



#3 BUILD YOUR TRIBE

Guidebook

Social Media has completely changed the way we go about building relationships with our customers and those enquiring about our product or service.

It's not enough to be a well known brand anymore. Now you need personality to back it up. People don't just want to be a consumer of your company. They want to BELONG to it.

You need to nurture the relationship on a whole other level.
...Now it's your REAL-TIME response-ability that counts...

If you are not creating an awesome community on your chosen social media platform by making people feel like they belong, they matter, they are significant and that they have an opportunity to contribute back to you, then it's likely that you'll lose them to somewhere else that will.

**"Give us something to believe
in and belong to and we'll
behave accordingly."**

S.Hammond, BE Brands

Be aware, this cannot be faked. You cannot hire a team or outsource this as a task.

Care must be delivered honestly, humbly and with sincerity.

It's gotta be REAL.

Your audience will quickly know if it's not, and the feedback will be blatantly obvious that you've missed the mark.

Think about it. You're a person, speaking to other people. Treat it as if they are right there in front of you.

The best way to really speak to your brand is as if they are your best friend. Communicate 'organically'.

We've walked past way to many sprukers and seen way to many flashy ads on TV's, Billboards, Websites, junk mail... So we've really developed a selective deafness to advertising and will only look if we choose to.

But our friends, we notice them, we celebrate their milestones and appreciate their inspiration. We stop for them.

What are the qualities you need in order to be a friend.

- You must be kind.

Does that sound simple? Well yes. It really is. You cannot fake kindness so if you're not very nice in real life people will have a field day with you online. Either be nice or don't be there.

- Be a story teller

Let people follow a story rather than a launch sequence. It's gotta be real. Share the human stuff. Share what you're passionate about. Let the likeminded people find you because they are drawn to you.

- LOVE

It's ok to show love to your friends. If you've worked in the corporate scene and you've still got that tight jacket on TAKE IT OFF. Pop your slippers and your comfy's on and give your Mum a hug. Then come online with that energy to share.

- Be courageous

You're going to be out there and you're going to be vulnerable. Not everyone is going to like what you do. You will get the naysayers, the trolls or the complainers. You're going to meet them all. Know that each time you meet one, it's an opportunity for the best in you to come out.

- Be a Leader

Don't think you're a leader? Think again! If you're gathering people around a common interest then it's exactly what you are. Develop your leadership skills if you need to. It's your responsibility to manage your state and the environment of your community through the good times and especially through times of uncertainty

- Be passionate

Fire yourself up with your passion and build that energy in all that you do online. You know what it's like to be in a room of people gathered for a concert. Everyone passionate about the same thing in one space? It's the same online. People have gathered...give them something to get excited for.

I hear you asking - What can I do then Teash to practice being all that for my audience?

Here's the Top recommendations to get you started.

1. Make sure you are clear on your company Vision, Mission and Values and that everything you do is aligned with them.
2. Review your current style of communication - how different are you being in front of your friends and in front of your customers?
3. Find a way or offer a way to help people free of charge every week.
4. Embrace your QUIRKY self.
5. WOW someone. (A random act of kindness)
6. Write a review on another businesses page that you've used before and give them 5 stars :)
7. Join the 30 day #BuildTheTribe challenge - you can find the link on the Social Vibes website.

I trust this has been incredibly valuable and maybe even a whole lot of FUN to do 😊 [Woohoo!!]

Come and visit me on my Facebook page and tell me all about it <https://www.facebook.com/SocialVibes> I would love to know how you went with it.

For more loving, learning, giving and growing head back to the Social Vibes website <http://www.socialvibes.com.au/> and go and accept the next mission to rock-stardom HELL YEAH!

See you there!

Teash x