



# Social Media



**best**

**practices**

# Content Pillars

aka "buckets"

3-5 themes /  
topics that  
content falls  
within

Content that is  
uniquely and  
recognizably  
YOU

Consistent with Show's:

- Purpose
- Values
- Tone
- Aesthetic  
look and feel



Try asking yourself...

- what themes and colors are already in my posts?
- what type of content has done well in the past?
- what would your [marketing persona](#) respond to?
- what are similar shows/public figures posting?



# content batching

## **CONTENT CALENDAR**

plan upcoming  
content

## **CREATE CONTENT**

a week or more  
in advance

## **SCHEDULE**

using a social  
media scheduler  
app

# HASHTAGS

**#HashtagsArentDead**

**keep number of #s  
between 3-5**

**mix well-known and  
niche #s to broaden  
discoverability**

**create & use  
branded hashtags**

# quick tips

Algorithms  
Favor Video

Consistency  
Matters

Quality Over  
Quantity

Stay Authentic

Celebrate  
Your Fans

Interactive  
Content

# General GUIDANCE

## POSTING SCHEDULE

- post about every episode release
- 1-3 posts per day Mon-Fri
- traffic is highest mornings & evenings
- 1-5 original posts per week
- reposts count towards your content goals

## RECYCLE CONTENT

- share the same content across multiple platforms
- distribute content from one shoot over time
- repost popular content months or years later

## GO WHERE YOUR AUDIENCE IS

If you don't have a social media manager, you can focus on the platform where your fans are most active. It's challenging to maintain multiple profiles effectively, so prioritize your efforts where it matters most.

## IGNORE YOUR PODCAST PAGE!

No need to generate content for two profiles. Share podcast content on the account you already use the most.





# Podcast Page

serves as a landing  
page for the show

9-grid that directs viewers to  
your primary page

no need to make any  
posts to this page

link in bio goes  
to PodLink





# What is a parasocial relationship?

## parasocial relationship

[par-uh-**soh**-shuhl]

a one-sided sense of connection felt by a fan for a prominent figure in which the follower comes to feel that they know the celebrity as a friend

---

sharing honestly about yourself on the podcast and social media deepens this “relationship”





# Instagram

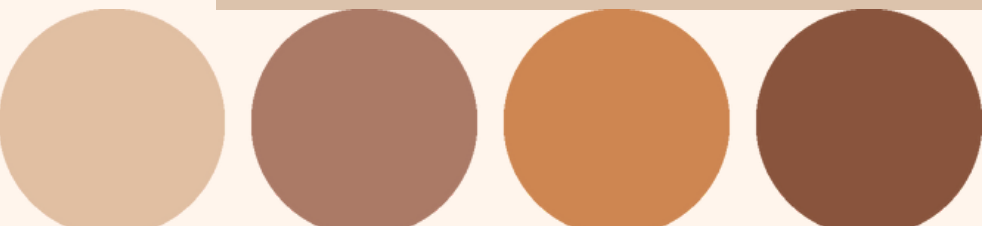
# Parts of IG Page

DISPLAY NAME

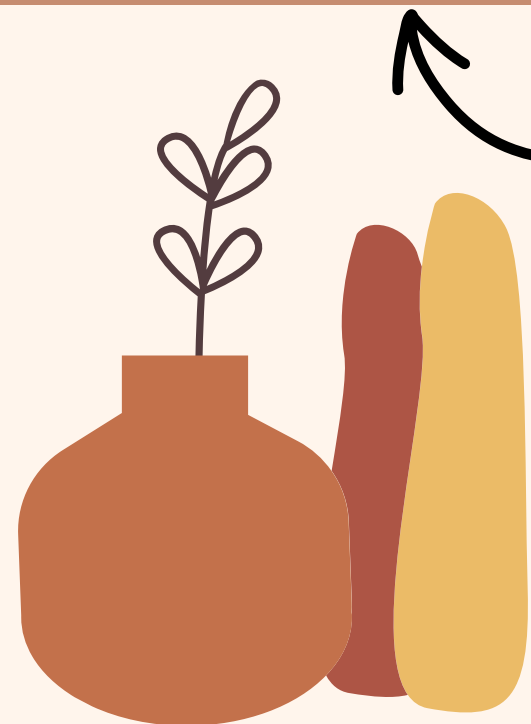
PAGE CATEGORY

BIO

ONE EXTERNAL LINK



# IG Bio



*use a link in bio tool*

show's logline

relevant keywords & hashtags

host name(s) & handle(s)



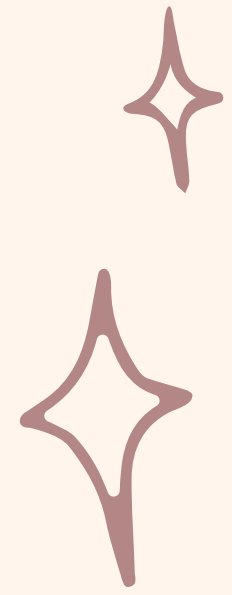
what makes your show unique?

branded #s





# MIX UP the look of your GRID



**BEST Instagram SCHEDULING TOOLS**  
Our clients introducing strong content strategies  
"BOSS MODE."

**BEST NO-CODE WEBSITE builders**  
Just Your Type  
Behind every successful business is a skilled team of helpers.

**INSTA stories IDEAS**

**YOU ARE successful**  
Which social media platform do you prefer?  
Instagram OR TikTok

**What to do with a (almost) empty jar of BB**

Adulthood is saying 'but after this week things will slow down a bit' over and over until you die

Delicious + NUT FREE



# Highlights

Treat the highlights like the category pages on a website

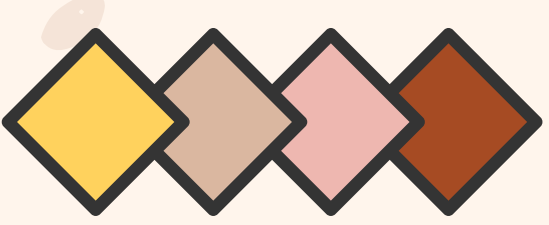
Create an “about” highlight that serves as a visual bio

Design consistent covers

Feature episode clips & BTS

Use stories to promote highlights





# IG Captions / Descriptions

Caption / description text is  
searchable

Write meaningful captions

Try “microblogging” — using the  
caption as a mini blog post

Make the first line eye-catching enough  
to stop the scroll

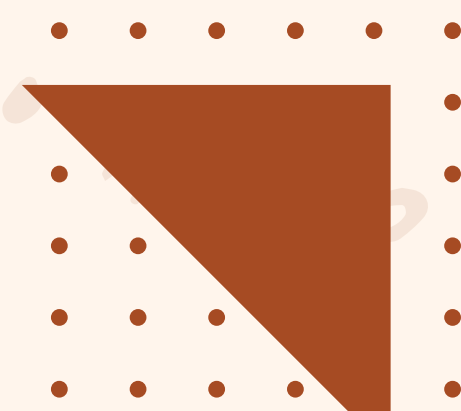
Don't be afraid to use emojis

Short and easy to read  
break up . large blocks . of text

End your captions with a CTA: question,  
recommendation, etc.


use hashtags in all posts  
and stories

camouflage #s in stories w/  
eyedropper tool





# Types of IG Content



Traditional posts that appear in main feed

grid



Broadcast live video in real-time

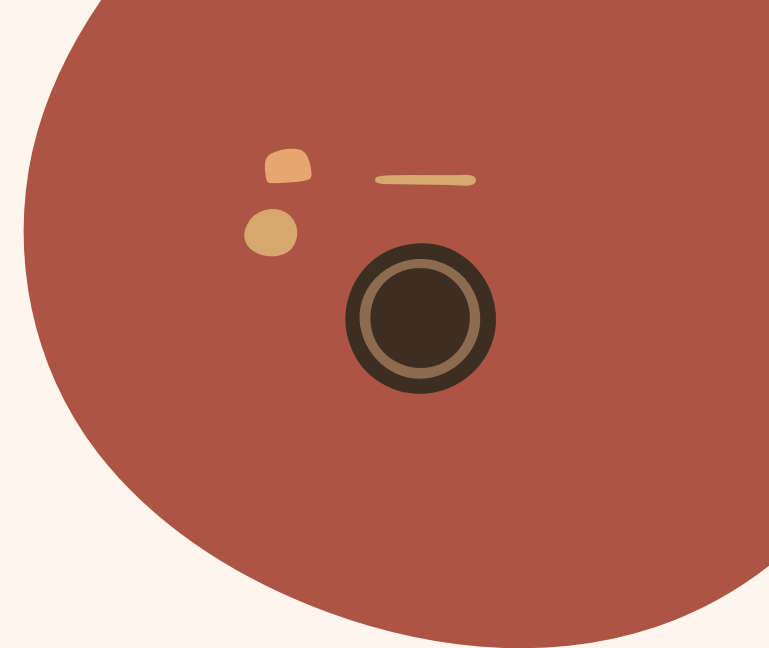
live

15-second updates that disappear after 24 hours

story

Short videos displayed on dedicated "Reels" tab and main feed

reel

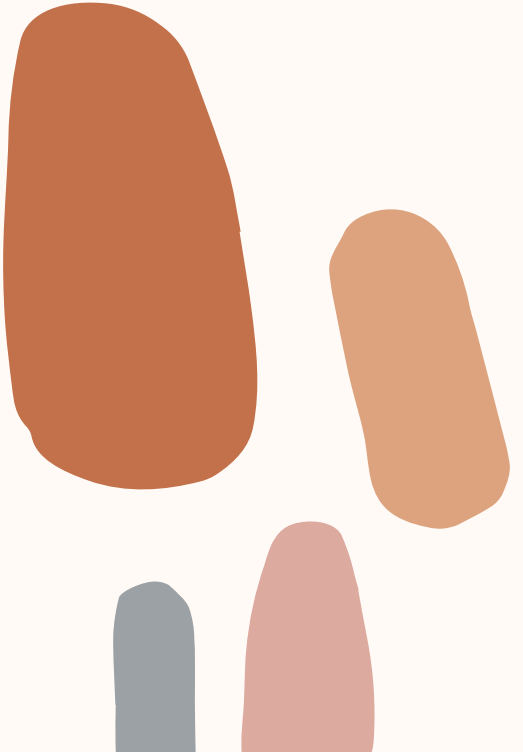


Standalone app and feature that allows longer-form video, up to 60 mins

igtv

A stylized rainbow graphic consisting of three concentric, semi-circular bands in shades of brown and tan, positioned behind the text.

# TikTok



# what to know about **TikTok**

## **JUST START**

it can be intimidating to get into creating video content. Just jump in - you'll get better with time. To be cringe is to be free

## **IDEAL FOR DISCOVERABILITY**

the algorithm exposes new viewers to your content

## **BE AUTHENTIC**

it's a place to get silly. be creative. have fun.

## **BE A FAN**

get to know the app and figure out what content you love before you post

# Parts of a TikTok Page

profile picture  
that represents  
your brand

bio that includes  
key words and  
a call to action

clear username  
that's easy to  
remember

connect IG &  
YouTube

podcast in link  
tree

The image shows a screenshot of a TikTok profile page for the user @vessi. The profile picture is a teal logo consisting of two overlapping 'V' shapes. The username is @vessi with a verified badge. The statistics show 253 Following, 162.8K Followers, and 1.8M Likes. Below the statistics is a red 'Follow' button, an Instagram icon, and a dropdown menu icon. The bio text reads: 'All-weather shoes for everyday adventures' (flanked by water drop emojis), 'CEO Of Dry Socks' (flanked by sunglasses emojis), and a link 'Vessi.com/tiktok' (flanked by a link icon).

# Video PRODUCTION

## SHORT & SNAPPY

- Keep your vids short and engaging - under 60 seconds
- Capture attention in the first few seconds

## USE MUSIC AND SOUND EFFECTS

- Choose trending songs or sounds that fit your content
- Music can enhance the mood and make your video more engaging

## EDITING & TRANSITIONS

- Experiment with templates and effects
- CapCut has easy editing tools (\$7.99/mo)
- TikTok has built-in editing features (free)

## DELIVER A CLEAR MESSAGE


- Have an intentional point or story
- Entertain, educate, or inspire
- Storyboard in advance

## TRENDING HASHTAGS AND CHALLENGES

- Participate in trending challenges, templates, etc.
- Use trending hashtags

## FOCUS ON VISUALS

- Good lighting and angles
- Be mindful of your backdrop
- Captions increase engagement



**YouTube**

# **The Majority of Podcast Consumers Are on YouTube!**

post clips  
and BTS to  
shorts

eye-catching  
thumbnails

post full  
episode day  
of release

use same title &  
description as  
episode

incorporate  
graphics  
and visuals

timestamps  
in the  
description

subscriber  
CTA

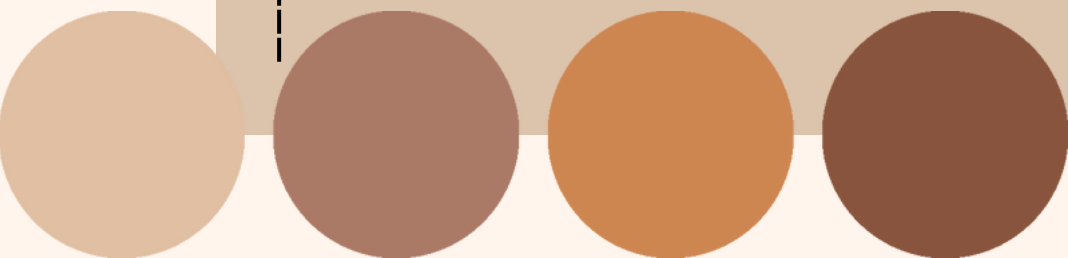


**shareability**

**monetizeable**

**improved SEO**

**interactive  
community**





**LINKEDIN**

# LinkedIn

Whether LinkedIn works for promoting your podcast depends on what you talk about and who you're talking to. It's great for educational or expert advice.

Networking platform designed for business and career professionals

Actively engage with your connections by responding to comments / messages and joining relevant groups.



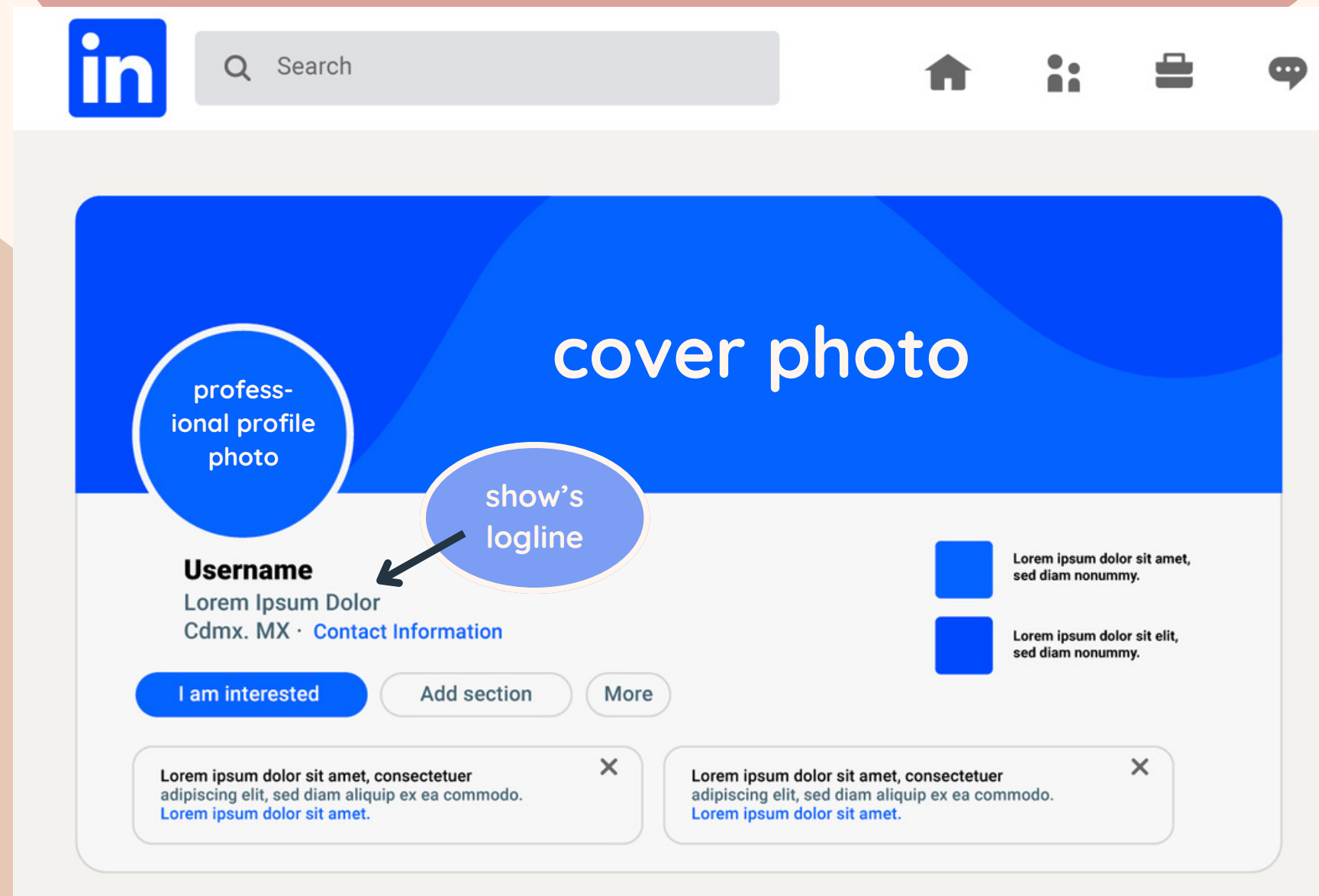
Engage with your target audience, other podcasters, peers in your industry, and potential guests

Adapt your messaging to align with a professional audience. Highlight the educational or industry-specific aspects of your podcast.

Regularly share insights and podcast content to position yourself as an authority.

# Parts of a LinkedIn Profile

about / summary  
experience:  
expertise,  
education, and  
accomplishments  
related to your  
podcast themes



customize  
your URL

recommendations:  
ask for podcast  
reviews & guest  
feedback in this  
section