

A Short Strategy Series

# Social Media Strategy & More



DeWilde **L A I N E**  
MEDIA

DEWILDE L A I N E

# OUTLINE



## Today's Agenda

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### The Importance of You!

We're going to startegize on how to differentiate yourself on today's platforms, what you can do to be seen, what you can do to hide, and additional topics to help with growth on social media.

STEP 1



YOU

# The Importance of INDIVIDUALITY

## Introduction

Social posts are YOU, you are your social posts, and sometimes you can simply create a persona, brand or business.

People are driven by emotion. We buy into **people**, we buy into brand/s, then we buy into products and services.

As much as we're force fed Ads, most people hate them.

# BE YOU



# GET INSPIRED

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**THE WORST ENEMY TO  
CREATIVITY IS SELF-DOUBT.**

People want to know you. They want to know the person they're considering is a real person...

**Not Just A Salesman or Woman.**



**TELL YOUR STORY**

# Individuality and You

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## What Makes You Different?

Social Media shouldn't always be about selling.

We don't like to be sold to.

You don't have to get too personal but you can still show little tidbits of who you are.

Show us your morning routine, coffee mug, book you're reading, outfit, desk, tell us your agenda, lunch, etc.

**DON'T ALWAYS SELL**

Show us little bits of your story.

# INSPIRATION IN DAILY LIFE



We love knowing who people really are.

These are stock photos that look gorgeous.  
Yours do not need to look like this.

Document your life. Quantity over quality, until you become proficient.

**QUANTITY OVER QUALITY**



# THINGS YOU CAN POST THAT POST

- **Your Talents**

What do you do outside of work, what are your talents? Do you sing, knit, paint, cook?

- **Your Inspirations & Goals**

What inspires you, what are your goals? Use your goals, aspirations, and inspirations to inspire others.

- **Your Passions**

Do you Netflix, kid's baseball, church, family, etc?

- **Your Business**

What are you selling, offering, etc.?

What are your talents, passions, inspirations, & goals?

WRITE SOME DOWN FOR YOURSELF



STEP 2







SOCIAL

Where To Start

# WHERE TO START?

## What Platforms To Use

LinkedIn   Instagram

Facebook   Twitter

**CAN YOU THINK OF ANY WE  
MAY HAVE FORGOTTEN?**

Youtube, Tiktok & Next Door



**DON'T  
FORGET  
THERE ARE  
ALWAYS  
EMERGING  
PLATFORMS  
Try them,  
go  
with the  
flow!**



YOU FORGOT :  
A  
MAJOR  
PLATFORM

# COME ON IT'S GOOGLE

## A PLATFORM NOT TO FORGET



Google search results for "dewilde laine productions".

- dewildelaine.com**: DeWilde Laine Productions: Media Services. We provide media services for personal & business needs. Video/audio, pre/post production, social, analysis, web/graphic. Business and personal media ...
- dewildelaine.com > production**: Production, Audio and Video ... - DeWilde Laine Productions. Production offered by DeWilde Laine. This is our Production page where we offer, Audio, EXPERIENCED PRODUCTION. We've created movie trailers, business ...
- www.facebook.com > ... > DeWilde Laine**: DeWilde Laine - Home | Facebook. DeWilde Laine. 79 likes · 4 talking about this. A production company for all your media needs. We offer services in film and audio pre and post...
- www.youtube.com > channel**: DeWilde Laine Productions - YouTube. About Press Copyright Contact us Creators Advertise Developers Terms Privacy Policy & Safety How YouTube works Test new features. © 2021 Google LLC ...

Business page details for DeWilde Laine Productions:

- Website, Save, Call
- 5.0 ★★★★★ 17 Google reviews
- Hours: Open 24 hours
- Phone: (925) 233-5999
- Send to your phone

# You Must Have A Business Page

## IF YOU'RE A BUSINESS

Where To Start

DeWilde Laine Productions post (Sep 8, 2020):

All our dreams can come true, if we have the courage to pursue them. **WALT DISNEY**

Who inspires your creativity?

#aspire #man #true #honored #icon #inspiration

DeWilde Laine Productions post (Sep 17, 2020):

PAINTING IS SELF-DISCOVERY. EVERY GOOD ARTIST PAINTS WHAT HE IS.

**Jackson Pollock**

Who inspires your creativity?  
Struggle with creativity, let us create for you.

# What is a good number of Posts?

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9  
POSTS

PER DAY

Let me guess. You think that's too many posts.

---



WE'RE ON-LINE TO CONSUME. THAT'S WHY WE CONTINUE TO SCROLL...

IF SOMEONE DOESN'T LIKE HOW MUCH YOU'RE POSTING, THEY DON'T HAVE TO FOLLOW YOU.

HOW OFTEN HAVE YOU UN-FOLLOWED SOMEONE BECAUSE THEY'RE POSTING TOO MUCH? IT'S VERY RARE...

SHOULD I LET'S FEEL IS  
HABIT  
OKAY

# Different kinds of posts

**Profile**



Posts that are placed on your profile and remain there for all viewers, forever

**Stories**



Short posts that are typically displayed for 24 hrs. and often permanently disappear

**Reels**



Posts that play and repeat as if playing repeatedly on a video "reel." This post will play over & over

**Ads**



Can be all of the above mentioned but supported and monetized with ad spend "money for promotion"



# Social strategy requires Discipline & Consistency.

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EXPLORE THE PLAFORMS.  
LEARN WHAT WORKS.  
LEARN WHAT WORKS BETTER  
ON EACH PLATFORM.  
UNDERSTAND THE AUDIENCE  
ON EACH PLATFORM.  
BE DISCIPLINED.  
DON'T LET EMOTIONS  
CONTROL YOUR POSTING.  
KEEP POSTING.  
& OH DID WE MENTION...  
  
KEEP POSTING.....



STEP 3



CONTENT  
CREATION



# #1 DEVICE

## YOUR PHONE

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Your phone is the lifeline of communication. All of your goals can be achieved with this device alone.

YOU REALLY DON'T NEED ANYTHING ELSE!

Computers are nice to have too but not necessary.



IT DOESN'T NEED TO BE FANCY, JUST  
AUTHENTIC



# 1 POST

## 6+ Platforms

**MAYBE MORE**



DEVELOPING YOUR UNIQUE ABILITIES

A Deeper Look

# PRESS PLAY

CLICK ON VIDEOS

FACEBOOK & YOUTUBE



LEARN HOW TO MAKE YOUR OWN 6 FIGURE BUSINESS



RICH WHITE MEN SECRETS

INSTAGRAM

Taking one post and  
making a ton of content

Taking one post and  
making a ton of content



Tiktok & All Stories

PRESS  
PLAY

KEEP  
GOING

# FROM THE SAME VIDEO

You pull quotes to crosspost to other platforms.

“The first 100 participants to join our training course will receive a free gift.

Click Here...”

## TWITTER

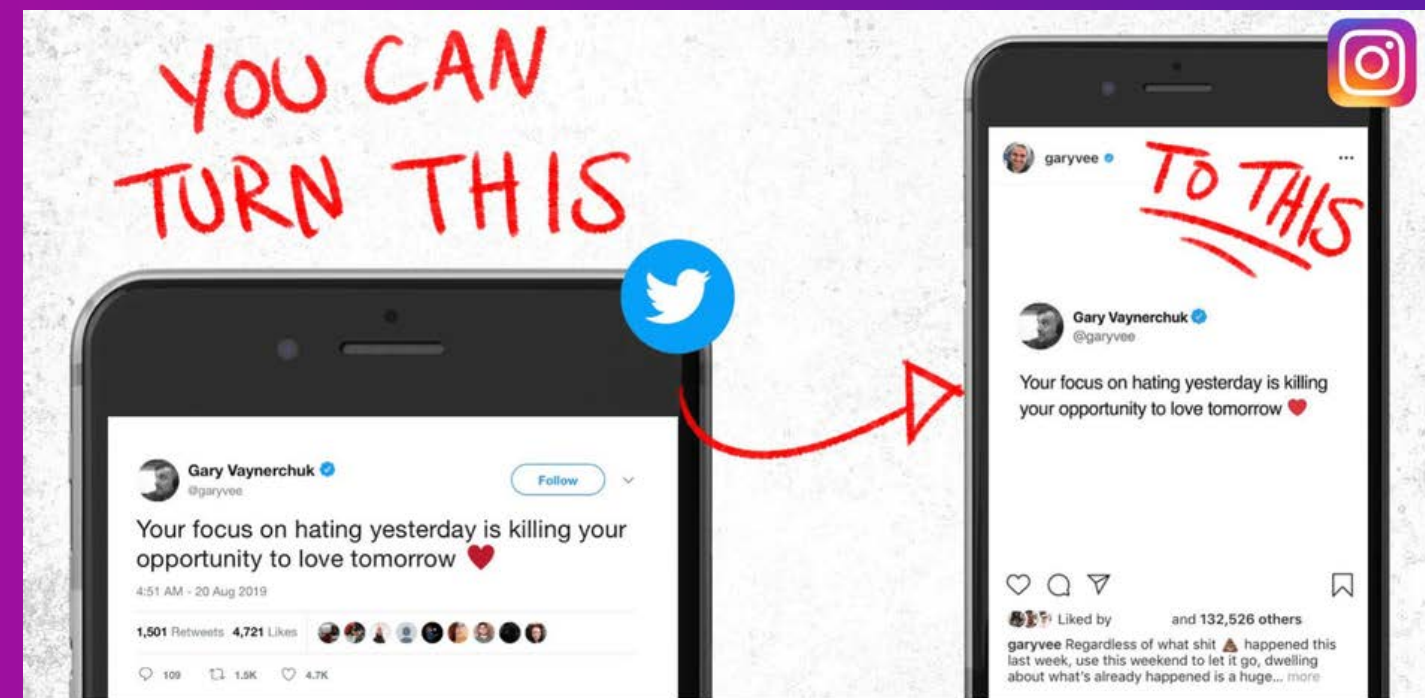
Screenshot a twitter Post to post elsewhere

“The first 100 participants to join our training course will receive a free gift”



## LINKEDIN

Taking one post and making a ton of content



# Did We Forget A Platform?



The Platform Of All  
Platforms



# YOU'RE RIGHT GOOGLE





Let's get into some  
design

—  
HOW DO  
I DESIGN  
ON MY  
PHONE?

# FREE PLATFORMS & APPS TO USE

Let's get into some  
design



CANVA

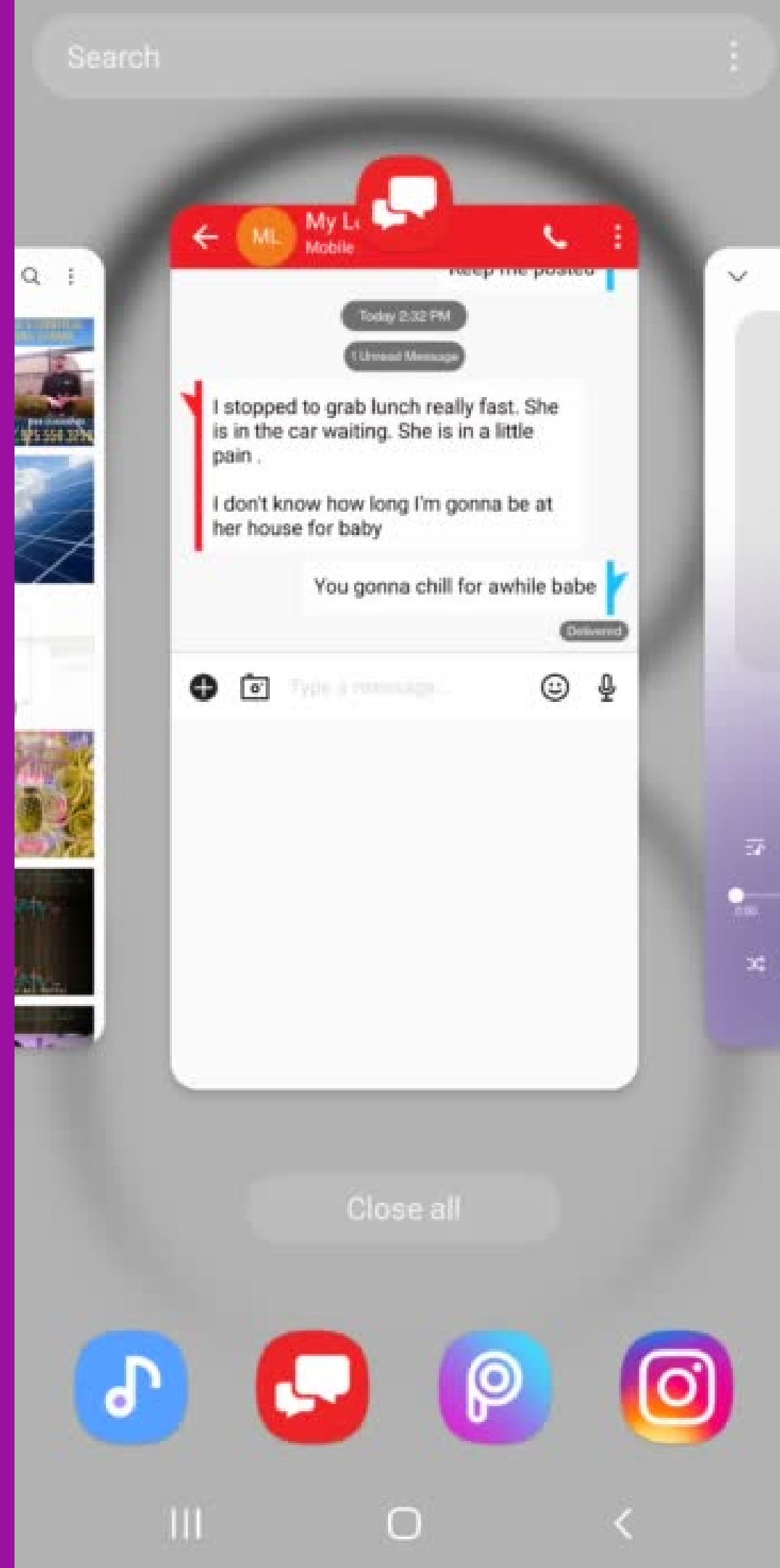


PICSART

# PICSART APP EXPLAINER

CREATE A BACKGROUND

To use as a theme for some time.



Easy Way To Make a  
Background

PRESS  
PLAY

Create a theme that  
displays your brand

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USE YOUR THEME  
FOR A SET AMOUNT  
OF TIME.  
30 DAYS  
90 DAYS  
12 MONTHS  
24 MONTHS  
OR FOREVER

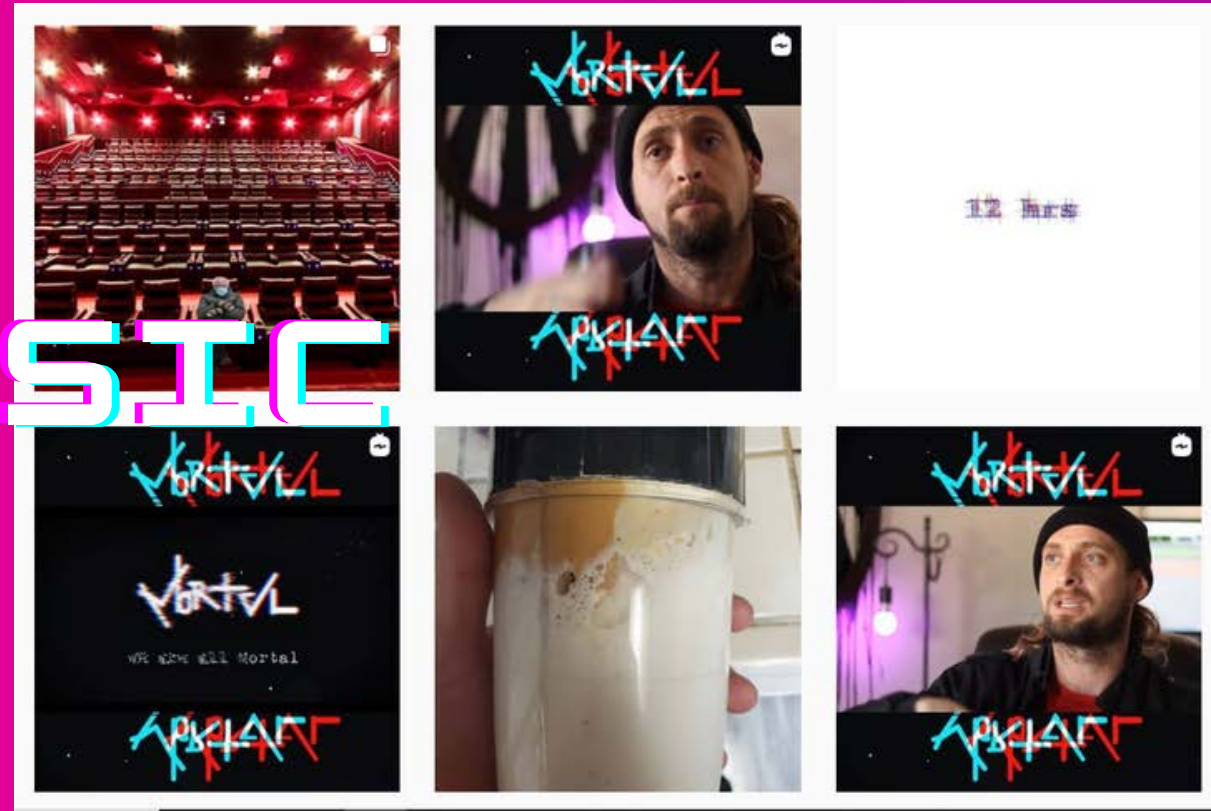
IT'S UP TO YOU

YOU CAN USE MULTIPLE  
THEMES TOO!

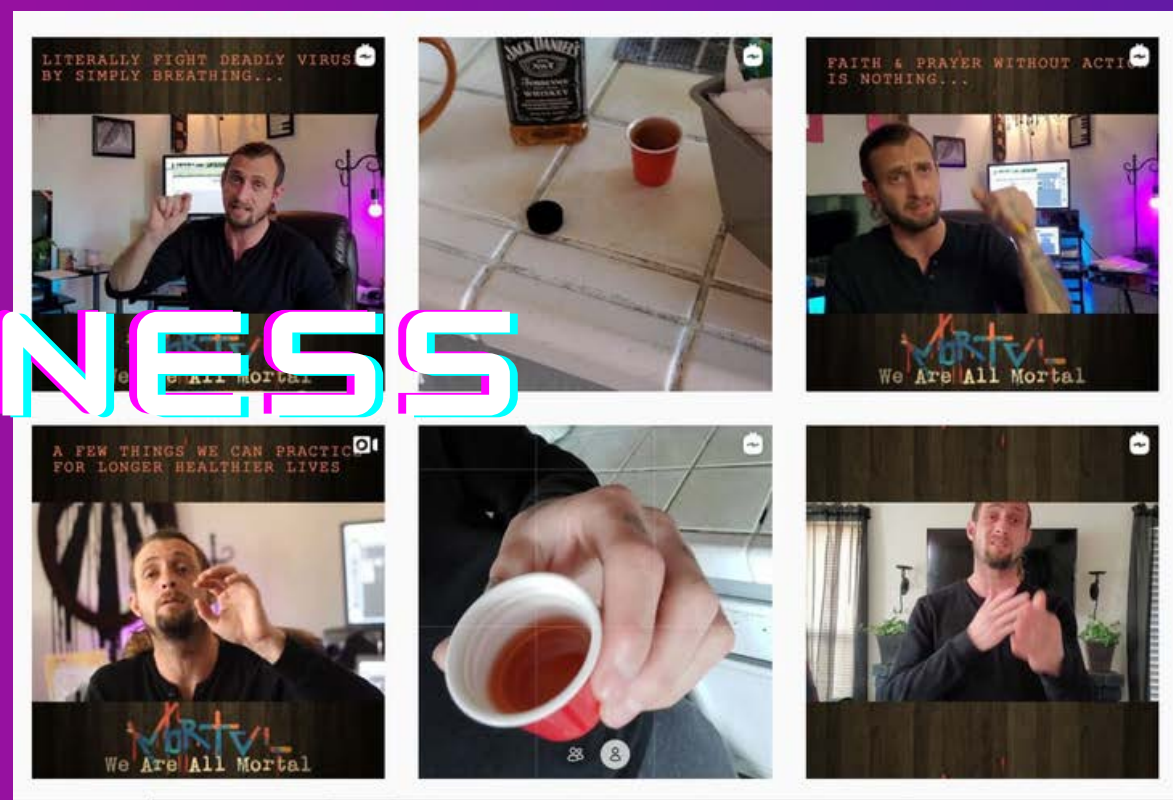
# EXAMPLES

Create a theme that displays your brand

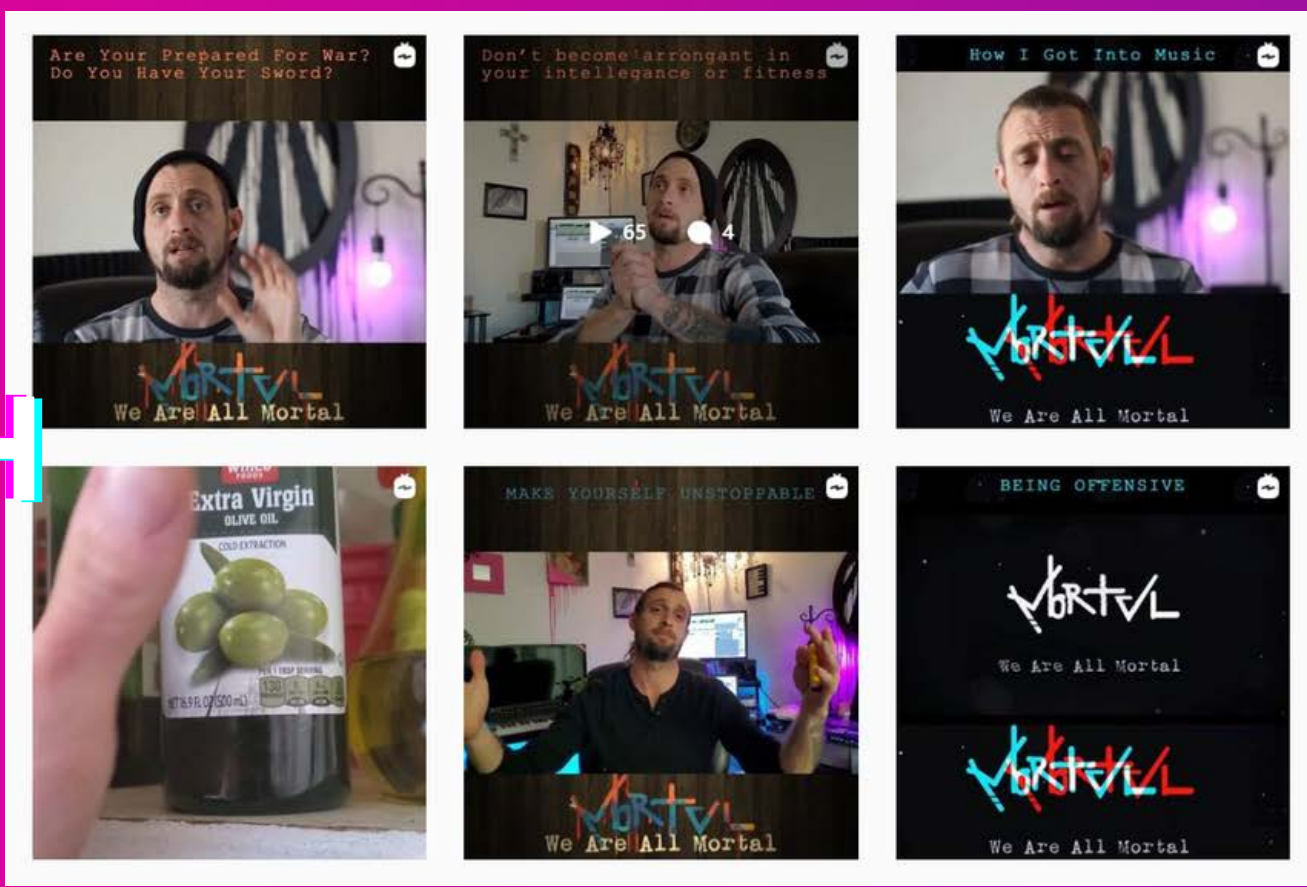
MUSIC



FITNESS



BOTH



MUSIC



FITNESS



# DO YOU THINK YOU CAN DO THIS?

...

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WHAT ARE YOU  
GOOD AT?

If you're better at writing, make more posts with written content.

If you're better with photography, take more photos.

If you're great at speaking make more videos. **Whatever you're good at, do that most.**

WHAT CAN YOU FEASIBLY  
LEARN?

There is nothing you've seen in this presentation you are not capable of completing or doing yourself.

**Aspects to Consider**

# STEP 4



GOOD

VVS

BAD

POSTS

# DO YOU THINK THIS IS A GOOD ENGAGING POST?



**Next Level Solutions**  
Published by Adam Wetzel · December 8, 2020

Check out the new video  
Hope you enjoy  
More to come, Please dont forget to check out the new and improved website  
[www.NextLevelSolutionsco.com](http://www.NextLevelSolutionsco.com)

COMMERCIAL  
CONSTRUCTION


New Visual Advertisement From Next Level

Send Message






# WHAT DO YOU THINK ABOUT THIS POST?

 **Next Level Solutions** is in **Brentwood, California.**  
Published by Michael Laine · March 16 at 5:45 PM · 🌐

Are you planning your next home renovation? Looking to remodel your kitchen or bathroom? Well you've come to the right place. Check out this video to see some of our work. At NEXT LEVEL SOLUTIONS we pride ourselves on quality craftsmanship with reliable and trustworthy service for all of our clients. Click here to CONTACT US NOW-  
[www.NextLevelSolutionsco.com](http://www.NextLevelSolutionsco.com)

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#generalcontractor #generalcontracting #generalconstruction #kitchenremodel #kitchendesign #bathroomdesign #bathroomremodel #bathroomrenovation #homerenovation #homeremodel #countertops #countertopinstallation #contractor #remodeling #fireplacedesign #fireplacemakeover #newflooring #newfloors #tiledesign #tileinstallation #tileinstaller #nextlevel #homerehab #constructioncompany #homeconstruction #trending #trendingnow #contactus 👍🌱👏



**Next Level Solutions**  
Home Improvement

Send Message



WHAT DO YOU THINK  
OF THOSE POSTS



DO YOU THINK  
ONE IS BETTER  
THAN THE  
OTHER?




IT'S NOT ABOUT GOOD  
OR BAD... IT'S ABOUT  
WHAT'S BEEN PROVEN  
TO WORK BETTER!



**Next Level Solutions** is in Brentwood, California.  
Published by Michael Laine · March 16 at 5:45 PM ·

Are you planning your next home renovation? Looking to remodel your kitchen or bathroom? Well you've come to the right place. Check out this video to see some of our work. At NEXT LEVEL SOLUTIONS we pride ourselves on quality craftsmanship with reliable and trustworthy service for all of our clients. Click here to CONTACT US NOW- [www.NextLevelSolutionsco.com](http://www.NextLevelSolutionsco.com)

#generalcontractor #generalcontracting #generalconstruction #kitchenremodel #kitchendesign #bathroomdesign #bathroomremodel #bathroomrenovation #homerenovation #homeremodel #countertops #countertopinstallation #contractor #remodeling #fireplacedesign #fireplacemakeover #newflooring #newfloors #tiledesign #tileinstallation #tileinstaller #nextlevel #homerehab #constructioncompany #homeconstruction #trending #trendingnow #contactus 🙌👍👏




Next Level Solutions  
Home Improvement

Send Message



**Next Level Solutions**  
Published by Adam Wetzel · December 8, 2020 ·

Check out the new video  
Hope you enjoy  
More to come, Please dont forget to check out the new and improved website [www.NextLevelSolutionsco.com](http://www.NextLevelSolutionsco.com)



COMMERCIAL CONSTRUCTION

New Visual Advertisement From Next Level

Send Message



# SUGGESTIONS TO APPLY

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## ENGAGING

Be sure to ask questions, tell your audience to leave their opinions in the comments. Ask you community to be a community.

## HASHTAGS

Use keywords relative to your post. Different platforms allow more than others. Sneak tags in the post body.

FB & Insta- 30 Hastags

LinkedIn- Unlimited Hashtags

Some people feel it is spammy to use the allotted amount, some people just don't care. It's up to you.

## VALUE

Offer your community value. Don't always sell. A good question to ask yourself is; what can you do for your audience?

## SMILE

Have fun, don't be so serious. Use emojis, be playful, there are enough serious things in the world to worry about, relieve some of that tension with your deliveries.

**#HASHTAGS ARE IMPORTANT...**



# POST EXAMPLE

Are you planning your next home renovation? Looking to remodel your kitchen or bathroom? Well you've come to the right place. Check out this video to see some of our work. At NEXT LEVEL SOLUTIONS we pride ourselves on quality craftsmanship with reliable and trustworthy service for all of our clients. Click here to CONTACT US NOW- [www.NextLevelSolutionsco.com](http://www.NextLevelSolutionsco.com)



(SEPERATE POST BODY FROM HASHTAGS WITH PERIODS)

#generalcontractor #generalcontracting #generalconstruction #kitchenremodel  
#kitchendesign #bathroomdesign #bathroomremodel #bathroomrenovation  
#homerenovation #homeremodel #countertops #countertopinstallation #contractor  
#remodeling #fireplacedesign #fireplacemakeover #newflooring #newfloors #tiledesign  
#tileinstallation #tileinstaller #nextlevel #homerehab #constructioncompany  
#homeconstruction #trending #trendingnow #contactus



## POST EXAMPLE 2

Are you planning your next #homerenovation ? Looking for a #kitchenremodel or #bathroomremodel ? Well you've come to the right place. Check out this video to see some of our work. At NEXT LEVEL SOLUTIONS we pride ourselves on quality #craftsmanship with #reliableandtrustworthy service for all of our clients.

Call Us- 925.777.2581

Email- JohnHancock@Signature.com

Click here to CONTACT US NOW- [www.NextLevelSolutionsco.com](http://www.NextLevelSolutionsco.com)



(SEPERATE POST BODY FROM HASHTAGS WITH PERIODS)

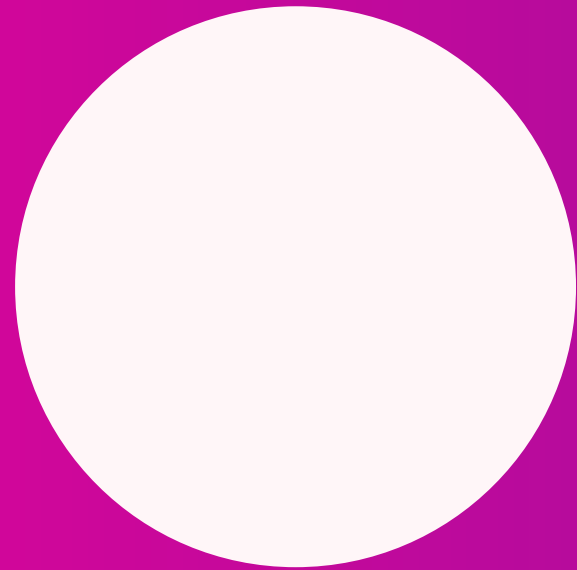
#generalcontractor #generalcontracting #generalconstruction #kitchenremodel  
#kitchendesign #bathroomdesign #bathroomremodel #bathroomrenovation  
#homerenovation #homeremodel #countertops #countertopinstallation #contractor  
#remodeling

# YOUR CONTACT INFO IS VERY IMPORTANT

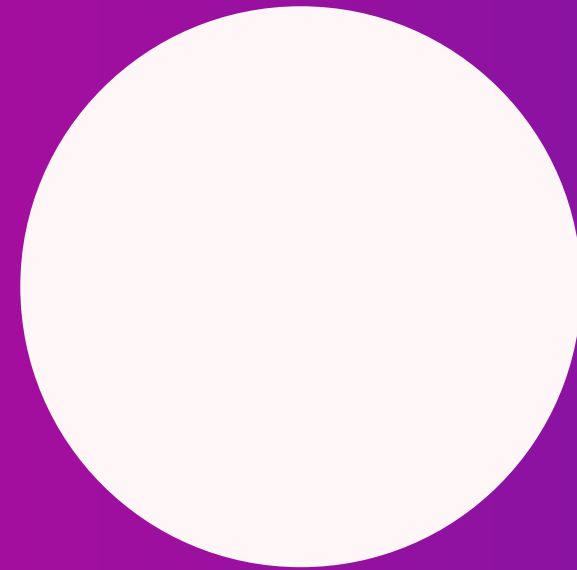
## Important Points



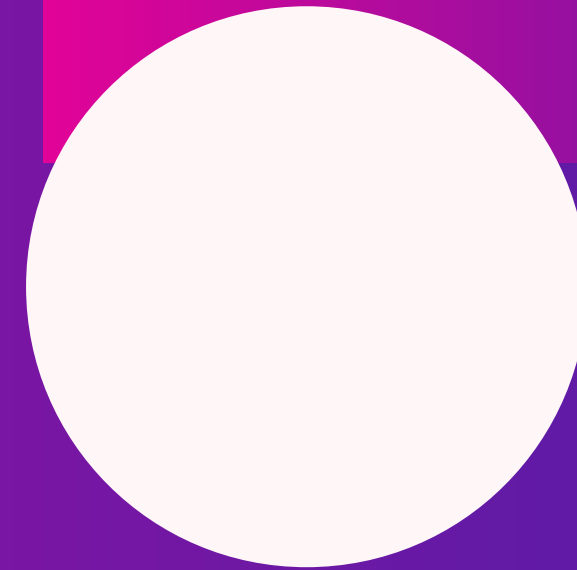
Don't Forget!



Put Yourself In Their  
Shoes



Engage



Consistency

**WHAT DO YOU  
THINK?**

**INCLUDE YOUR ADDRESS AND EVENT INFORMATION**

**INCLUDE YOUR PHONE # & WEBSITE IN SOME OF YOUR POSTS**

GOODBYE



THIS IS THE  
END

JUST KIDDING, KEEP GOING. IT'S  
JUST STARTING TO GET GOOD







# JUST KIDDING

GOTCHA. JUST MESSING

THIS IS WHEN THINGS BEGIN TO  
GET VERY INTERESTING

STEP 5



HIDING  
THE  
SEVER

## WHAT DO YOU MEAN HIDING?

Hiding means precisely what you're thinking. Hiding yourself from the potential clientele & community.

## WHY WOULD YOU DO THIS?

Some people are so against adopting to brands and people selling they will immediately dismiss you. "Hiding The Seller" allows you to reach some people that are normally un-reachable.

## WHAT IS ACHIEVED?

A facade of Authority, Social Presence, a Story; that allows combative individuals to let down their guard and adopt whatever may be sold or the story told.

WHY OH WHY?

# First Things First

—

WHAT DO YOU  
PROMOTE  
OR SELL?

**Well Second  
Thing**

# **STOP SELLING**

**& HOW DO WE DO THIS**

HOW DO WE HIDE  
THE SELLER?

MAKE A PAGE  
WHERE YOU'RE  
NOT SELLING



# Consider Your Topic of Interest

Consider what you'd like to sell

LETS USE SOLAR AS AN EXAMPLE

## Simple Steps

●  
MAKE A PAGE,  
BLOG, OR  
WEBSITE

Consider a local energy  
page.

●  
MAKE RELEVANT  
POSTS

Make a majority of  
posts about local  
energy news, energy  
companies, events, etc.

●  
SPRINKLE

Sprinkle in content  
about your products  
and or services

# Consider Your Topic of Interest 2

Consider what you'd like to sell

LETS USE  
FINACIAL CONSULTING  
AS AN EXAMPLE

## Simple Steps

MAKE A PAGE,  
BLOG, OR  
WESBITE

Consider a local  
financial consulting  
page.

MAKE RELEVANT  
POSTS

Make a majority of  
posts about local, state,  
and federal financial  
matters, laws, etc.

SPRINKLE

Sprinkle in content  
about your products  
and or services



# Consider Your Topic of Interest 3

Consider what you'd like to sell

LETS USE  
SKIN CARE  
AS AN EXAMPLE

## Simple Steps

MAKE A PAGE,  
BLOG, OR  
WESBITE

Consider a page about nutrition, exercises, and health or make-up products.

MAKE RELEVANT  
POSTS

Make a majority of posts about new make-up, new skin care in general, natural skin care tips, etc.

SPRINKLE

Sprinkle in content about your products and or services



# PROMOTE EVERYONE NOT JUST YOURSELF

Offer value to your community of followers. Give more than you take. Give them valuable information, tips, tricks, insight. Give, give, give.

**THINK**  
**REFLECT**  
**ON THE**  
**INTEREST**  
**OF OTHERS**

STOP SELLING!

START GIVING.....

# HOW TO GO ABOUT MAKING A PAGE

## Ideas for pages

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### **SOLAR**

"Brentwood Energy Coalition"

"Contra Costa Energy Consulting"

"Fight The Monopoly Of Energy"

### **FINANCIAL CONSULTING**

"Financial Planning Contra Costa County"

"Local Financial News Oakley"

"Eastbay Retirement Planning"

### **SKIN CARE**

"Pretty Faces In Brentwood"

"Brentwood's Best Make-up & More"

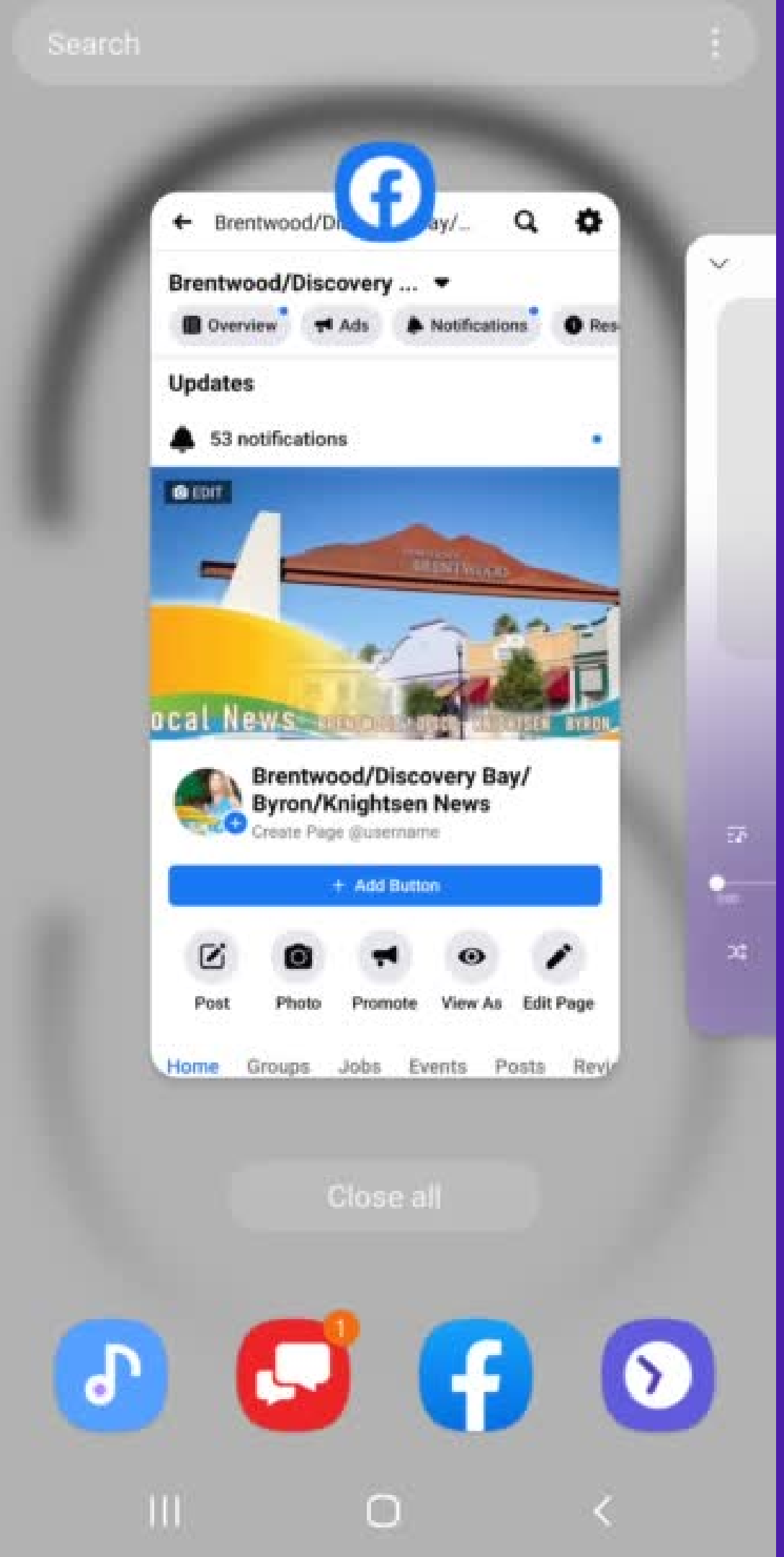
"Antioch's Outstanding Skin Care For All"

Localized Pages Work Very Well.

# Page Example

LET'S  
TAKE  
A LOOK

PRESS  
PLAY



# HOW TO MAKE A FB PAGE



Click  
Pages

The screenshot shows the Facebook homepage interface. On the left sidebar, the 'Pages' option is highlighted with a teal arrow pointing to it. The main content area displays a row of story thumbnails, including one for 'Mortal Mic' and another for 'Catherine Kelley'. Below the stories is a 'Remember Password' notification. At the bottom of the main content area, there is a 'What's on your mind, Michael?' prompt with options for 'Live Video', 'Photo/Video', and 'Feeling/Activity'. The right sidebar features a 'Marketplace' section with various item categories like 'Cell Phones', 'Video Game Consoles', and 'Refrigerators & Freezers', along with a 'Start Selling' button. Below that is the 'Your Pages' section, which lists 'Mortal Productions' and a 'Create Promotion' button. The 'Contacts' section at the bottom right lists several user profiles.



Click  
Create  
New  
Page



The screenshot shows the Facebook 'Pages You Manage' interface. On the left sidebar, under 'Pages', there is a list of pages: 'Your Pages', 'Future Energy', 'DeWilde Laine', 'Mortal Mic', 'Next Level Solutions', and 'See All Pages'. Below this list is a button labeled '+ Create New Page', which is highlighted by a teal arrow. The main content area is titled 'Pages You Manage' and lists several pages: 'Mortal Productions' (with a notification that it was updated), 'Future Energy' (with 20+ notifications), 'DeWilde Laine' (with 20+ notifications), and 'Next Level Solutions' (with 14 notifications). Each page entry includes a 'Manage Page' button and a 'Create Post' button. On the right side, there is an 'Unpublished Pages' section with a button labeled 'Publish' and a trash icon next to the page 'Mr. & Mrs. Candy'. The top navigation bar shows the user's name 'Michael' and various notification icons.



Fill Out  
Following  
Information  
&  
Create  
Page



facebook.com/pages/creation/?ref\_type=launch\_point

Search Facebook

Pages > Create a Page

### Create a Page

**Page Information**

Page name (required)  
Oakley/Antioch News ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)  
News & Media Website x ✓

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

**Description**  
Local News, Events, Businesses, and more.

Write about what your business does, the services you provide, or the purpose of the Page.  
Character limit: 255

You can add images, contact info and other details after you create the Page.

**Create Page**

**Desktop Preview**

**Oakley/Antioch News**  
News & Media Website

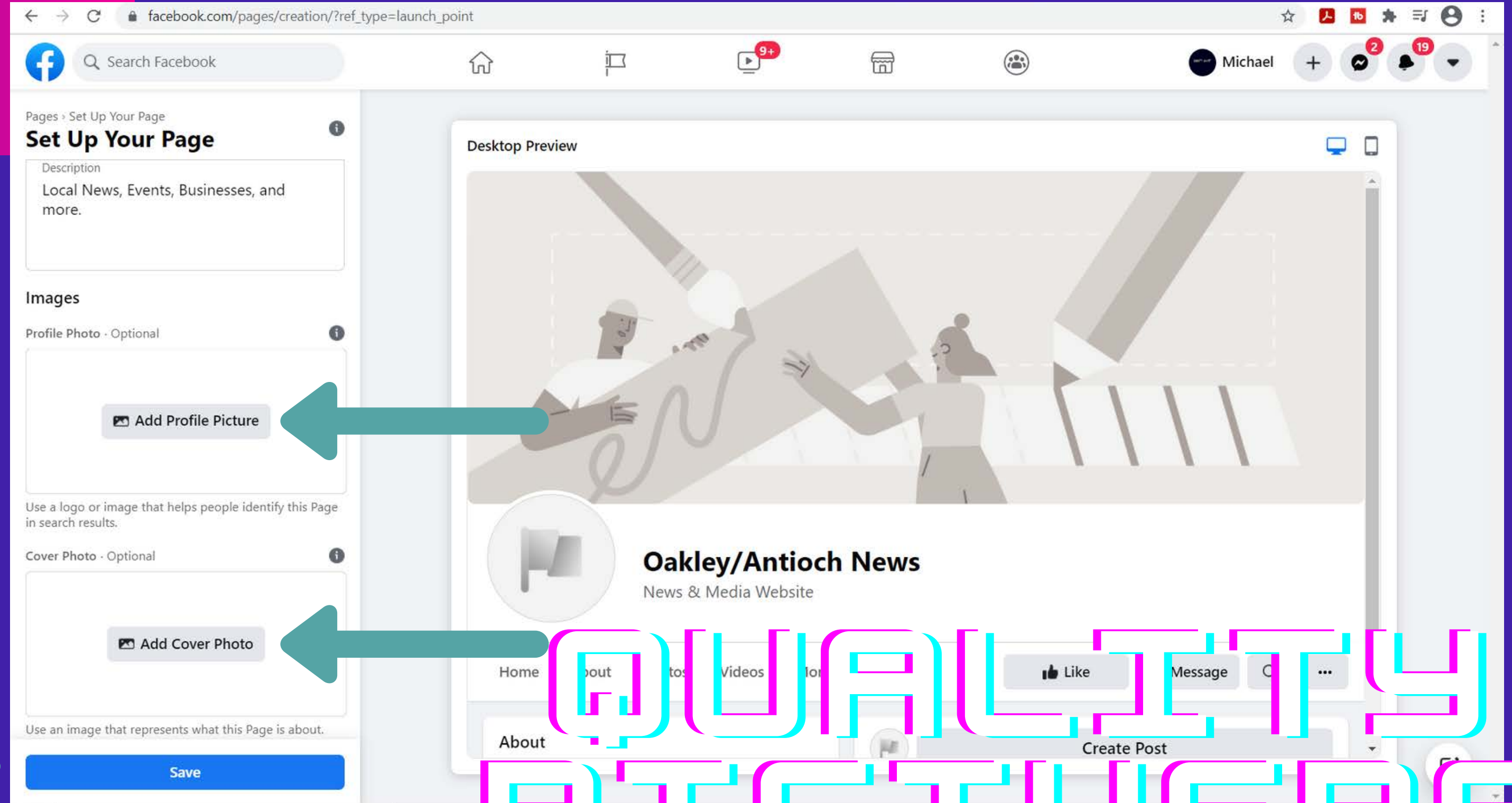
Home About Photos Videos More

Like Message

About Create Post



Ad Banner  
&  
Profile  
Picture  
&  
Save



QUALITY  
PICTURES  
APPLY HERE





Setup up  
Info if need  
be  
&  
Invite your  
friends



facebook.com/OakleyAntioch-News-10367943515221

Search Facebook

Michael

Manage Page

Oakley/Antioch News

Home

News Feed

Inbox

Business App Store

Resources & Tools

Notifications

1 new

Insights

Publishing Tools

Ad Center

Page Quality

Promote

Oakley/Antioch News

+ Add a Button

Promote

Create Post

Photo/Video

Get Messages

Feeling/Activity

Live

Event

Offer

Job

Ad

No posts yet

**Set Your Page up for Success**

Finish setting up your Page so people on Facebook know you're a credible business.

3 of 13 steps completed

2 STEPS LEFT

Establish Your Page's Identity

6 STEPS LEFT

Provide Info and Preferences

2 STEPS LEFT

Introduce Your Page

**Invite Friends to Like Your Page**

More people might see your posts in News Feed if your friends like your Page and share posts. Invites will be sent from Michael Laine.

Search for friends to invite

Sean McCauley

Invite

Cathy Heymann

Invite

**This is hiding the  
buyer**

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**ANY  
THOUGHTS OR  
QUESTIONS**

**Have any questions or  
suggestions?**



STEP 6



FBB GROUPS

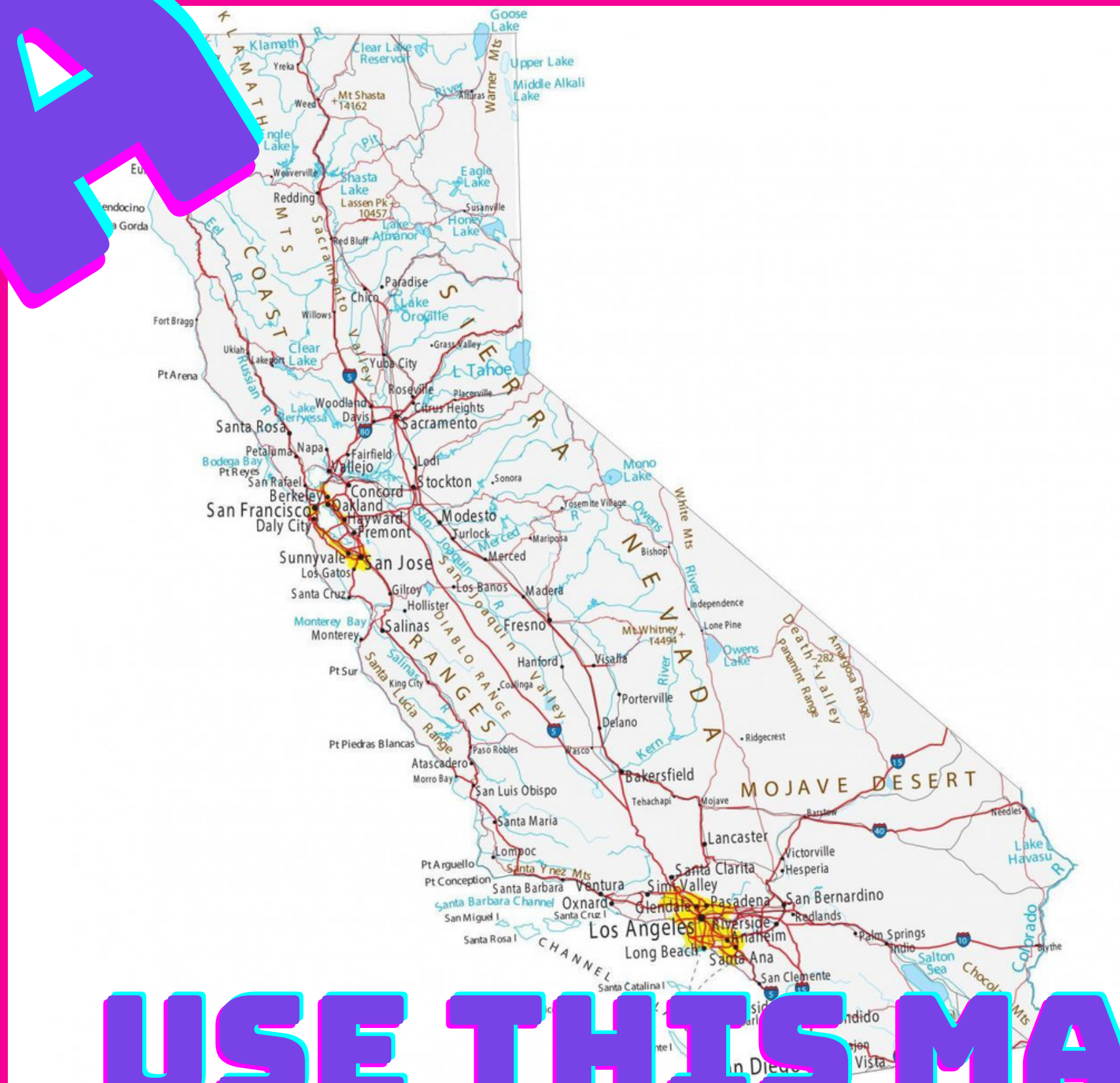
& ITS IMPORTANCE

# WHAT ARE GROUPS

Definition: Facebook Groups are spaces on the social media network for friends, acquaintances, or people with similar interests to discuss or share about broad or narrow topics. Groups provide an arena for organic discussion about your products or services and present the opportunity to cultivate brand awareness.

Incorporate yourself into groups &  
communities

CA



PULL UP A  
MAP  
OF CA  
AND  
A LARGE  
PORTION  
OF YOUR  
LOCAL  
AREA

USE THIS MAP FOR  
REFERENCE IN NEXT STEP

How To Join

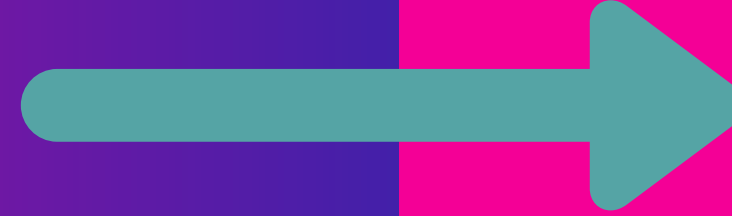
Press  
the  
Groups  
Tab



# VISIT FACEBOOK

The screenshot shows the Facebook homepage for a user named Michael. The browser's address bar displays 'facebook.com'. The navigation menu on the left includes: Michael Laine, Friends, Pages, Groups (highlighted with a teal arrow), Marketplace, and See More. Under 'Your Shortcuts', there are links to Future Energy, DeWilde Laine, Mortal Mic, Brentwood/Discovery Bay/Byron/Knightsen News, and Your Art Studio. The main feed features a 'Create a Story' button, a carousel of stories from Mortal Mic, Angela Gavello-Antetomo..., SWIPE UP RITZ LIVE, Amanda Somers, and Tom MacDonald. Below the stories is a text input field 'What's on your mind, Michael?' with options for Live Video, Photo/Video, and Feeling/Activity. A 'Create Room' button is visible. The feed shows a post from Stephanie Boram Marple asking for tree removal recommendations in Oakley. The right sidebar contains the Marketplace section with categories like Cell Phones, Video Game Consoles, and Refrigerators & Freezers, and a 'Start Selling' button. Below that is 'Your Pages' with Mortal Productions and a 'Create Promotion' button. The 'Contacts' section lists Dwayne Burns, Dave Corridon, Alicia Polione, and Michelle Marshall.

# LOOK FOR GROUPS



Look for every group available

facebook.com/groups/feed/

Search Groups

Your Feed

Discover

Your Notifications

+ Create New Group

Groups You've Joined

- Antioch, Oakley, Brentwood areas Swap and Sell & Shop  
1 post for you
- Bethel Island  
1 post for you
- East County Local Group  
Last active 19 minutes ago
- Troop 152  
Last active a week ago
- DB and Brentwood Yard Sale  
Last active 25 minutes ago

New for You

- Maribel A. Baez posted in Antioch, Oakley, Brentwood areas Swap and Sell & Shop.  
3 hours ago
- Linda Masonovich Miller posted in Bethel Island.  
5 hours ago

RECENT ACTIVITY

Linda Masonovich Miller asked a question in Bethel Island.  
5h · 🌐

Hi, Everyone...  
Would anyone know of a vet that treats pigs in our area? (Yes...I DID take this opportunity to show off Walter 😊)

START WITH GROUPS IN & AROUND YOUR CITY

# Ideas for Group Search

# ALL GROUPS MATTER

"Brentwood Swap & Sell"

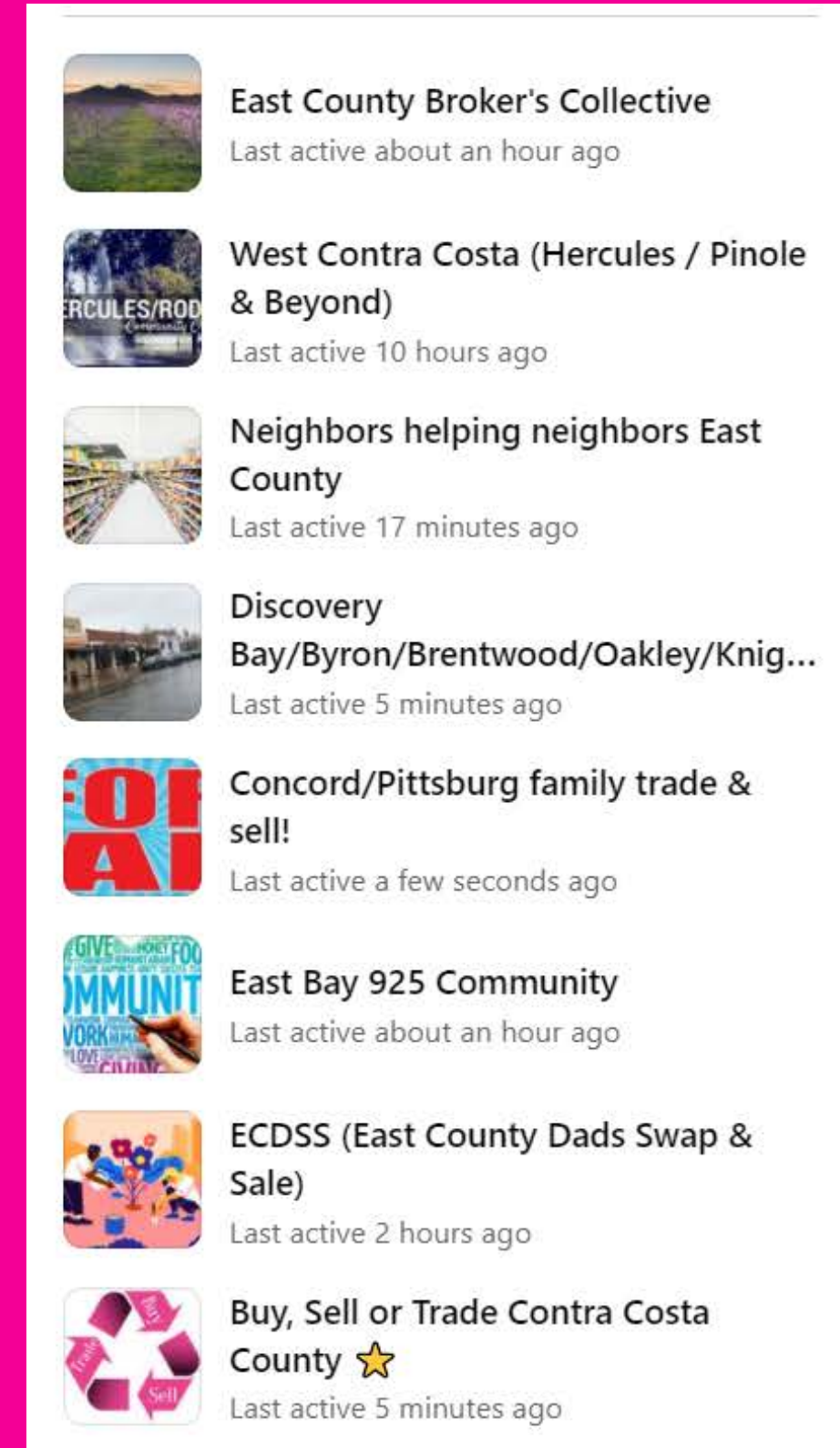
"Brentwood Garage Sale"

"Brentwood Craigslist"

"Oakley Events"

"Oakley Businesses & More"

"Oakley Sell & More"



A screenshot of a Facebook search results page for local groups. The results are listed in a vertical column, each with a profile picture, group name, and last active time. The groups shown are:

- East County Broker's Collective** (Last active about an hour ago)
- West Contra Costa (Hercules / Pinole & Beyond)** (Last active 10 hours ago)
- Neighbors helping neighbors East County** (Last active 17 minutes ago)
- Discovery Bay/Byron/Brentwood/Oakley/Knig...** (Last active 5 minutes ago)
- Concord/Pittsburg family trade & sell!** (Last active a few seconds ago)
- East Bay 925 Community** (Last active about an hour ago)
- ECDSS (East County Dads Swap & Sale)** (Last active 2 hours ago)
- Buy, Sell or Trade Contra Costa County** (Last active 5 minutes ago)

All Groups are created equally



Use your  
new groups  
to share  
content

# START SHARING

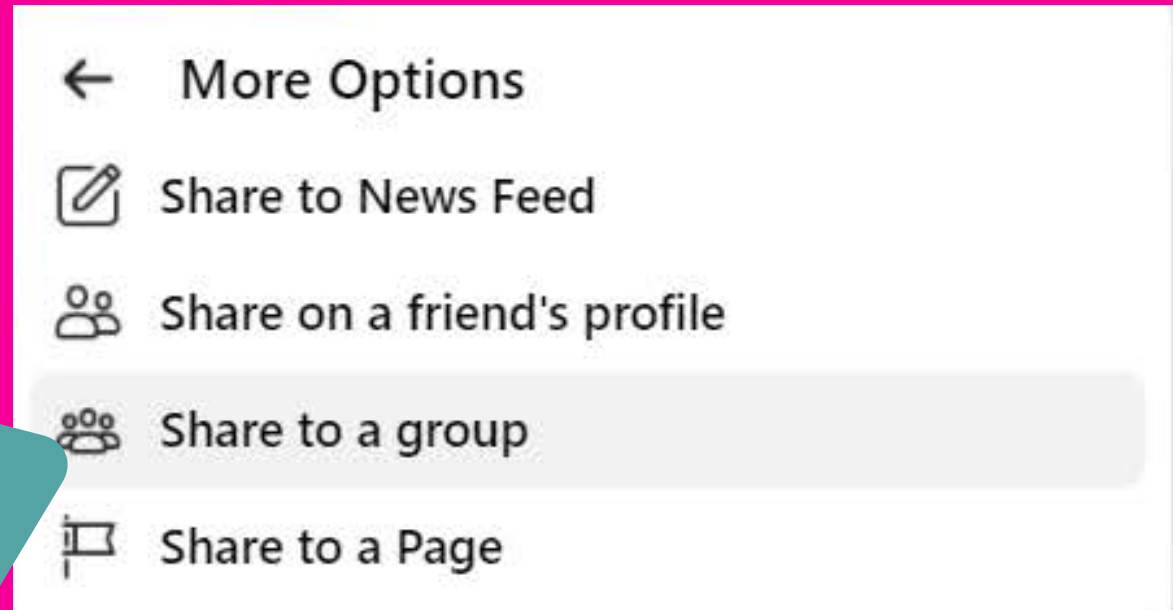
The screenshot shows a Facebook page for Solar Shine LLC. The page includes a navigation bar with the Facebook logo, a search bar, and user profile information for Michael. The main content area features a business profile for Solar Shine LLC with details such as 531 followers, a website link, phone number, and operating hours. Below the profile is a 'Suggest Edits' section with a text input field containing '1140 Quail Valley Run' and buttons for 'Yes', 'Unsure', and 'No'. A video player is embedded in the post, showing a solar panel cleaning service. The video has a share count of 27 and a 'Share' button. A teal arrow points from the bottom right towards the 'Share' button. At the bottom of the page, there is a comment from a user mentioning a chocolate cake.

CLICK SHARE

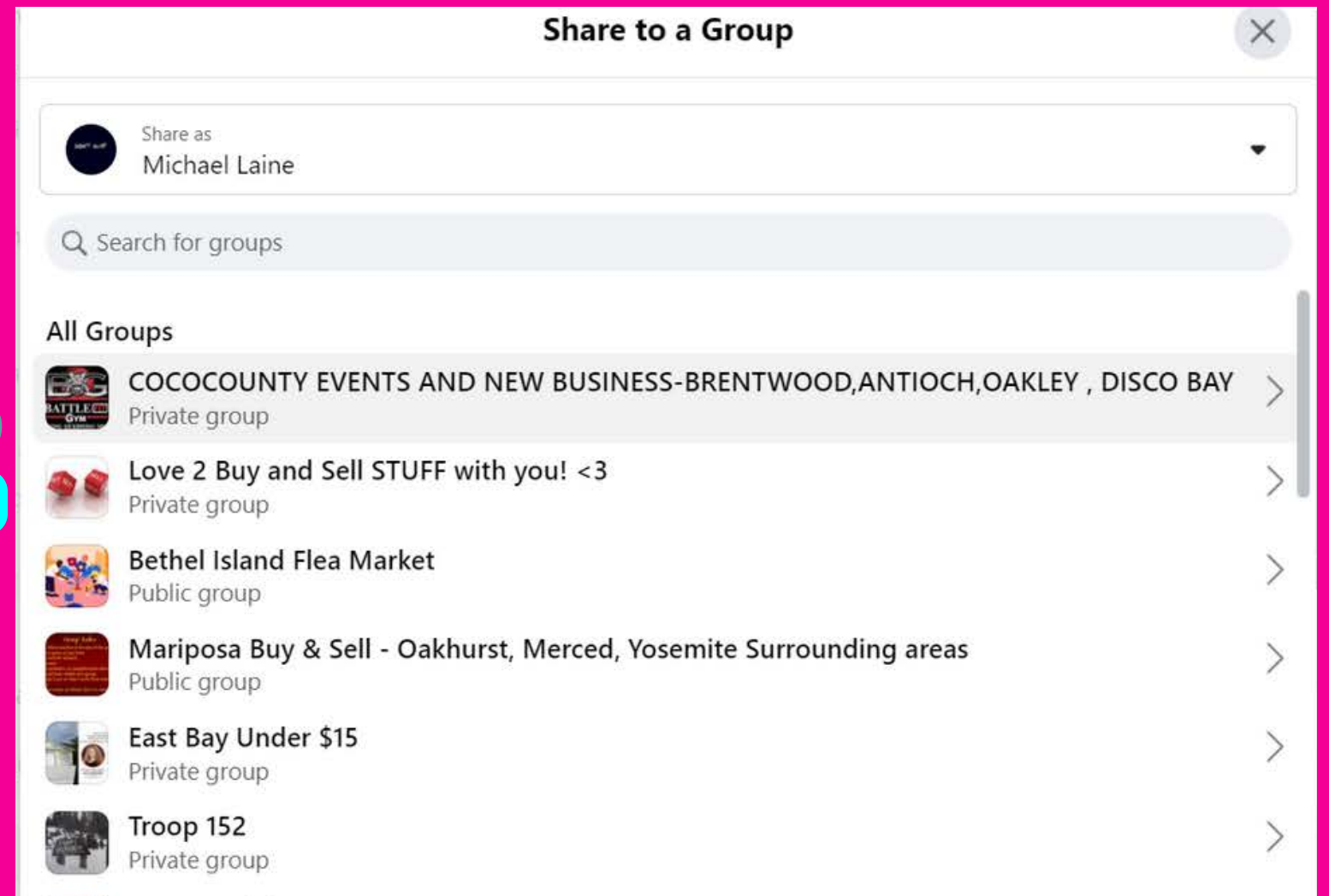
# Choose the MORE OPTIONS tab

The image shows a screenshot of a Facebook page for "Solar Shine LLC". The page includes a header with navigation icons, a search bar, and a profile section with details like "531 people follow this" and contact information. A video post titled "SOLAR PANEL CLEANING" is visible, with a share menu open over it. The menu lists options: "Share now (Friends)", "Share to Your Story (Friends)", "Send in Messenger", "More Options", "Copy link", "Embed", and "Share via...". A teal arrow points to the "More Options" tab. Below the video, there are "Like", "Comment", and "Share" buttons, and a comment input field. The Windows taskbar is visible at the bottom with the date 3/23/2021 and time 7:51 PM.

Choose the  
SHARE TO  
A  
GROUP  
tab



PICK YOUR  
DESIRED GROUP



Try not to  
SPAM.

Try to offer  
value to all  
who view.



MAKE A  
RELEVANT  
POST

The screenshot shows the 'Create Post' interface on a mobile device. At the top, there is a back arrow on the left and a close 'X' button on the right. Below the header, the user's profile is shown as 'Michael Laine' with a circular profile picture. A location tag 'COCOCOUNTY EVENT...' is visible. The main text of the post reads: 'Great solar panel cleaning company, increased my productivity by 30%. Amazing young crew of hard working, reliable, go getters. <https://solarshine.org/> Cool video too!'. To the right of the text is a smiley face emoji icon. Below the text is a video player showing a video thumbnail with a yellow background of solar panels and a blue banner that says 'RESIDENTIAL & COMMERCIAL SOLAR PANEL CLEANING'. At the bottom of the video player is a play button icon. Below the video player is a row of icons: 'Add to Your Post', a question mark, a speech bubble, 'GIF', a person icon, and a three-dot menu. At the very bottom is a large blue button labeled 'Post'. At the bottom of the entire screenshot, there is a 'See All' link and a small logo for 'Solar Shine LLC'.

Again...  
Try Not to  
spam...

POST, REPOST, &  
REPEAT  
PROCESS IN  
MULTIPLE GROUPS.  
IT'S NOT UNHEARD  
OF TO POST IN 30+  
GROUPS  
A DAY. I'VE GONE AS  
FAR AS 90+ UNTIL  
MY ACCOUNT WAS  
SUSPENDED.

What happens if I'm suspended?

Nothing... You can't post in groups for the rest of the day.

Be careful though. I wouldn't push your luck.

**BE CAREFUL**

We don't want your  
account to be closed

WHAT  
HAPPENS IN  
GROUPS  
WHEN  
SHARING








# EXAMPLE

YOU GO FROM ZERO  
TO A LARGE  
AUDIENCE IN  
NO TIME



5,605 People Reached      312 Engagements      [Boost Post](#)

You and 3 others      58 Shares

[Like](#)      [Comment](#)      [Share](#)

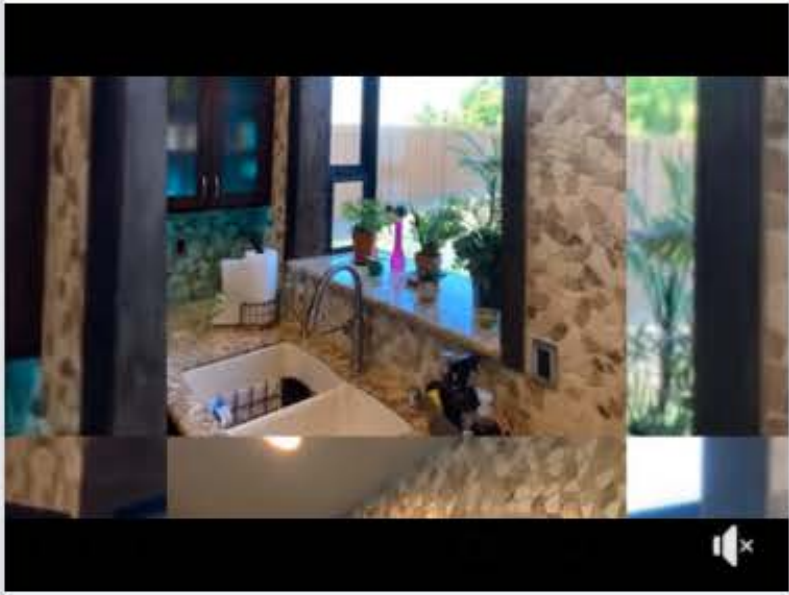
 Comment as Next Level Solutions         

Press Enter to post.

 Next Level Solutions is in Brentwood, California.      [...](#)  
Published by Michael Laine · March 16 at 5:45 PM · 

Are you planning your next home renovation? Looking to remodel your kitchen or bathroom? Well you've come to the right place. Check out this video to see some of our work. At NEXT LEVEL SOLUTIONS we pride ourselves on quality craftsmanship with reliable and trustworthy service for all of our clients. Click here to CONTACT US NOW- [www.NextLevelSolutionsco.com](http://www.NextLevelSolutionsco.com)






... See More



[Next Level Solutions](#)      [Send Message](#)

You and 3 others      58 Shares

[Like](#)      [Comment](#)      [Share](#)

 Comment as Next Level ...         

Press Enter to post.

### Performance for Your Post

5605 People Reached

108 Likes, Comments & Shares

158 Post Clicks

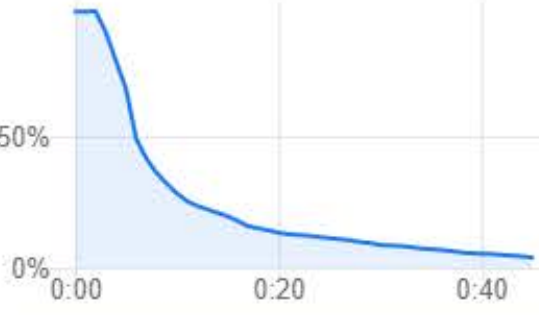
24 Clicks to Play	14 Link Clicks	120 Other Clicks
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### VIDEO PERFORMANCE

1.9K 3-Second Views	0 1-Minute Views	0:05 Average Minutes Viewed
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### Audience Retention

Most of your audience dropped off at the 0:05 mark.



[View More Video Details](#)

### NEGATIVE FEEDBACK

0 Hide All Posts	0 Hide Post
0 Report as Spam	0 Unlike Page

108 Likes, Comments & Shares

### BRANDED CONTENT DISTRIBUTION

[View Breakdown](#)

5605 Total Reach	5605 Organic Reach	0 Paid Reach
5914 Total Impressions	5915 Organic Impressions	0 Paid Impressions

# EXAMPLE

THIS IS AN EXAMPLE FROM LAST NIGHT

MESSENGER  
**Commercial Solar Panel Cleaning** SEND MESSAGE

You, Kim Laine and 9 others 45 Shares • 832 Views

Like Comment Share

We have been absolutely blessed getting to be able to work with Michael Laine from DeWilde Laine video productions and media management agency they have done some amazing work for us and we have some super killer content and commercials coming! (925) 550-3250

RESIDENTIAL & COMMERCIAL SOLAR PANEL CLEANING

www.solarshine.org  
**Solar** shine 925.550.3250

MESSENGER  
**Commercial Solar Panel Cleaning** SEND MESSAGE

You, Kim Laine and 9 others 45 Shares • 832 Views

Like Comment Share

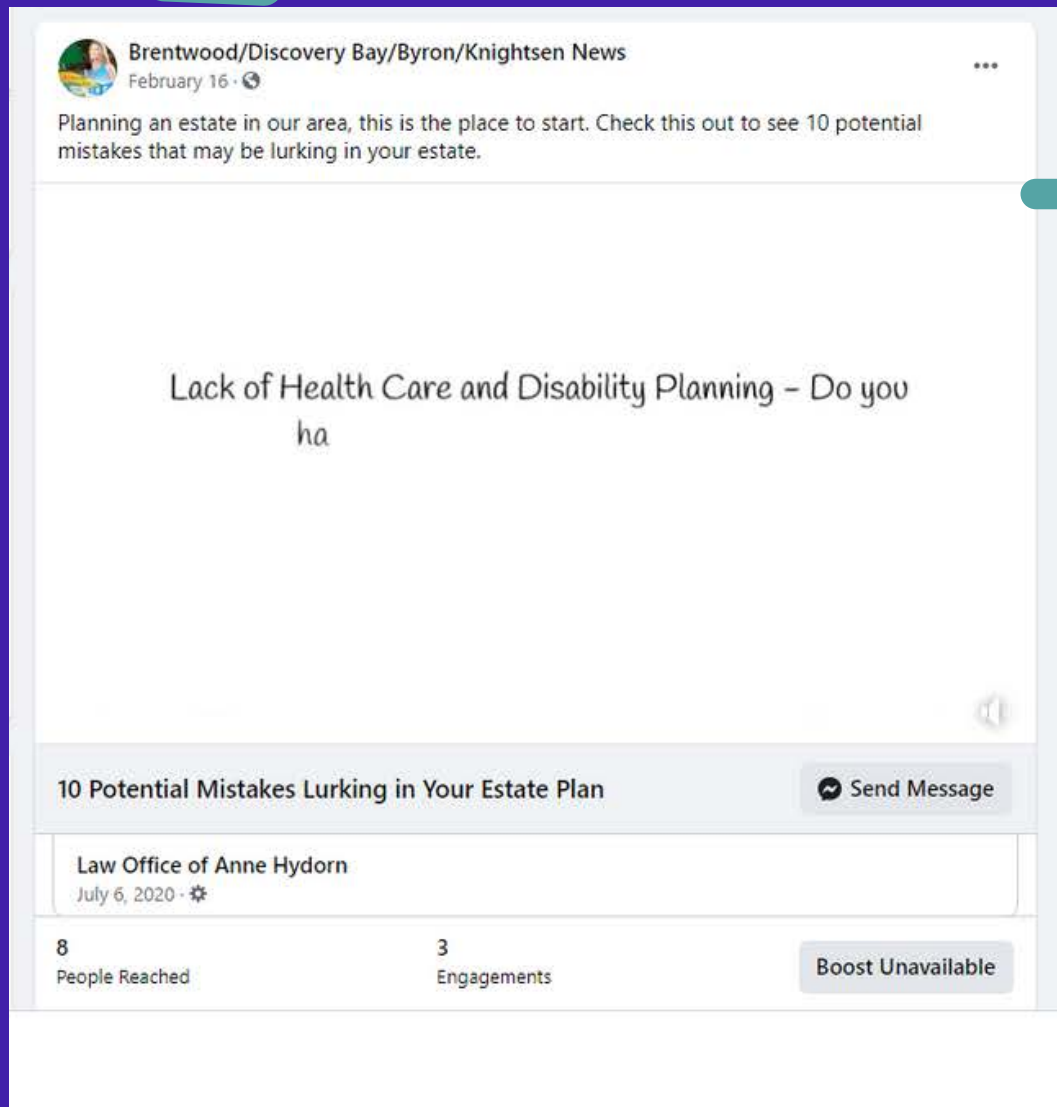
Send Message



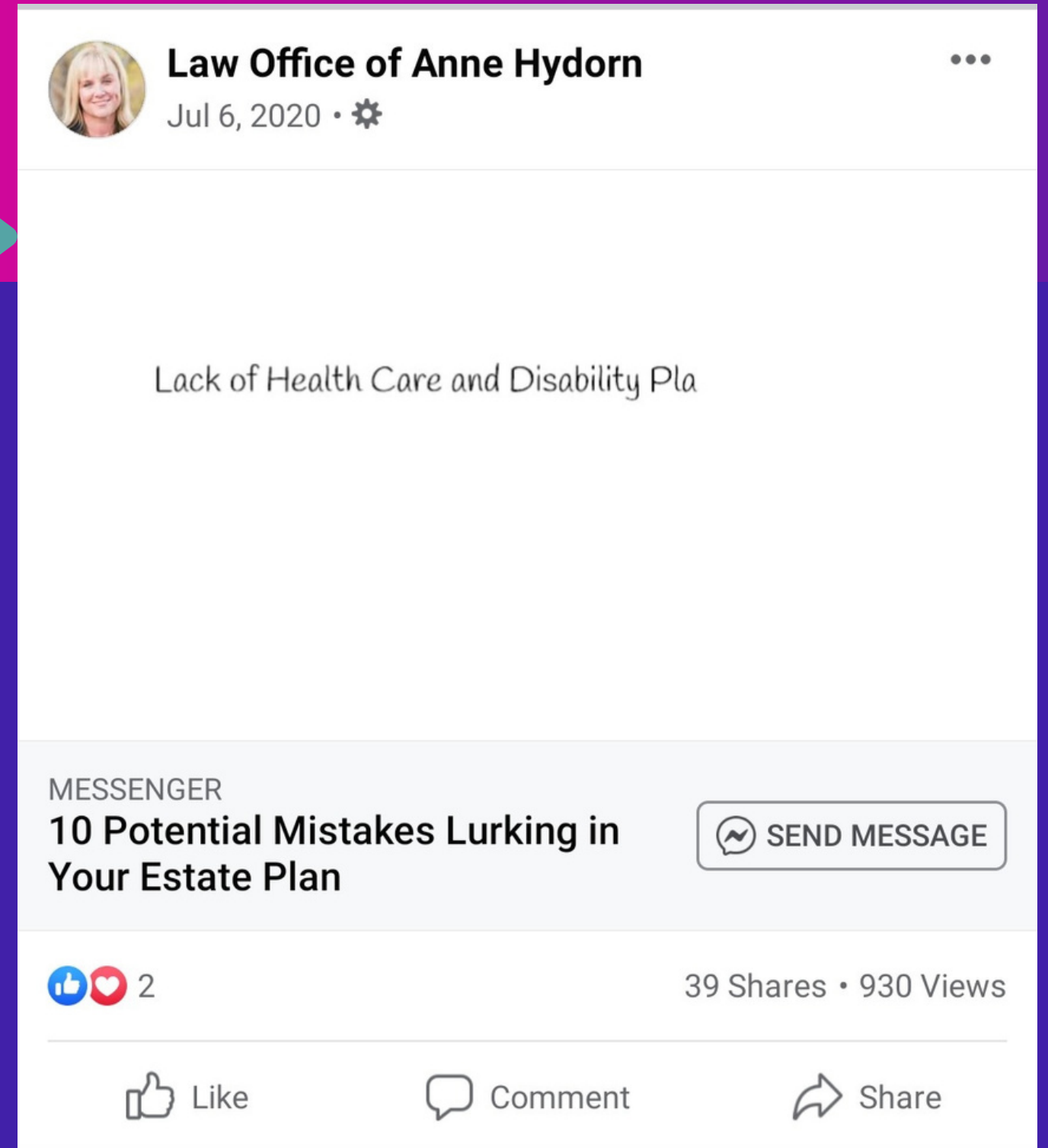


# USE YOUR HIDING THE SELLER PAGE TO REPOST TO GROUPS

When using "Hide The Seller" page



YOU'LL SEE RESULTS LIKE THIS



Then You See These Results

# STEP 7



**TIME OF DAY  
MATTERS**

WHEN POSTING



# PRIORITY POSTS

IT'S IMPORTANT TO POST  
AT TIMES OF THE DAY  
WHEN PEOPLE ARE  
MOST ACTIVE ON SOCIAL

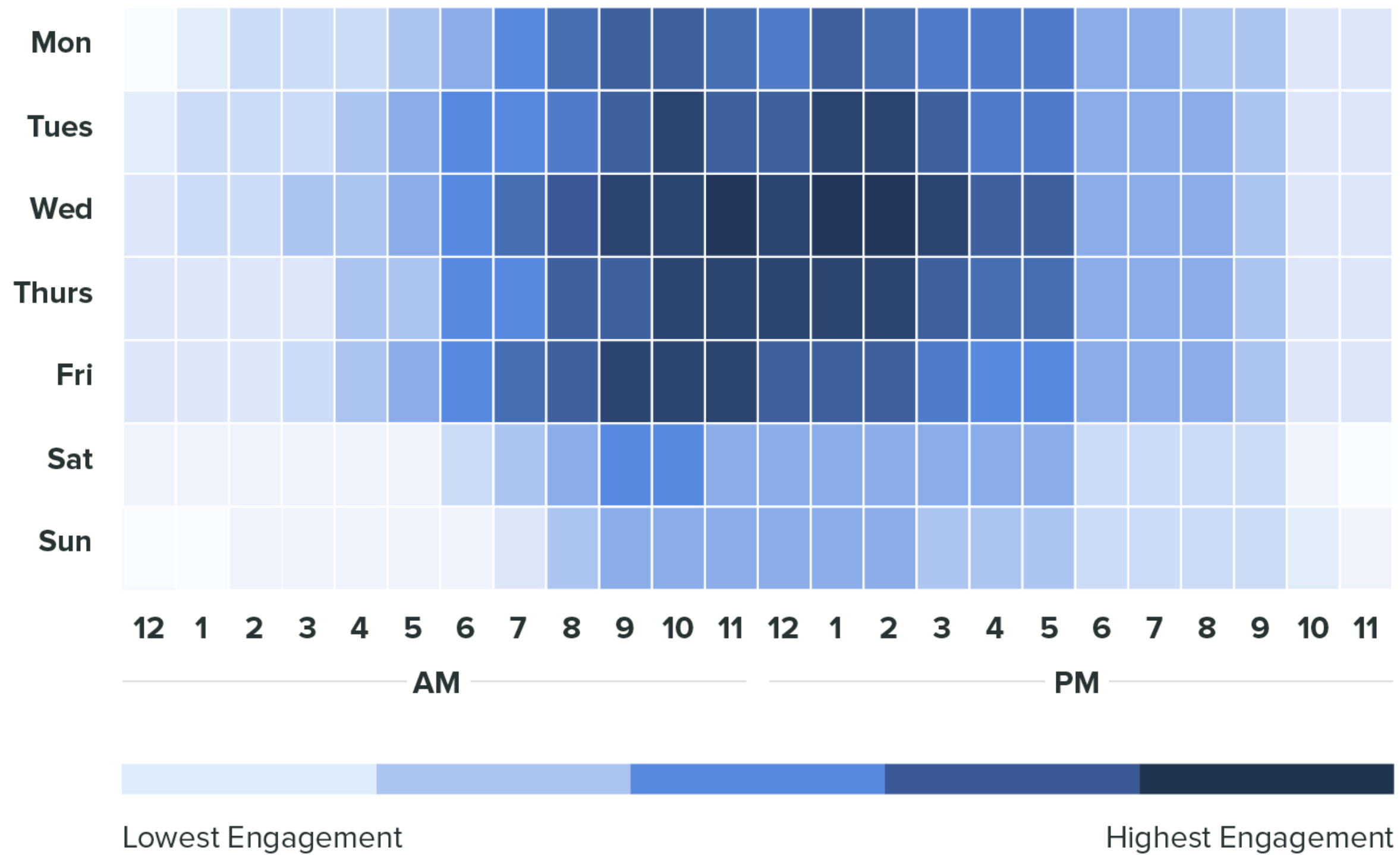
But Post No Matter



What Time

# Facebook Global Engagement

sproutsocial

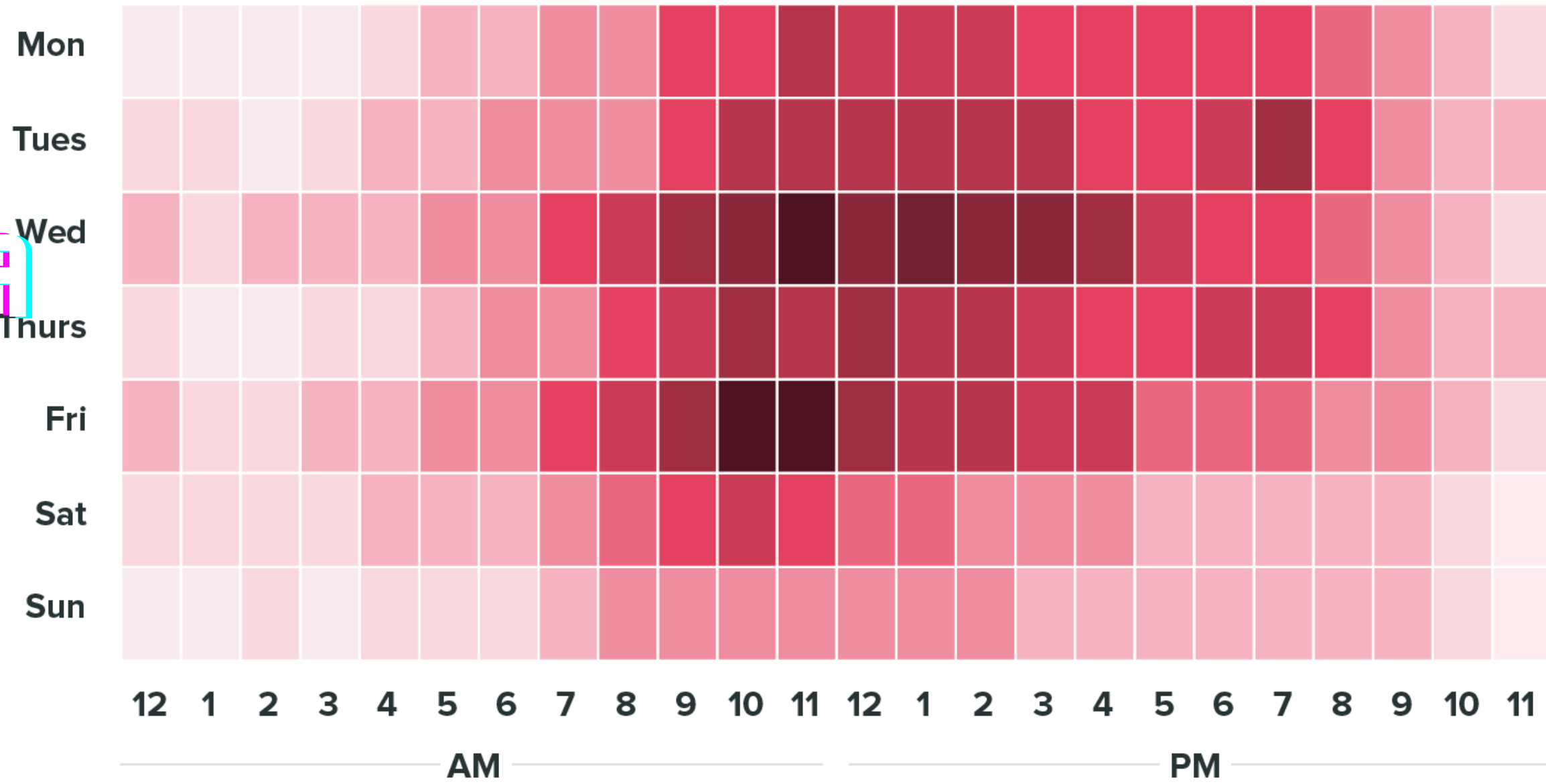


FB



# Instagram Global Engagement

sproutsocial

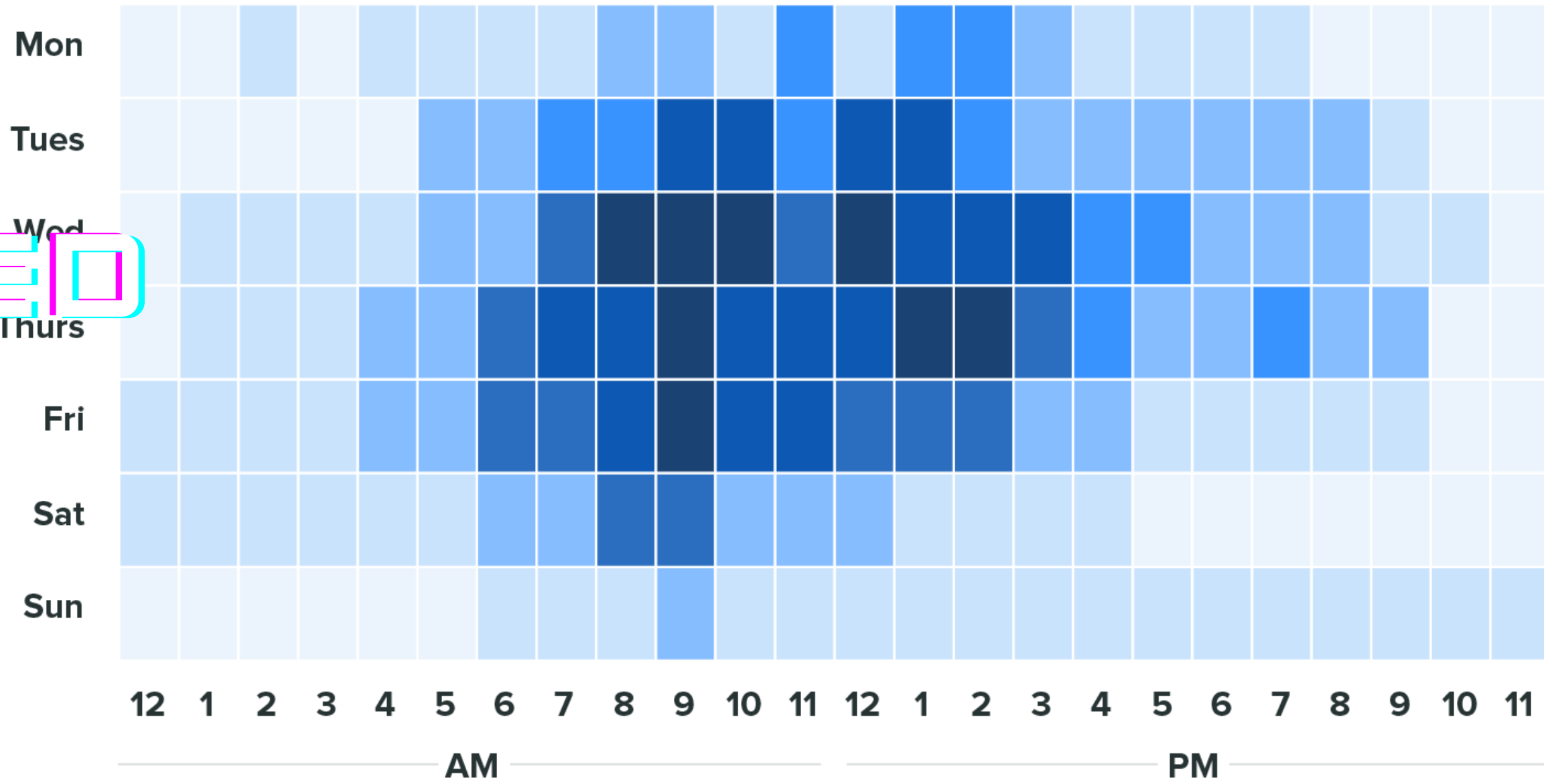


INSTA



# LinkedIn Global Engagement

sproutsocial

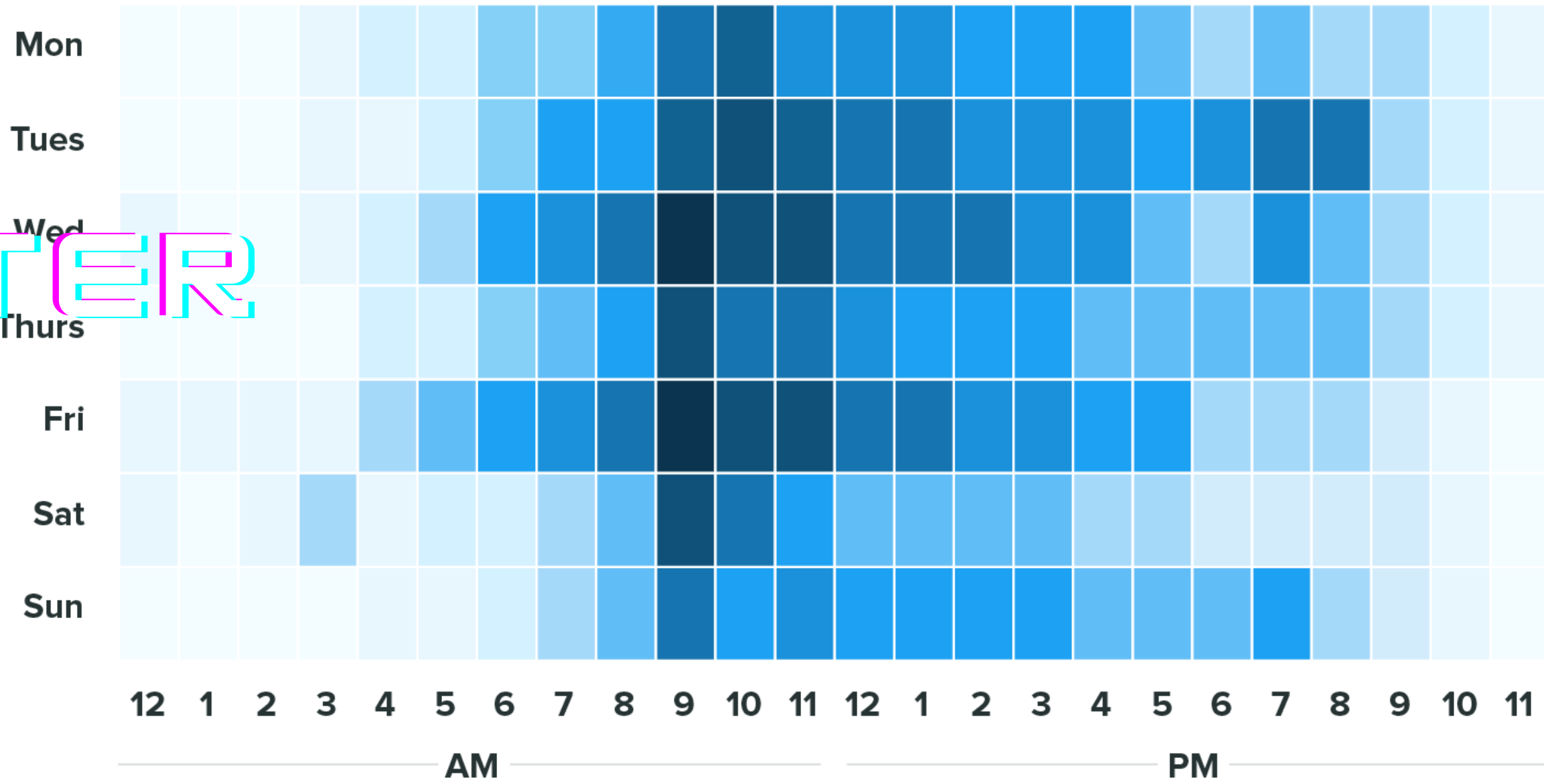


LINKED



# Twitter Global Engagement

sproutsocial



TWITTER

STEP 8



AUTOMATIZATION



THIS IS A  
COURSE IN  
ITSELF

LET'S CONNECT



# IN CONCLUSION



# YOU

YOU ARE ONE OF A KIND.  
TELL US WHO YOU ARE.  
WE WANT TO KNOW THE REAL YOU.  
PEOPLE WILL BUY INTO YOU...



# SOCCIAL

TRY ALL PLATFORMS.  
STUDY AUDIENCES ON EACH  
PLATFORM.

POST  
POST POST  
POST POST POST  
9 POSTS A DAY



# CREATION

TRY TO CROSSPOST  
ONE PIECE OF CONTENT  
TO MANY PLATFORMS.

QUANTITY OVER QUALITY

JUST POST.



# GOOD VS BAD

NOT REALLY GOOD VERSUS  
BAD BUT RATHER WHAT  
HAS BEEN PROVEN TO  
WORK BETTER FOR THE  
BEST RESULTS



# HIDING THE SELLER

USE OTHER ASPECTS OF SOCIAL  
MEDIA TO ADD  
VALUE TO YOUR COMMUNITY  
WHILE ALSO BEING ABLE TO  
PROMOTE YOURSELF AND  
BUSINESS



# F B G R O U P S

JOIN GROUPS TO BE A PART  
OF YOUR LOCAL COMMUNITY  
AND COMMUNITIES AROUND THE  
WORLD.  
THE POSSIBILITIES ARE  
ENDLESS.





# IN CONCLUSION

BE INVOLVED WITH YOUR  
COMMUNITY.

BE RESPONSIVE.  
COMMUNICATE WITH  
ANY AND EVERYONE.

THANK EVERYONE FOR JOINING  
YOU.

BE INVOLVED WITH THEM AND  
THE ACTION WILL BE  
RECIPROCATED.



THE END

YOU GOT

THIS

GAME

ON



REACH OUT IF YOU HAVE ANY QUESTIONS

DeWilde **L A I N E**  
MEDIA

WWW.DEWILDELAINE.COM

925.727.2552

SCHEDULE CONSULT NOW

