, and let's dive in. I'm going to share my screen and make sure that you can see this handout. [00:06:30] Okay, cool. So, inside the portal, you should see this handout available. And this is a summary of what I'm going to cover today. And again, specifically, this is just going to be about Instagram today.

There are three really important steps to growing your Instagram rapidly and getting a lot of patience. And those three steps are your content recipe, your hashtags, and your boosted posts. And the landscape of Instagram has changed quite a bit in the last five years. [00:07:00] I've been on the platform the whole time testing and in real time finding out what's working and not working. There's always people who gamify the system and do things that push the platform to evolve, which I think is great, and it improves the user experience too.

So, what's nice about that is that there is no real way to "gamify" the system anymore. And I think that's great because the only way to do Instagram well, and grow quickly is to have great [00:07:30] content, really, really targeted hashtags, and to sprinkle in some boosted posts. If you do those things well, and you have good engagement and good content, and the right quality of followers, then your Instagram will be rewarded, your channel will be rewarded. And the algorithm especially in the last six months, the way it's evolved, it will show your content to people for free. It'll show your content to people that it

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thinks are going to like your content, and it's going to support you and make sure that a lot of people see your content. And then if you [00:08:00] don't do great content, and you don't mix in boosted posts, and you don't do hashtags, well, Instagram's going to kind of shutter your content and show it to less people because they will deem your channel and your content as not very good.

And so, that's actually a really good thing for us because it means that there's people out there who can't cheat the system or game the system. The only way to do it is the right way, which is great content. And so, I'm excited about where the platform has been in the last six months. [00:08:30] And it's actually giving me some of the best results I've seen on the platform in the last five years. And that's why I'm really excited for you to get into the platform now and do it very well. Real quick, I want to go over a high level overview of what these three steps are. And then I'm going to get more specific for each one.

So, first of all, the content recipe, what I call the content recipe is really just what are you posting? And what type of content [00:09:00] are you posting? And then what is the style of the format? Is it a photo? Is it a quote? Is it a graphic that you've made on something like Canva. And then from there, I'm also going to talk about the frequency of how often you're posting. And so the first step is I'm going to take you through an outline of designing your own content recipe. But before I do, I wanted to talk about hashtags a little bit.

Hashtags [00:09:30] have had their own evolution with Instagram. And actually, they are really, really cool right now. And part of that reason is if you've been around the industry for a while, and you've heard about Google SEO, for example. It used to be that you could write blog posts on your blog, and then try to get ranked on the first page of Google. And then if somebody was searching for diarrhea help, for example, and you had an article on five ways to stop diarrhea. The goal would be that you can show up on the first page of Google and hopefully get a lot of free traffic from Google and [00:10:00] really targeted traffic, too, because they're searching for a solution about diarrhea.

The era of that really evaporated in early 2019, and a lot of people don't know this, and Christa is going to get into this more in webinar five when we talk about censorship, but there's been a pretty big shift in the health space, especially when it comes to Google. In March 2019, Google made a huge update to their algorithm. And they made some really landmark decisions about the health content [00:10:30] that they serve their search users. And the biggest thing that they did is they decided that they were legally liable for the health information that they serve their people. So if somebody's searching on Google,

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and they were searching for diarrhea help, and they saw some content that Google had deemed as more alternative and not good medical advice. They felt that they'd be liable for that. So, they released overnight this [00:11:00] sweeping changes to their algorithm where if your website wasn't harvard.edu, or WebMD, or very credible, and you didn't have a panel of doctors who reviewed and approved your content then they decided to suppress your content from showing up in the Google search results.

And so, for example, the gut health company that I was running with my business partner, Steve. Overnight, we woke up and went from having like seven million people a year coming to our website just from Google [00:11:30] search because we had over 700 articles, and woke up overnight and that was almost all gone. We got wiped off of the Google search results. And so, a lot of our friends in the health space also took big hits. And the ones who didn't were the ones who were MDs with a board of doctors and advisors and had a lot of credibility. So that's happening in the background and a lot of people don't know that that happened in Google search. But if you're ever curious, [00:12:00] go ahead and open up Google and do a search on something like diarrhea health, or something of that nature, and then open up another browser with a service called DuckDuckGo. And that's a cool browser that actually doesn't censor any of your search results. And if you do a search result in Google, and you do a search result in DuckDuckGo, you'll find that the results are dramatically different for health specifically.

Why I bring that up is that's why I have moved away from recommending [00:12:30] a lot of my practitioners to spend a ton of time writing blog content, and instead focus on a single channel of social media. And what's really cool about Instagram right now is hashtags are becoming the new Google SEO. And what that means is that if you put out a great piece of content on Instagram, and it's a really helpful piece of content on gut health, and people are really enjoying it, and there's a lot of engagement. It's going to analyze the hashtags that you used underneath that post. And it's going to try to figure out what this piece [00:13:00] of content you put out is related to. And so, it uses the hashtags that you've written to help understand what the content is related to, and who might like it.

And so, what's happening a lot right now with the algorithm is if you put out a great piece of content, and you have really good targeted hashtags that are similar to the post, not just random ones that are unrelated to the post. Instagram will show your content for free to people who might like it. So you'll start to show up in search [00:13:30] results. You'll start to show up ranking for

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hashtags. And for some of the hashtags if you're in the top 100 posts that day for a hashtag you'll get a lot of free traffic and a lot of new followers. And that's really cool because that's a pretty recent evolution of the Instagram algorithm.

And so, if you put a great piece of content, and you put great hashtags on it, you're going to get free traffic, and potentially free clients. Kind of like it used to be when you'd show up on the first page of Google. The other [00:14:00] really cool thing about it is that the competition for ranking for hashtags and things like that in Instagram is way less. It's easier to rank for a hashtag right now than it would be for you to try to rank for an article on the first page of Google, even five years ago. So the barrier of entry to tap into this, this really, really cool feature right now on Instagram is pretty simple. And I'm going to talk you through that, too.

And then the third piece is [00:14:30] the boosted posts. And so, if you are on Instagram and you're a business, you'll notice that under each one of your posts there's usually a little button that says promote. The algorithm has evolved a lot with Instagram and when it first came out and started to take off it was kind of neat because everybody that you followed you would see all of their posts. And then when Facebook bought them and they integrated some of the algorithm lessons they had from the Facebook app to Instagram they changed how the algorithm [00:15:00] works. And so now, if you put out a piece of content not all of your followers are going to see it. And that has its advantages and disadvantages. But ultimately, if your content is really good, and Instagram sees a lot of people are engaging in it, they'll show it to more of your followers just because it's a great piece of content.

The boosted posts strategy is nice because it's like fuel to the fire. And so, [00:15:30] if you're doing great content, and you're doing hashtags well, and you throw a little bit of fuel on the fire with the boosted posts, the emergent property, the emergent result is a lot more followers and a lot of reach to people who don't know who you are. And you don't have to spend a lot of money. And the biggest mistake I see a lot of practitioners make is not investing in the boosted post strategy. If you just do the first two, it's going to get you mediocre results, maybe 15% growth if you're lucky. But if you throw a little bit of fuel on the fire, [00:16:00] and I'm talking $500 a month to start. If you throw a little bit of fuel on the fire with boosted posts, it goes up exponentially. And it also feeds into parts one and two working really well.

So, I advise you if you're watching this right now, and you're going to go ahead and do this strategy and follow the steps that I go through, do not leave step

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three out. At least commit to $5 a day, if you will. And that $5 a day can go a really long way with your [00:16:30] content doing well, and I'm going to go through how you're going to boost your posts and talk about how I do that strategy in a minute. But the most important thing is that you do all three steps and you do them well, and you do them consistently. So, the worst thing you could do would be one week you're super on Instagram, and you post seven times that week. And then the next week you're busy with work and the kids or whatever, and you only post once.

I think what I've noticed over the years is that Instagram tends to reward consistency. [00:17:00] I would rather that you only commit to posting two or three times a week and have it be really high quality content than trying to post mediocre content seven days a week. That is not effective. So, consistency is important, and I think if you pick a consistency for yourself that's reasonable based on your life and what's going on, then I highly recommend that you do two to three posts a week and make sure they're really, really good. One of the things I want to share is that I've worked with a lot of brands over the years who [00:17:30] when they come to work with me there's a lot of social media agencies out there who are promising you lots of followers and promising you tons of growth. And I've had a lot of brands that came to me and they're paying 3,000, $4,000 a month for retainers for social media agencies to run their Instagram profile.

It usually is a disaster. And this isn't a knock on social media agencies. There's some really good ones out there. But there's a lot of social media [00:18:00] agencies that just aren't that good. And they're running a lot of clients' profiles, so they're not as invested in your profile as you will be. And also, the way the Instagram platform has shifted over the years, it is more and more and more about connection to the brand. And they want to feel a connection and a relationship that grows over time with you. And so, if you have a social media agency running your platform, a lot of times what I found is that it's just a little bit colder. It's a little bit less personal. And [00:18:30] the connection and relationship that Instagram users really crave is not as strong as it is if you're running your profile.

And so, a lot of times people ask me, "Should I just hire this company to run my profile?" I would say at least in the first six months the answer's no. And the main reason is that they're just not going to do as good of quality of content as you will. They're not going to get the quality of followers that you will. And when your quality of followers is low [00:19:00] Instagram notices that your content isn't really that engaging to those followers, and it just suppresses you. So, it's

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a self fulfilling prophecy, if you will. And I highly recommend that you do it yourself. I highly recommend that you boost the post yourself, create the content yourself. And if you need a little bit of help from somebody, you can hire a graphic designer for 15, 20 bucks an hour on Upwork to help you with some of the graphics for some of the graphic posts I'm going to recommend, but that's it.

[00:19:30] I honestly think if you just spent at least $500 a month and when you see the results and you see the ROI and patients coming in, spend more on the boosted posts, and you really shouldn't be spending more than a couple hours a week on your Instagram. By the time you do those two to three really high quality posts and you create them and then you do the boosted post strategy, which I'm going to show you. It takes about 15 minutes a week to do that. So, it's not that big of a time investment, and has a high huge [00:20:00] return in ROI on your practice and growth, which I'm excited about for you.

So, that's my little overview, my little spiel that I like to give when it comes to how to approach Instagram at a high level, and why the three steps are so important, why hashtags are really exciting right now. And also boosted posts, I forgot to mention, there's a new type of boosted post that is specifically to help you get followers, and that's newer. Instagram brought that out I think about six months ago. And that feature is really cool. [00:20:30] And that's going to be the one that I'm going to want you to use. And so, there's just a lot of opportunity right now. And things are looking really good at Instagram. The other thing is that they're feeling like they're a little behind against TikTok. And so, they're making a lot of rapid changes to support more engagement and more time on screen for users and a better experience for users. And that's actually good, the competition with TikTok is actually from my perspective actually improving the platform making it better for us to get you patients.

I [00:21:00] want to walk through this. More specifically, I'm going to dive into each of the three steps. So some of what I just shared with you is right here. And the most important thing to know about the content recipe is how good is your content? Instagram has started to measure how good your content is based off of one thing, which is engagement rate, and it's a percentage. And so, engagement is calculated by [00:21:30] they add up the amount of likes that you have, the amount of comments that you have, and then the amount of people that saved your post. And so, let's say that you have 100 followers. Well, let's say you have 1,000 followers, and Instagram will... As soon as you post something they'll show it to a subsection of your followers. And so, let's say in this example you put a post out, and it's a pretty, really, really high quality post,

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it's good content, and in the first [00:22:00] couple of hours Instagram shows it to 100 people, and it gets five likes, four comments, and a save, which will be 10 engagements.

The way that Instagram calculates your engagement rate is it just simply divides the number of people that engaged, so in this case 10. It divides it by the people that you reach. So the unique people that saw your post, which in this case is 100. So, it'd be 10 divided by 100. In that case, it would be 10% engagement. [00:22:30] What I want you to know is that Instagram is using that as the primary way they tell whether the content is good or not. And if a post is above 8% percent, no one really knows for sure, but it seems like when posts are above 8% Instagram really rewards you and deems it as good content, and really above 10% is where you really start to shine. If you're getting posts that are up around 20%, 22%, you're in the upper echelon. The highest engagement rate that some of the posts [00:23:00] I've seen have been... I haven't seen many posts over 25%, and I have a lot of clients that I tracked this with.

You really want to shoot for frequently being above 8% engagement rate. And also Instagram seems to value saves as the most valuable engagement. They believe that likes are more of a vanity metric. And so, they're trying to weight saves more now. So, if you have content that is getting a lot more saves, they're also going to weight that to show it to more people. And so, what happens [00:23:30] is if you have 1,000 followers, and it shows you the first 100, and you have a 10% engagement rate they're going to go, "Okay, this content is pretty good." So, they'll start to show it to more and more followers. And then if that engagement rate is still staying up over the next few hours then you're going to start to rank for the hashtags that you've got applied to that post.

And so, the hashtag ranking is basically anybody using a hashtag that day, let's say there's 1,000 posts that use the same hash tag as you that day. [00:24:00] If you can get in the top 100, if you can rank in the top 100, then you're going to start to get free traffic. And if you get in the top 25 that day, you're going to get a lot more free traffic, you're going to get a lot more free views of your content. And so, that's a really nice secondary result. So two things happen when you have engagement really above 10%. One is more and more of your followers are actually going to see your content. And you're going to start to get free traffic if you rank in the top 100 for the [00:24:30] hashtags that you used.

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And so, for a given post that's really good quality you might maybe rank for 10 or 12 of your hashtags. And that's awesome because you're going to get a lot more people following you and clicking through your content. Now, if you have content that's below 8%, let's say Instagram shows your post to 100 people and the first couple of hours and your content's maybe ranking at 4% or 5% engagement. Instagram's going to look at that and go, this post isn't really landing. It's not really good, and it's going to suppress it to some extent.

[00:25:00] So, I've seen instances where let's say I have a community that I'm managing, and they have 30,000 followers, and we get a post that's 20% engagement rate. Instagram will show it to almost all 30,000 of those people's followers plus maybe another 20,000 people that saw it through ranked hashtags. So, you might see 50,000, people might be exposed to this piece of content. Then another one the next day that is maybe only 5%. It's fascinating to see it might [00:25:30] only reach actually like 2,000 people because Instagram's like, "This isn't really a great post. We're not going to show it to many of your followers." And so, that is the game you're playing is trying to get content above 8%, ideally above 10. I go through that here in a little bit more detail in this post. But when it comes to a content recipe, there's four steps for you to follow to plan your content recipe out for a given month.

When I say content recipe, I like [00:26:00] to have the content diversity happening. So, for example, I don't want you to be somebody who just posts a bunch of quotes, or somebody who just posts a bunch of photos. I want to have you mix it up with the content types that you're putting out. And I'll show you for example, if I flip over Christa's profile here. I just want you to notice the diversity of her content recipe. This is a photo with a little bit of text on it. This is a photo without text on [00:26:30] it. This is a quote, right? This is a Canva graphic where there's a teaching piece of content that's baked into a really cool graphic here, then we've got another quote, we've got a little teaching piece here, we've got a photo. So, you'll notice the diversity. And that's what I want for you as well is to mix it up, don't do just one type of post all the time.

And so, when you're planning out your content, the first step is what I mentioned earlier, you have to choose your niche. So, [00:27:00] I want you to focus in on something like, "Hey, I help women with bloating." Or, "Hey, I help women with digestive issues," or really niching into a specific title or a specific symptom, or a specific way that they relate to the experience. So, if they identify as having SIBO you can say, "Hey, I help women with SIBO." I want you

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to choose your niche. And when you choose your niche you're going to talk about [00:27:30] that niche in the description of your page.

So, for example, Christa's built up her Whole Journey brand over many, many years. And so, she's been able to expand out and to, hey, I help cutting edge health insights and research at your fingertips. So, she's able to be a little bit more broad. But when you're first starting out to get traction, it's good to niche in. And that's why I want you to niche in and specifically say, "I help people with this." And you can add that to your description. So it's very simple, very straightforward what [00:28:00] you're doing and how you're doing it. The second thing is to choose how frequently you're posting. Minimum, two high quality posts a week. If you can do three to four high quality posts a week, that's great. I really don't think you need to post seven days a week. I actually haven't seen that result in more growth or more patients in my experience.

And so, the third step is to think about diversifying the format of your posts. So, first, I'm going to talk about format, and then I'll talk about style. [00:28:30] But the format of the post is what I just discussed. So, if you're mapping out your month, I want you to be thinking about, okay, week one, week two, week three, week four. I'm going to do three posts a week, that's 12 posts. So for the 12 posts that you're going to plan out for the month, I want you to mix up the format of the post. And I've detailed out the specific types of posts that are doing really well on Instagram right now.

The first that's doing amazing right now is [00:29:00] what's called a carousel post. And so what it is, is you're uploading multiple photos. And if you've used Instagram before, you'll notice that when that pops up there's usually little arrow that you can push to tab through the photos. And so, the experience as a user it ends up being like you're swiping through a presentation or a slide deck, like a PowerPoint almost. And the carousel posts are one of the highest engaged pieces of content right now. So, if you're planning [00:29:30] out your month, I definitely would love to have you do four of those a month. But they take a little bit more work. They take a little bit more planning. And typically they're going to be teaching people something.

I'll give an example of what this looks like. Mark Manson is an author. He's got a pretty big community here. He has a great couple of New York Times bestsellers if you haven't heard of him, but he does a lot of these carousel posts. And so, I want you to see what this looks like. And you'll notice the carousel post by this little logo meaning it has multiple photos with it. If I click on this I [00:30:00] can show you. You can just tab through this and it's

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teaching eight reasons you can't trust yourself. And so, as I tab through, I'm seeing all the tips. And I'm getting through the content just like it's a slide deck presentation. And these little carousel posts are absolutely bonkers with high engagement right now on Instagram. So, they're working really, really well.

The second thing is to do something like a really beautiful, elegant, amazing, [00:30:30] really interesting, engaging photograph. It could just be of you smiling, it could be of some green juice, or something like that. And then a longer text caption. I think Instagram caps if I remember right it's something around 500 words in the caption. If you're going to do just a photo I recommend that you write almost a mini blog post where you're writing about something related to the photo that's super high quality writing, and engagement. [00:31:00] And you can see Christa does this occasionally, too, like this photo here. These are beautiful, stunning photos. I mean, that's a stunning photo. And you don't have to have any text on them. But something like this with a really, really beautiful caption.

This is my personal profile that I do. I test a lot of stuff on here, and I have grown it as a testing ground for the wilderness and stuff I do in the mountains of Montana. But like a post like this has a [00:31:30] beautiful, elegant, interesting, I mean, that's a stunning view. I'm on a horse in the mountains of Montana, and I have a very long caption. This one's a stunning photo of a fire, and I have a really interesting piece that I wrote here about how I believe fire brings me wisdom. And you can see I've written the entire caption and a really, really high engagement rate. So that would be style number two where you're looking at an epic photo.

Number three would be a quote. And [00:32:00] you can do something like this in Canva really easily yourself. You can throw a plain background on it. You can throw a stock photo in the background, and then just put the text overtop of it. Christa does this pretty regularly as well. It can be a quote from a famous person. Like in this case Christa did one from Emerson. You can do something like this. Or it could be your own quote, something that you are teaching in a way. And that's something like right here. This is something from Christa, [00:32:30] and she wrote, "Your diet is not only what you eat." So, it can be as simple as this. It can be as beautiful and elegant as this, but you're using a quote.

When you do this, what's really important actually lately is I've seen a lot better results if you underline your favorite part of the quote. This applies more to something like this. But if you take in Canva, or there's a lot of apps on your

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phone that you can make these types of [00:33:00] graphics with, too, and you can take like a red or a yellow highlighter, and highlight your favorite section. So, in this one, I would have highlighted absence of disease, and I don't mean highlight the whole world, I'm actually meaning underline it. For whatever reason, I'm actually seeing a bigger jumping engagement if you go through and underline your favorite part of the quote. So I've included that in a detail here. Your favorite section, underline.

The next type is a Canva graphic. And when [00:33:30] I talk about a Canva graphic, what I mean is that you're teaching something through a graphic. It's going to have some visuals and some text. So, this is a really, really good example of what a Canva graphic looks like. Dropped in some little logos of a bee and a heart. And so, this is a teaching content that's got a mix of text. It's got a mix of little graphics. And you can make these on Canva. There's other apps that do it as well. You can also hire a graphic designer [00:34:00] on Upwork. And you can find great graphic designers on Upwork for 15 or 20 bucks an hour who will do these types of Instagram graphics for you. And if you have them planned out and you're thinking, "Okay, I'm going to do four this month," and you have the content planned out, you can give it to a graphic designer, and you might pay 50 bucks to get those four made for that month. This is what I mean when I say that type of graphic.

And then the last one is videos, and I'm not getting into stories yet, I will. But [00:34:30] with posts specifically and when it comes to videos they have to be less than a minute or they'll be an IGTV. If you're going to do a post of a video that's less than a minute I really recommend you make sure it's a high quality video. That you've got good lighting, good audio, and you feel comfortable on camera, and you can do a really good job delivering the content. And so, if you're going to do that, I recommend starting with maybe just one a month so you can do a really good job with them. If [00:35:00] you're unsure or not comfortable on camera, or you've never done video before, it might be better for you to not do video in your content recipe for a little while. Because if they're not high quality, they tend to hurt you more than help you.

When it comes to stories, I just want to say it's important for you to start focusing on your posts because that's going to be the fastest way for you to grow and get followers and [00:35:30] get patients. But for stories, that's a little bit different flavor of content for Instagram. I like to think about stories as a way to build personal connections. And so, when I work with practitioners, a lot of times I prefer that they either don't do stories at first, or when they get more

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comfortable, they do stories, and stories are typically like 12 second clips. And so the best thing to do for that is to be more personal.

You could be out walking your dog, and you could just say, "Hey, I just wanted to say [00:36:00] I had a patient last night that just really touched my heart. And she came to me because blah, blah, blah." You can kind of tell a story, you can share more of your personal life, you can share what you're eating, the kinds of support protocols you're on. If you're debating what to do about a patient, and you want to share a little bit about it anonymously, of course. That is the best medium for story. I don't recommend that you [00:36:30] mirror your content that you're doing on posts in story. Instead, I recommend you get more comfortable doing engagement with people, shooting quick videos.

The other thing you can do in stories that just absolutely works really well is the Q&A style post inside of a story. If you've never seen this, you can post a question on your story, and people can respond to it. And then you can answer them. So for example, you might say, "Hey, I've got a three hour layover at the airport. Let me know what questions you [00:37:00] have today about bloating." And people can respond and ask you questions. And then you can just go through and answer them. So what it ends up being is if a user looks at it, they're going to see the first story as the question. And then it's answer, answer, answer, as long as you want to go, and those are incredibly engaging, incredibly valuable. And so, they build a lot of connection. And you can just type an answer or you could shoot a quick video in response to the answer. So, that's an effective tool for stories. But again, if you're just starting out, and you're a little overwhelmed just [00:37:30] focus on these posts, and doing around 12 in your first month.

So, this leads me to the fourth step of planning out your content for the month, and that is the diversity of the style of content that you're doing. And what this is going to look like is I want you to actually first when you're mapping out your content recipe you're going to pick a format. So, let's say I'm going to do a quote. So, you're going to pick your format, and then you're going to pick a style to go with it. And the style is like, what is the content? What [00:38:00] is the content that's going into that format? For example, let's say, you say, "I'm going to do a quote with my favorite section underlined." And then you think, "Okay, what's the quote going to be? Well, I think I'll do an inspirational quote as the style." Because again, you could do a quote that is teaching content, or you can do a quote that is inspirational.

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It can be your quote that's inspirational. It could be a famous quote, but you have to make sure that you're doing some diversity here. So, if you're doing quotes throughout [00:38:30] the month. Let's say you're doing four quotes that month. You don't want all four quotes to be inspirational quotes from famous people. But you'd want to do one that's an inspirational quote from a famous person, and then maybe one that is a teaching content. And then maybe one that's your quote that's more inspirational. And then maybe one that is another quote that is a new study. It's a little really powerful quote from a new study that came out.

And so, you have to keep that diversity going. So when you're planning out your content recipe, you're just going to pick a style and pick a format, [00:39:00] and then fill out the 12 spots. And I'll give you an example. If you're going to do a carousel, you might want to do one carousel that is educational content. So that might be something like four supplements to try if you struggle with bloating, or try these four supplements if you struggle with bloating. And then it would be slide one is supplement one, slide two supplement three. That would be a teaching content that goes in the carousel. You can also do a carousel that is all quotes [00:39:30] from you. It could be inspirational quotes from famous people. So, you can match these up.

Personal stories and a personal share about you is really powerful. A lot of times that's what I was doing with my profile. This one about fire. This is a personal story about me and my relationship with fire. I'm not teaching them anything. I am just sharing something really personal and vulnerable. And that can be powerful, too. So I have that here under a personal story share about you. Those help with that relationship and connection I was talking [00:40:00] about. If you build your own Instagram, and all you're doing is talking about education and teaching, and you never do some vulnerable shares, there's going to be a little bit of a disconnect and it can be felt. So, you're going to pick something and match it up.

And then the other important thing is that once a week you're doing at least one call to action for your product or service. And so, if you do a beautiful photo, or if you do a quote, or teaching content, you can have in the description you can say I love to help [00:40:30] women who struggle with bloating after eating. If this is you, and you'd love to get some help with that click the link in my bio to book a free 15 minute bloating assessment with me, or click the link in the bio to book a one hour new patient appointment with me and my bloating clinic. Once a week it's important to make sure that you have a call to

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action to your product or service. And that's the extent of what you need to do with your content recipe.

What I recommend for tracking the quality of your content recipe is [00:41:00] you can get a service. There's quite a few services that will plug into your Instagram and track your data and your hashtags. Currently, right now, I like Flick.tech, and if you're wanting to try you can do a seven day free trial. Plug in your Instagram and start to see some data. If you're doing around 10 posts a month, you can just get the 10. They're a Swiss company, so that's why this is in euros. But you can get this lower amount and then you if you're doing more than that you'll [00:41:30] want to get the growth account, and that's all you'll need.

I really like Flick because.... I have a test account plugged in here, so it doesn't show all my results in here. But once you're in Flick you can go to analytics and you can go to your content, and it will tell you exactly what percentage engagement rate each one of your posts has. So you can track it and see what's working and not working. So as you put your content out, it's going to tell you this one had 8.2%, this one had 15%, this one had 2.2%.

[00:42:00] And as you go through your months, once a month you can jump in here, check your content page in Flick, and you can see, "Okay, this one was awesome. This one was awesome. This one sucked." And you can search and look and find what's working for your community, and what is not working for your community? So, when you plan out the next month, you can say, "Okay, this one didn't work. I'm not going to do that kind of a post anymore. I got to change that one up." And then the ones that did work you can do more of that type of stuff. So, you'll learn a lot, what's working and not working. And the more you can get [00:42:30] the majority of your content above 8%, the more you're going to grow rapidly on Instagram. So, I recommend you get something like Flick or there's other ones out there to help you manage this. And it just does a lot with hashtags, too. So, I'll show you that.

The next thing with hashtags is every one of your posts, you're going to want to put about 18 to 20 hashtags with it. And you don't have to put it in the bottom of the caption, you can actually put it in the first comment. So, you can have them ready to go copy paste [00:43:00] and put it in the first comment, and I'll still work. The thing is that you have to pick hashtags that are both applicable, and that also have a really good probability of you ranking. And so, hashtags fall into three categories. There's low competition where there's not a lot of people using that hashtag. It's usually like many, many words strung together.

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And so, if there's not a lot of competition, you have a higher likelihood of ranking for it. But you're not going to get a ton of traffic from it either.

Medium competition has a decent number of posts, but it's got also [00:43:30] a decent number of traffic. So, if you rank for one, which you could rank for it, you're going to get some decent traffic from it. And then the high competition ones are the really, really common ones that tons of millions of posts every day use. So, there's a lot of competition and a ton of traffic. Like for example, #health, that would be one that'd be really difficult for you to rank for. But if you did happen to rank for you get a ton of traffic. So, I like to just say, "Hey, the rules are, I want you to be putting about 20 hashtags [00:44:00] on every one of your posts. And then I want you to do 8 to 10 that are low competition, 6 to 8 that are medium, and then no more than 2 that are high competition."

I'm going to show you how to find those in a second. But the really important thing about your hashtags is when you choose 20 hashtags to put on a post, and you don't really want to do more than 20 because it just seems like you're going to miss the matching. And what I mean by matching is you have to pick hashtags that are very related to that piece of content. [00:44:30] And so, when I work with companies, I typically have them build five collections of hashtags. And so, you're going to kind of have five different types of posts that you put out. You're going to have... Maybe you have an inspirational quote that is more like uplifting content for women or for moms, for example. And then sometimes you have really specific gut health tips. So, you're going to want to have a 20 hashtag collection of gut health hashtags. [00:45:00] You'll want to have a 20 hashtag collection for uplifting women content. You're going to want to have... If you help kids, you might want to have one collection that's all about kids' health, healthy babies, healthy kids.

So, you'll want to have five different collections that are very applicable to the piece of content that you're using. And when you create content, you're just going to, "I'm going to choose this bucket," and you'll grab those 20 hashtags and paste them in. And I'm going to show you how to research those and playing [00:45:30] them out in a second. But that's the important thing is that you've got these four to five categories. One's gut health, one's healthy moms, maybe one's all about probiotics, one's about new research, maybe you've got a real food hashtag collection. So anytime you post a recipe, which for some of you when we're talking about format and stuff previously with the kind of recipe you might do recipes a lot. So, if you're doing recipes a lot, you might want a real food hashtag collection.

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[00:46:00] Instagram rewards you if you match the hashtags really well to the content then Instagram will reward you by putting it and ranking it for the right people to see your content. Now, this is a really important note for the legal side of being a Gut Thrive practitioner. I need to read this out and I need you to make sure you receive this and internalize it. You're not legally allowed to use the hashtag Gut Thrive or Gut Thrive in 5 because those are reserved by The Whole Journey's trademark, [00:46:30] and it's part of the trademark for the online Gut Thrive in 5 program. So, you will not be allowed to use those hashtags.

What I want to also let is that The Whole Journey is going to start using the hashtag Gut Thrive practitioner and Gut Thrive Private for UTs as well. And so, when you graduate, for example, there'll be some announcements of the new certified Gut Thrive practitioner list. And we'll be able to use these hashtags to announce you and we can tag your Instagram handle in the post graduation. So that's something that's coming up [00:47:00] and will really help you. But please make sure that you abide by these because if you do not, it will not end well.

So with that, I want to show you a little bit about how to plan your hashtags out. I like to use Flick to plan my hashtags. And remember, you're looking for buckets of eight to 10 low, six to eight medium, and then no more than two high. And I'll show you what that looks like. In your Flick account, you can go to search. And this is where we're going to search hashtags. And [00:47:30] , so you just want to think about like, okay, maybe I'm going to make my real food buckets. And so, I'm going to start with the #realfood, and click that. Now, what's going to come up is low competition, medium competition, and high competition. Again, these ones are tough to rank for. So you're only going to pick a couple of these. You want to have six to eight of these, and 10 to 12 of these just in your repertoire. And what's important is to just start to search [00:48:00] for stuff like real food, and real food itself is actually a high competition hashtag.

So, right there, I'm going to click on it. And I'm going to go add to the new collection. And I'm going to make a new collection called Real Food. And so, I'll just add that hashtag to my real food. And then I want to grab about two from here. So, I'm going to do like... Maybe I'll do, I don't know, eat clean. And so, I'll just click that and hit add to Real Food. Now, I've got my two high. Now I need some more medium and low. So, I'm going to look at, okay, [inaudible 00:48:30] [00:48:30] foods. You're just thinking, "What's really applicable to what I'm

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doing?" If you never talk about fermented foods, you wouldn't want that to be a hashtag because it's not related to your content. But in this case, I'm just going to say, okay, recipe development does not seem applicable to real food and healthy stuff.

So, I'm going to look at, okay, nourishing foods seems really applicable. So I'm going to hit add to collection. And then I'm going to go, "Okay, real foody, I like that. I'm going to add that to real food." And then there's going to be different spellings. And you can use all these different [00:49:00] spellings like real foodz with a Z. If it had an S on it, I bet it would be really, really high competition. But the fact that it's got a Z on it, it is cool. So, I'm going to add real fooders looks good. So, you don't have to stress about this too much. Eat real foods.

Don't think about it too much because what it is, is you're going to pick 20. And then you're going to start using them for a month. And then after a month, you'll be able to use Flick to see which hashtags you actually ranked for or did not rank for. And the ones that you ranked for you're going [00:49:30] to keep and use more. The ones that you didn't rank for you'll cut them out of your collection and replace them with something different. So it's just all about testing. And then I might say, "Okay, paleo bread." Let's say you don't recommend paleo. You probably don't want to use this hashtag. So, I'm going to grab a couple here. And then I'll grab a couple real food recipes. I like that. And then also I don't have 20 yet, so I need to keep searching.

One of the cool features of click that I want to show you is if you have some that you really like like real food recipes [00:50:00] you can just click this button, and it'll open a new search for real food recipes and give you ones that are like that. And so, it gives you a whole bunch more ideas, food real, I like that. So these ones, again, these ones you want to have 10 to 12 of. We can add that one, and so you can build this out. And it's like, "Okay, I need a couple more these." Quick and healthy, I like that. Oh, maybe moms who cook, I like that. So, you're going to build out your buckets. And then if you go here to collections you'll see you'll have your collections built [00:50:30] out. So you want to have four to five of these. Like real food, probiotics, moms. And when you get about 20 of them, you'll be done. And then you can come in here, and you can hit copy collection. And that will copy it, all the hashtags, and then you can just paste that in as your first comment.

And so, all I want you to do is when you put up a post, you're going to think about which of my five collections matches the best, paste all 20 into the first

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comment, hit publish. And then after that about a month later you're going [00:51:00] to check Flick and see which ones you're actually ranking for and which ones you're not. Now, if you have a post that's below 8%, you're probably not going to rank for anything. So, don't be concerned about that. If you're really small, it can be difficult to rank at first. But just know that as you grow and get bigger and bigger and bigger, you will start to rank for stuff.

If you have less than 1,000 followers at first, and you're putting out all this really good content, it's got 15% engagement, and you're ranking for zero out of 20 hashtags, just hang tight. It will start to rank [00:51:30] for you and more people that you have as followers. So, at some point, it's a tipping point, it's usually around 1,000 or so. And Instagram will start to believe your content's good and show it to people. So, that's important when you're thinking about your hashtags. Again, once a month, check the hashtags out. Look in Flick and see which ones ranked for and didn't rank for. Cut the ones that didn't rank, replace them with new ones, and you'll be good to go.

The last really important piece is that boosted posts. And again, [00:52:00] I want you to commit to at least doing $5 a day. And what I want you to do is spend a couple of weeks putting out content and the content that starts to get the best engagement for you. Let's say you did a slider about five real foods that help with bloating. Let's say you did that, and it had five slides, and it got 15% engagement. And that's your highest engaged post. That is going to be your first what I call the workhorse. And the workhorse is the boosted post [00:52:30] that does really, really well to get you new followers. And you can keep boosting that post every week for months and months and months and months. I've had some clients that have been boosting the same workhorse for six months because it just keeps getting really, really affordable followers. And so, all it is your highest engaged post.

All we're going to do is we're going to go to that post on your Instagram profile and hit the word promote. And it's going to have you pick which type of post you want to do. And there's different types of promoted posts. [00:53:00] You could send them out your website, if you wanted to. If you're promoting a sale or if you're promoting a product. But in this case, you want to do the point that's called profile visits. And so, I'll walk you through this. And when you pick the profile visits as your choice the next step is to choose your audience, and this is really important. We don't want to just blast this out to all of Instagram. That's millions and millions of Americans.

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We want to try to niche into an audience [00:53:30] that's closer to around a million people because that means it's a really targeted group of people that are probably interested in health. And so when you pick your audience, I would recommend that you choose your demographics. For example, you can do gender, you can do women, for example. And you could do women who are 30 to 60. And so, you want to pick the type of person that's most likely going to become a patient for you. Usually, that's women. I mean, women just tend to care more about their health and invest in their health more than men, [00:54:00] unfortunately. So, a lot of times it's good to just start with the demographic of women. For example, women over 30.

And then you can niche into your regional area. I highly recommend you niche into your regional area. Because if you do, like women over 30 who are interested in health in the United States, or even all over the world, that's just an enormous amount of people. And instead, it's going to be much more effective for you to spend money on your regional area. So, you can pick your state. And I would recommend you start there. So you can do women [00:54:30] over 30 that live in Montana, and you can pick that.

And then the next thing that you need to pick that's really important is their interest. And this is where you have to type something that they're interested in. And this is going to help Instagram find the right people for your followers. And what's important here is that you pick an interest that narrows the audience down to around a million. So, by the time you do women over 30 in your state, it's going to probably drop it down to... I don't know, it depends on the state you live in but it could be like [00:55:00] 15 million, and it tells you the number on the page, how big is your audience?

Now you're going to start to type in interests, and Instagram changes the interests that are available to target all the time. So I can't even sit here and recommend some interests. You have to start to type them in. And you might type in like gut health or digestive wellness, or you don't want to type something in like health. Because if you picked women in your state over 30 interested in health it's going to still be millions and millions of women. So, [00:55:30] you want to niche in a little bit, and you might niche into real food. You might niche into, if you're targeting IBD, for example, you could type in Crohn's or Colitis Foundation, but you just want to type stuff in and see what pops up, and you're going to click on it.

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Once you click on that interest it adds it to the profile niche, and it's going to tell you a new number. So, you might see a drop from 15 million to two million. And the goal is to get [00:56:00] it around a million for reach. Let's say you type in something like gut health, and it drops it down to 400,000. You can add stuff to it to bump it up to a million because it's cumulative. So, you could do women over 30 in your state that are interested in gut health, or real food, or paleo. And that might be the three things you need to do to get it to bump up to a million. Sometimes if you just do one interest, and it ends up around a million, that's [00:56:30] great, keep it. But I recommend that you get to an audience around a million. There's many reasons why. I don't want to necessarily get into it right now. But that's the sweet spot.

And then the final step is to choose your budget. I always recommend that you do seven days and commit to $5 a day. So, 35 bucks a week at first. What's important here is that you boost the post for a week. And when you come back to the post after a week, you can see on the insights how many new followers [00:57:00] you got from that post. And for me to qualify a workhorse as a good post, and the variables there are it's a great piece of content plus you pick the right audience. I like to see followers that are less than $1. So, if you spent 35 bucks, you should get at least 35 followers. My goal is to try to improve that down and get it closer to 50 cents. I've got a couple of brands I work with right now we're getting 10 cent followers, and that is really, really good.

But I don't want you to think about [00:57:30] it like, "Hey, I got to spend $500 to get 500 followers a month. That's not very many." That's not how it works. That workhorse is going to give you a specific number that you pay per follower. Anything above $1 means that you need to try different posts and try a different audience because that's too high. But when you get it less than $1, that means you're in the sweet spot. That's what I want to see. Then you just boost it again for seven more days. And you pick a day a week like let's say Monday or Wednesday where you're just logging in, checking the stats on your workhorse and re-boosting. It takes [00:58:00] maybe 10 minutes. Because once you save the audience and stuff, you can just re-boost it to the same audience.

The important thing to remember is that when you're doing this, there's certainly a cost per follower for that post. But just remember that the more that you have great content and great hashtag matching, and then you throw the fuel on the fire, which is the boosted posts, all those new followers that come in actually boost your engagement more. And so, it actually makes

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Instagram think your content's even better. If [00:58:30] you're stagnant and you're not getting new followers, your content can dip over time and Instagram will say, "Oh, this content is not that good anymore." But you keep adding that new lifeblood in every week with the boosted posts, you got that $5 a day going. The emergent result is a lot more followers.

So, for example, let's say you are spending $500 a month and that's getting you 1,000 followers a month from that one post. You're actually going to be getting maybe something like 2,000 followers a month because you're paying for those 1,000, but the result, the emergent [00:59:00] result of all of that getting you free traffic with hashtags and stuff also brings you free followers. So, it's a lot bigger than just the followers you're paying for from the boosted post. So that's the really important final step. Make sure you're boosting posts every week. When you start to get more patients, like for example, let's say you have a $300 case review as your first appointment. You'll notice as your Instagram following grows and then you have a call to action post. You say, "Hey, if you need some support on this, book a one [00:59:30] hour new patient case review with me."

Let's say you spent $500 this month and you get two new patients out of it. You just profited off Instagram because you made $600 you spent 500. When you start to see that ROI coming in, spend more money, increase your budget, start to spend $1,000 a month on your boosted posts because that's just going to grow you even faster. In the next month you might get $2,000 in new patients. Spend a little bit more, so scale your spending on your weekly boosts as much as you can. So, [01:00:00] that's the high level overview. I talked really fast so I could squeeze it in in 60 minutes and make sure we had enough time left for Q&A. So, thanks for following along. I love this stuff. And it's so effective.

If you just do one thing to get new patients and grow your practice, focus on Instagram, do it well, follow these steps, and you're going to get great results. So, the handouts available for you inside of your portal. And then you can also get a free account with Flick.tech, or another hashtag [01:00:30] statistical tool. There's quite a few of them out there, and just get started. So I'm going to stop sharing now. And then I'm going to go ahead and flip back over to chat. I'm going to turn the chat back on. So, go ahead and let me know what questions you have. I'm going to spend the next 15 minutes or so answering your questions about Instagram. Thanks for being here. I'm really excited that we've made it through that in 60 minutes. I'm going to grab a sip of water. I was just talking like crazy.

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Let me [01:01:00] know if this is helpful for you. If you're intimidated by Instagram, let me know that. I would love to hear more about experiences you have with Instagram. Every brand that I work with right now is doing Instagram really, really well, and it is incredibly good return on investment. Some good questions are flowing in. Awesome. Let's see. Amy says, "Hi, Jordan." Hi, Amy. [C 01:01:29] [01:01:30] says, "Thank you so much. I have to update my Facebook and website." That's awesome. I realized I didn't talk about Facebook.

I just wanted to mention that Facebook has changed a lot. I've been on it since 2005, and I've seen a lot of the evolutions of it. After the 2016 election, the vibe on Instagram and Facebook changed dramatically. I just want to say that Facebook has shifted a lot in the last five years, and it is not that great of a platform, [01:02:00] not like he used to be. It seems like it's not a fun experience anymore. People aren't uplifted on Facebook, and people are just not using it as much. There are some niches. If like I have some people that are serving women over 50 sometimes Facebook can be a better platform for certain niches. But the majority of the results that I've been getting lately, especially in the last two years has been on Instagram. So if you're debating Facebook versus Instagram [01:02:30] I would definitely go with Instagram.

Okay, Nicole says, "If we have an existing practitioner Instagram page, should we pivot it or make a new one? Does Flick allow multiple accounts?" Yes, Flick allows multiple accounts. It can be part of the package that you pick. You can do a couple different accounts. If you already have an existing practitioner page, and you already have followers, I would just pivot that page. I wouldn't necessarily start from scratch. Any of those followers that you have, and any of that history you have is actually going to be helpful for you [01:03:00] to springboard off of, so I highly recommend that you don't start from scratch if you already have something

Sharon says, "I seem to freeze up when I try to create a bunch of posts. Do you suggest an agency or membership to help with this?" Again, I don't necessarily recommend an agency, Sharon, because they're just not ever going to be as connected to your niche as you are. They're not going to care as much as you are. And that connection or relationship isn't going to happen as much as it should. [01:03:30] You shouldn't spend more than a couple hours a week making your content. If you're struggling with what content to make the first thing you can do is if you already have some followers, you can ask them. Do a story, and ask them what questions you have about blah, blah, blah? And see what questions they ask and then you can take the questions that they have,

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and you can plan out your next month of content by just answering the most common questions.

If you don't already have a following to ask then you can just brainstorm out what do you think the most common [01:04:00] questions are for people around your niche? So, if it's bloating, for example, what do you think the most common questions are for bloating? And again, not all of it is teaching in educational content. Some of them might be just inspirational quotes that you like that personally uplift you. One post could be a personal share, a story about your story with digestive issues or why you do what you do, why you became a practitioner. So just go through that checklist I had on the format and the style and just pick them.

Okay, [01:04:30] I'm going to do educational posts. Okay, what are the four most common questions people ask about bloating? Maybe one is why do I bloat after I eat? And you can explain that in the post. Maybe another one is what are the worst foods for bloaters? And maybe you could say, "Don't eat these five foods if you have bloating." So, that's just me brainstorming quickly, but just think about the most common questions and then that will do well.

Okay, Yvonne, how do we register a hashtag [01:05:00] is ours when we discover one? I don't think you can necessarily register a hashtag as yours, per se. But when it comes to Instagram, you actually don't want to use hashtags that just you use unless you're a huge community like what Christa is doing. If you're just starting out, you actually want to use hashtags that other people are using, so you can rank for them, and Instagram will show it to new people. The last thing you want to do is use one [01:05:30] of your precious Instagram spots for a hashtag that no one's using, and no one's following. That's actually going to hurt you more than will help you. Now, when you're a big brand, and you've been around for 10 years, you can start to do some of these Christa's doing where she's creating her own hashtags and starting to build momentum behind them. But that's going to be some time before you'll get there.

What do I mean exactly by ranking with hashtags? So, what I mean is that, and actually I can't show you. I have access to a lot of the [01:06:00] brands that work with Flick's account, but I have nondisclosures for pretty much all of my contracts, so I can't show you what Flick looks like with an active account. But when you're in Flick it will tell you, you ranked for one out of 20 hashtags, or you rank for five out of 20 hashtags. And what ranked means is that you're showing up in the top 10, 20, 30, 40, and really top 100 posts for that [01:06:30] hashtag. And what that means is if you're on Instagram, and you ever click on

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the Search tab, and you'll notice Instagram populates your search panel with a bunch of content for people that you don't know that it thinks you'll like. And then if you ever search for hashtags, like if you go to Instagram, and you search for real food, and you click on it, it's going to show you a bunch of posts that are related to the hashtag real food.

What it means to rank for a hashtag like real food is that you're in the top 100. [01:07:00] Ranking means you're in the top 100. So that means if I click on real food, and I look at that page and start scrolling, my post is going to be in the first 100 of those. And that's what you want, you want to be ranking in the top 100. If it goes unranked, that just means that you weren't in the top 100. It doesn't mean that you didn't get a little bit of traffic from it, but that's the goal. Hopefully that makes sense. Catherine says thank you. Awesome. Thank you, Catherine. Thanks for being here.

Where do I get photos from? [01:07:30] Great question, Theresa. The best thing to do with photos is you can search up some free services that offer free licenses for hashtags, or excuse me for photos. But if you are looking to get really, really high quality ones, you can also use a service like iStock photo, or Shutterstock photo. I like Shutterstock photo, and you can buy a license to that for $10 a month and you get access to beautiful, stunning photos that [01:08:00] you can search. They have an enormous library of photos. And so, they have a minimum service fee, and you can get licenses for 10 photos a month. So, I like Shutterstock photo.

And then as far as finding graphic designers, I like to use Upwork. If you sign up for Upwork, it's free. You can hire people that are graphic designers to do certain things. And there's an enormous amount of really skilled graphic designers on Upwork who just do graphics [01:08:30] for Instagram. So you can just search Instagram graphics on Upwork, and it'll show you a bunch of contractors who are graphic designers, and who do Instagram graphics. You can sort, you can filter. And what I like to do immediately is I like to just hire people in the US because of communication issues. So you'll immediately search by located in the US. And then I search for people who have five stars because there's a rating system. And I don't want people who have crappy [01:09:00] ratings.

So, if I searched by people in the US who have five stars, that means I've got good quality people. You're going to pay a little bit more per hour, but it's better results. And then I'm just going to click through their profiles, and they usually have a little portfolio of graphics they've made. And you can scroll through

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them and see which one feels like your brand and looks like a similar style. And you can hire them for... You can just say, "Hey, I have four Instagram graphics I want you to make for this month, and usually you can pay them [01:09:30] per hour for that." So, I have a lot of success using Upwork. I've been using it. They used to be oDesk 10 years ago. So I've been using that platform for a long time and had a lot of good results with a lot of really good contractors.

What other platforms are there besides Flick? There's another one called Hashtag Expert that I've used that's good. The primary reason to use that tool is twofold. One is to track your engagement so you can see which are your highest engaged posts because Flick pulls [01:10:00] in all your analytics. How many likes, comments, saves. And so, that's the first reason to use it. And the second reason to use it is to search up and create your hashtag collections, and be able to do that research and find low, medium, and high. And then after you've used them for a month Flick will also report out how many you've ranked for and not ranked four. So, I like it as a service. You could try it for seven days with a free trial and see if you like it or not. I don't trust a lot of those services. But I really like Hashtag [01:10:30] Expert and Flick.tech. But I've been leaning more towards Flick lately.

Cindy, thank you for the help. That's awesome. Nicola is going to do blog content. Once you post on Instagram, I've heard it's their property, is that a concern? I don't want to get too concerned about that stuff, Nicole, honestly. I really don't. I mean, there's so much content out there. I believe that your blog post [01:11:00] content is good to have on your site just because if you have people coming to your site, it's more reliable and trustworthy if you have some articles on there, and they can engage with them and learn from you a little bit more. But the way I used to do the health business model was putting out tons of great blog content like Steve and I had written, I don't even know, almost 800 articles, and we were getting seven million people a year free off Google, which easily made our company a multiple seven figure company. But [01:11:30] that changed in 2019.

And so, using your time and energy to create a bunch of blog content consistently every week, that ship has sailed a couple years ago. And what I would prefer that you do is spend more of your time and energy creating Instagram content. I really don't worry too much about the whole intellectual property component of it because even if you're writing about five foods that trigger bloating. I'm sure there's a lot of other people in the world who've written similar content. So, I just would rather you [01:12:00] make money and get patients and not to get too concerned about your intellectual property.

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Amy, I love Instagram, but don't feel confident posting yet. I think this will help me immensely. Yes, Amy, please post, and you're going to do awesome. And if you're worried about video and stuff in the beginning, you can just start with posts of photos and graphics and stuff and just have fun with it. It's a really effective platform, and the results have been phenomenal, especially in the last two years. [01:12:30] C says, "Do you recommend spending more time with Instagram only or do you still do both website and Facebook? Only Instagram to focus on now, or do I both do Facebook and Instagram."

So, you can link your... Inside Instagram, you can link your Instagram account to your Facebook account, and you can have a dual post. So whenever you create a post on Instagram, it will just automatically post it to Facebook. And when you go to post it, there's a little checkbox. I would recommend that you do that. Just why not? Why not post the content to Facebook and [01:13:00] Instagram? But I don't recommend that you do separate content for Facebook. Just focus on the Instagram strategy and click that one box that allows you to cross post. And that's going to be really helpful for you.

Rochelle, do you recommend Insta Reels? Insta Reels are cool, they're newer. It is in my opinion, their direct competition to try to hang with TikTok. TikTok is really interesting to me. It's not just people dancing anymore. [01:13:30] There's actually some really cool stuff going on TikTok, but I'm not going to recommend you start there. Insta Reels are interesting. I think that they can be a really cool tool to get free views, tons and tons of free views, but they're less targeted views. It's a little bit more work. It's a short really specific type of content that's really interesting, and engaging, and it takes a little bit of skill to be able to make that. So, if you're skilled on video and you feel really comfortable with video, and you know how to edit video on your phone [01:14:00] you can play with Insta Reels.

I wouldn't recommend that you start out with them. I'd just do posts really well at first, then layer in some really personal connection engagement with stories. And then if you want to play with Insta Reels, what I recommend is that you go into Flick and look at your last couple months and find your most engaged content. Let's say it's I don't know five foods that cause bloating or flare up bloating the worst. You can make an Insta Reel. Just remake the content that you did that [01:14:30] had really good engagement and just make it as a Insta Real. So, you could be on video and be like the five foods, and you could do quick shots of the five foods. And so, you're not duplicating content. You

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already know something that works really well and you can make an Insta Reel out of it, but don't get into it yet if you're stretched too thin right now.

Theresa, can you explain Canva a little more? Canva is just an app or an application that you can have on your computer or your phone, [01:15:00] and it just makes graphics. It's like Photoshop. Photoshop is really complicated, and it's been around forever. Canva is a competitor for Photoshop, and Canva is just kind of easier to use and faster to use and make quick graphics. So if you wanted to make a graphic like some of the ones I showed earlier that Christa had done, stuff like that, Canva is really easy to just take a background photo of an ocean, and you just drop the background photo in, and then you click the button to add some text, and you type the text out, and then you hit Publish. [01:15:30] So it's just a really cool, simple free tool.

Let's see, C, should I have a private Instagram, and have my two businesses separate? Therefore, three different Instagrams separately? Yeah, that's a great question. I do recommend that you have one that you focus on doing really well. If you want to have a private Instagram for you and your family, [01:16:00] and just the stuff that you're interested in, that's fun to do, and just kind of use it for your own joy and pleasure. But I do recommend you have a business account for your practice, your brand. And so, the question of branding is just are you going to brand new under your name? Or are you going to brand under your practice? And it's kind of 50/50. A lot of the doctors that I work with brand under their name, and then some brand under their business. Like in the instance with Christa, she's branded it under The Whole Journey. Pick one, and yes it [01:16:30] does need to be a business in order for you to promote posts and stuff the way I want you to promote posts. So, I highly recommend that you do make it a business, and just focus on one.

Yvonne says, "So, if I understand, if I create a blog instead of sharing the blog link it would be good to create it into a series of images to create a carousel? Should we still send them to the longer blog? If so then should it be in the post with the comments?" Yvonne, I don't recommend that you [01:17:00] send people out to a blog post. It's clunky for one. You have to say, "Go to my link in my bio." And by the way, you can get a free tool called Linktree, and you can put a Linktree. You've probably seen it if you use Instagram regularly. There's a Linktree in your bio, and that way you can just add links to it.

And so, Instagram doesn't really like it when you take their users off of the platform. They prefer that you keep the users on the platform and enjoying the platform [01:17:30] and having a good experience. And so, I'm careful about

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when and how often I link out or recommend linking out to anything from the Instagram platform. And I reserve that very carefully to be when I'm talking about my calls to action for my product or service. So if you have a program or if you have a free appointment or a paid appointment, reserve your one a week linking out to really be for your product or service. [01:18:00] And that said, if you're creating blog content, or you have a history of blog content, that's totally cool. Take it and kind of trim it down and use it for Instagram content. Like you said, you could trim down a blog post into the five things as a carousel and there you go, you're already ready to go.

Rochelle says, "What's the best way to use IGTV?" I would say the best way to use IGTV is after you've done posts really well, and you are growing your community really quickly with your boosted posts, you're ranking for hashtags, [01:18:30] and you're doing stories well, and getting good engagement with people, you're getting more comfortable on video. Once all that happens, you can play with IGTV. IGTV is really just videos that you make that are longer than a minute. But don't do it until you've got posts and stories handled really well and you're growing fast then you can start to make videos that are longer than a minute.

When it comes to those, it's just about the same type of thing. Are you going to teach something about the five foods to avoid if you're talking about bloating, and you make a [01:19:00] really high quality video. And to think about the videos that you want to do, I would look at a brand that's something like Whole Journey or look at a brand that you trust and like and see how they do their IGTV videos, and you create something similar. But it's similar to YouTube. I mean, you have to do a good job. You have to make a good quality video. The audio has to be good, the lighting has to be good, and it has to be engaging or people are not really going to be that interested in it.

Amy says, "I started following you years ago when you and Steve have the [01:19:30] IBS business." Thank you, Amy. Awesome. I love it. Thanks for being here. Catherine, I'm a low tech lady and have consciously avoided social media. It's time to venture into this world, and I'm a bit nervous. Any advice for this newbie? That's awesome, Catherine. I think you're going to like Instagram. It's kind of fun. What I would say is first Catherine just get an account. It could just be your personal account that you're not actually going to use for your business. And just start to follow some brands or to follow The Whole Journey and some other brands and just get a feel for what it's like to use [01:20:00] Instagram first and spend maybe two weeks just following some people you're interested in, maybe some celebrities you know sooner, whoever, teachers you

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like, and then see how their contents coming out, see how people like and comment, and just get used to a platform first. And then after that, you can start to follow the steps and the handout.

Rochelle says, "Thank you." Thank you for being here. These are great questions. Thanks for asking them. Nicole, [01:20:30] you mentioned a new type of boosted post. Did you say it was called a newer? I didn't catch it. So, the type of boosted post is actually, I believe, when you click promote, it has you choose from the type of boosts that you want to do, and one is website traffic, which you could send people out to your practitioner page. But this type is a newer type that they just released six months ago. And the type is called profile [01:21:00] visits. And what that does is when you boost that post, it makes it really easy for people to just click and follow you. That's the goal of the post. We want people to follow you. We don't want them going to your website yet. With this type of boost, we want them to follow you. So that's the profile visits type of boosted post.

Yvonne says, "If you do share on Facebook, how does the carousel show up on Facebook? Does it still look good?" Yeah, it looks pretty good, Yvonne. Typically, it ends up being like an album almost. And people can still click through all the videos, [01:21:30] or click through all the slides. And again, I really don't want too many people listening to this to spend much time on Facebook. The platform just has not been helpful to building practice, getting patients for the last couple years, with the exception of a few niches, but I just don't really see the Facebook platform really recovering from what's happening when it got really politicized and a lot of censorship [01:22:00] that's going on. It's made an experience that's not fun anymore.

And so, a lot of people have left in droves, especially people under 40 just left in droves. And fortunately, Instagram is still a really good experience, a positive experience. I haven't had a lot of businesses do well building a social media following and building a practice off Facebook in the last couple years. There's been a couple exceptions, but the general rule is [01:22:30] you can obviously have a duplicate over and then if there are people who like Facebook and don't use Instagram, they can still get access to your great content. So, definitely have a Facebook page and have a dual post, but do not do any extra work with Facebook.

Connie, is there a good Insta tutorial for us to get more comfortable with the platform? I use it and seriously don't get how the algorithms work. I mean, you could certainly Google some YouTube videos [01:23:00] and watch some people

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explaining it in detail. But basically, if you put content out that's above 10% engagement rate, and you put some good hashtags on there, and you boost your post once a week, you're going to crush it. And the only way to find out what content works and doesn't work for your niche because it's little bit different for every niche is to test it for a couple months and see. You can look in Flick and say, "That was 8%, that was 4%, that was 2%, that was 15%." And stop doing the ones that were not good.

[01:23:30] I've given you the shortcut in the handout, which is to say that these are the top four types of styles of post that crush it and focus on these. So, I've given you a shortcut to follow. I really recommend that you start to build your following and then see what engagement rate's like. And when you're first starting out, and you have 100 followers, your engagement rate is going to be all over the place because one like can dramatically change the percentage of engagement. So, it's not really that important for the first 100 followers. But once you get towards 1,000, [01:24:00] which the boosted posts will help with you'll start to see really solid engagement rate percentages that actually inform you of what's working and not working.

So, that is the end of the comments. Thank you so much. It's been awesome to serve you. I really enjoyed doing these. And you'll see Christa next time in webinar five, which is going to be about relationship building and email and censorship and really good information. So definitely tune into that one, and take advantage of this handout inside [01:24:30] the portal. Follow these steps. I know it seems a little bit complicated, but I've tried to simplify it as much as possible with what's working a lot with the brands I work with. And you'll have a lot of success. Just focus on one thing, don't get overwhelmed, and keep it simple. 10 to 12 posts a week, or excuse me, 10 to 12 posts a month, and you'll have a lot of success. So, good luck. Thank you again, and we'll see you soon.

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