

5 Steps to Build Meaningful Connections

THROUGH SOCIAL MEDIA


The New Leaf Collective
Marketing | Community | Vision

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1

Start with your “WHY”:

When you're clear on the purpose behind your brand, your message becomes the seed for growth. A strong connection to why you started your business naturally attracts the right audience - the ones who believe in what you do and want to be part of it.

In a sea of competition, something another business can't take away is your why? Use that as your advantage!

As an example, you can make a landing page on your website to share your why, or this can go under your about us page.

Reels can always be a great way to share your why. I always recommend a talking head video where you share either the why or a company update but having your face or voice behind it can be a great way to build trust.

At the end of the day the more a consumer can trust your brand, the more they can buy from it!

2

Show up consistently:

Reminder: This doesn't mean daily, this just means at a rate that works best for you.

Once you find a rhythm that feels achievable for you and your business you can find your version of “regular”.

When you show up regularly:

- **You can stay top-of-mind.** There are so many ways you can deliver the same message to create new impact.
- **You can build trust.** People are more likely to engage, follow, or buy from someone who they feel connected with.
- **You can train the algorithm.** If you get into a pattern then you can be rewarded from the major platforms.
- **You can grow faster.** The more consistently you show up, the quicker your brand voice, audience, and reach grow.
- **You can gain confidence.** Repetition builds clarity and creativity — the more you post, the better you get. (It doesn't have to be perfect.)

3

Engagement - why it matters:

Social media isn't just about what you post - it's about how you interact with others. Platforms like Instagram, TikTok, and LinkedIn like to reward creators who are active participants.

Here's the strategy:

Spend 15–30 minutes before and after your post engaging with others.

- Liking and commenting on posts from accounts you follow
- Responding to DMs or story replies
- Leaving thoughtful comments on posts in your niche
- Replying to comments on your own content quickly



Boosts visibility:

When you engage with others, they're more likely to engage back. This signals to the algorithm that your post is worth showing to more people.

Builds relationships:

Social media is a two-way street. Genuine interactions help you build community, not just an audience.

Increases reach:

Engagement before posting warms up your account and helps get your content seen in more feeds and explore pages.

Humanizes your brand:

People want to connect with people, not just posts. Showing up and being social is what the platforms are built for.


4

Include your audience:

Social media is a conversation. When you simply tell your audience something, they scroll on. But when you invite them into the conversation, they feel a sense of inclusion and connection to your brand.


Asking questions or including a CTA (call to action) at the end of your post encourages people to engage and further feel connected.

MAKE IT EASY TO ANSWER – AVOID VAGUE OR OVERLY COMPLEX QUESTIONS. QUICK AND CLEAR WINS THE SCROLL.



KEEP IT RELEVANT – YOUR QUESTION SHOULD TIE DIRECTLY TO YOUR CONTENT. IF YOUR POST IS ABOUT HEADSHOT TIPS, ASK: “WHAT’S YOUR BIGGEST CHALLENGE WHEN GETTING PHOTOS TAKEN?”

ENGAGE BACK – WHEN PEOPLE COMMENT, REPLY TO THEM! THAT KEEPS THE CONVERSATION GOING AND SIGNALS TO THE ALGORITHM THAT YOUR CONTENT IS WORTH SHOWING.



5

Show up as YOU:

People connect with people.
Your personality is your
brand's most powerful asset.

● Energy is truly everything. If someone can feel your energy or drive toward your business through the phone it allows them to support you easier.

● When you infuse your brand with your energy, your voice, and your story — you create something no one else can replicate.

● Your business is so incredibly worthy. Even on the days when it doesn't feel like it. Keep going, keep showing up because the hardest part is starting.
You have got this! - Ashley Rowe

