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# Grow Your Reiki Business through Social Media

BY KAREN CAIG

**S**OCIAL MEDIA HAS BECOME the global family dinner table, the community drumming circle or church congregation. We bring our prayer requests, our family pictures, our funny stories, our worries. Even though some posts can be political and polarizing, overall, we have engaged with each other to make deeper connections. Furthermore, we have used social media to initiate change for the good. During the pandemic, people have spent hours scrolling through Instagram or perusing Facebook.

There are important reasons you should consider using social media to help grow your Reiki business. First, it's an established media which reaches billions of peo-

ple worldwide. Because of this, it is important to learn how to use it to get the positive results you desire. As Reiki practitioners, we have special skills that provide positive results; we are able to heal ourselves and others. Because the world of social media hungers so desperately for anything positive and useful, promoting your Reiki practice will be welcomed content. You can not only attract more students and clients, but you can take part in the upliftment of society.

If you participate in social media, you need to consider carefully what you post. Everything you post should add value to people's lives. For example, as I discussed with my mentor, Julie Russell, social media provides the perfect

opportunity to continue to provide value to others and attract students to her classes. Julie tells wonderful Reiki stories in her classes that give her students real-world applications for Reiki. If she shared those stories on Facebook or Instagram, people would enjoy her posts and share them with others, thus spreading the word about her work. And if she included her website address and someone is looking for a Reiki teacher or practitioner, she'll get new business.

Many people use social media only to post their classes, but that doesn't add value to someone's life. Think about what you enjoy seeing. Share a tip, an interesting question from a student, a surprising, uplifting story. It doesn't even have to relate to Reiki. Use your social media business platform to share enlightening information. The world has enough bad news. You can shine a light on something positive. You can inspire people. How many times have you seen something beautiful or funny on social media and shared it with others? We all need reminders of the Reiki principles, so post things that motivate us not to anger, not to worry, to be filled with gratitude, to devote ourselves to our work, and to be kind.

On your personal and business accounts, post nothing political or controversial. Don't post religious posts, just images and ideas that are unifying and spiritual. You don't want to give anyone a reason to post negative comments, but some trolls will get through all the same. Just delete their remarks and move on. Always give people the benefit of the doubt when they comment. Always be positive.

Now that you know why and what to post, you may wonder how to get started. First, you need to consider your brand. You will always be positive, but what, specifically, sets you apart from all other Reiki practitioners or teachers? What makes you unique? Sonia Gregory says in her article, "Simply put, your brand is defined by a customer's overall perception of your business."<sup>1</sup> The founder of Amazon, Jeff Bezos, says it even better: "Your brand is what other people say about you when you're not in the room."<sup>2</sup> Your brand is who you are. Every single post you make must reflect your brand.

You want to make it easy for your tribe to recognize you. So the first step involves pinpointing your target audience. Your tribe probably looks a lot like you. For example, I attract older women, women who have been in abusive relationships, people who were sexually molested or assaulted, people with alcoholism in their families, people who follow earth-based religions, people in academia. I tend to post lots of funny cats, scientific studies about nature, personal

growth and empty-nest material. That's my vibe. As the saying goes, "Your vibe attracts your tribe." You need to write out a mission statement for your business, describe your target audience, and determine your brand's voice before you post anything. Read Sonia Gregory's "11 Simple Steps for a Successful Brand Building Process."<sup>3</sup> Building your brand is essential for your offline business, but it's especially crucial if you want to grow your business through social media.

Next, you will want to choose a platform. I recommend you start with just one and then add one more when you feel more comfortable. Posting on social media will take more time than you think, but the benefits make the efforts worthwhile. Facebook is the biggest, and even though young people like other platforms, such as Instagram and Snapchat, Harvard research shows that 83% of millennials still have a Facebook account.<sup>4</sup> I suggest you start with Facebook and add Instagram later.

From a marketing perspective, social media gives the most significant return on your investment. And since most of the investment is your time, it's great for beginning businesses. Sonia Gregory points out, "Having a marketing strategy that includes proven social media best practices for business is a great way to gain exposure for your products and services—without eating up too much of your budget." Her article gives valuable advice to help you navigate the inevitable learning curve.<sup>5</sup> Just remember to send Reiki to yourself and your process before you begin to assist you as you learn.

Finally, you will need to learn new skills to grow your business through social media. You need to create visuals for each social media post, even Twitter, if you choose to "tweet." You may already have some photography skills, but if you don't, you can learn. Check out Joshua Payberah's article, "How to Take Awesome Pictures with Your Phone." Visuals are important because "according to data from Skyword, a Boston company specializing in content marketing, articles with pictures get 94 percent more total views than articles without."<sup>6</sup> Take pictures of your classes and get permission from your students to post them. Also, pictures of yourself giving Reiki to a tree, to your cat, to your mom. Take a picture of something for which you're grateful. If you don't have time to take a picture, you can find fabulous images you may use without paying royalties. But don't ever simply grab an image off the web. It may have a copyright, and you can be sued or hit with a hefty fee. Fortunately, you can find plenty of good shots at [www.unsplash.com](http://www.unsplash.com), [www.pixabay.com](http://www.pixabay.com), or [www.freephotos.cc](http://www.freephotos.cc).

It's nice to give a photo credit as an appreciation to the photographers to help them gain exposure.

The last step on your social media journey to more business is creating content that inspires, informs, and adds value to your followers' lives. You can create your memes, quotes, and flyers with these affordable software apps—[www.picmonkey.com](http://www.picmonkey.com) and [www.canva.com](http://www.canva.com). To me, PicMonkey seems more user-friendly than Canva, but they are both great for beginners. If you are more tech-savvy and have more money, you can try Adobe Photoshop. Just jump in and experiment with adding text with different colors and fonts to your images. These apps have excellent tutorials, so you'll be on your way to creating content in no time.

If you want to grow your business quickly and cheaply, you need to be a Reiki leader on social media. A leader generates fresh content. A leader creates an opportunity for people to share ideas and ask questions. A leader helps others expand. Through social media, you can weave a web of useful information and insight that connects others and helps them grow. Isn't that a great way to help heal the world? 🌿



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### Endnotes

- <sup>1</sup> Gregory, Sonia. "7 Effective Social Media Best Practices for Business." StackPath. <https://freshsparks.com/social-media-best-practices-for-business/>.
- <sup>2</sup> Gregory, Sonia. "11 Simple Steps for a Successful Brand Building Process." StackPath. <https://freshsparks.com/successful-brand-building-process/>.
- <sup>3</sup> Ibid.
- <sup>4</sup> "How Millennials Use Social Media." The Institute of Politics at Harvard University. <https://iop.harvard.edu/iop-now/how-millennials-use-social-media>.
- <sup>5</sup> Ibid., Gregory, Sonia. "7 Effective Social Media Best Practices for Business."
- <sup>6</sup> Payberah, Joshua. "How to Take Awesome Pictures with Your Phone – DBI." Digital Branding Institute, December 19, 2019. <https://digitalbranding-institute.com/take-awesome-pictures-phone/>.