

The notable woman.

"MOBILIZE YOUR MOVEMENT" CHECKLIST

Have a cause that you're excited about and know you can make an impact?

Use these tips to mobilize your movement! Get exposure, find people with similar interests, and create the momentum you are more than capable of!

SOCIAL MEDIA

Facebook

- Create a profile, if you don't already have one. Connect with friends. Be active!
- Make sure to use a profile pic of your face. Your cat is lovely but so are you.
- For your header photo, use an image that connects with your cause. Make people FEEL something.
- Search Facebook for groups around your topic and join them!
- Search Facebook for popular people (influencers) within your cause's space and like their business pages.
- Post regularly in your Facebook groups! Comment, add value, and ask relevant questions!
- Like your influencer's posts, comment on them, and then share with your own friends.

Twitter

- Create an account, if you don't already have one. Follow your friends. Be active and tweet regularly.
- Make sure to use a profile pic of your face - the same picture you used for Facebook.
- For your header photo, use an image that connects with your cause. Make people FEEL something.
- Search hashtags relevant to your space and see which ones people are using and in reference to what.
- From your hashtag research, see which tweeters are interesting and follow them.
- See if your Facebook influencers are on Twitter too, and if they are, follow them on Twitter as well.
- Find a free social media posting app that you like - try HootSuite or Buffer.
- Use your free app to schedule tweets (The life of a tweet is 9 seconds. Tweet early, tweet often.)
- Like your influencer's tweets, comment on them, and retweet them!

Why Facebook and Twitter? What about Pinterest, Instagram, Snapchat, etc. etc.?

I suggest Facebook because it's easy, and you're probably already using it so it's not too hard to incorporate into your life. I suggest Twitter because it is the single easiest way to get one of your influencers to pay attention to you. Besides that, it's up to where you think your audience is, but you should only pick one and dominate it!