

tap into your magic and attract your dream customers



# SOCIAL MEDIA

with samantha hauger

*Secrets*

# WELCOME



I AM SO HONORED TO DECIDED TO DOWNLOAD  
THIS SOCIAL MEDIA GUIDE!

First off, I want to say WELCOME!  
Welcome to this family, this tribe,  
this amazing world of being an  
online influencer.

I'm Samantha and I've been  
growing businesses online since  
2011.

From the moment I made my first  
online sale, a pair of feather  
earrings my best friend from  
college purchased on my first Etsy  
shop, I knew I wanted to create a  
full-time income working online.

*"Change your life. Change the world!"*

Currently, I run several online businesses including an Etsy shop that sells digital, printable and physical planners, a YouTube channel which I've monetized, my blog and I run a clothing boutique from my home.

In this guide, I'm going to share with you my BEST tips to help you to serve as many souls as you can with your products and services. I'll share how you can attract and manifest the online business you desire!

LET'S DO \* THIS THANG!





I'M GOING  
TO JUMP  
AND  
GROW  
MY  
WINGS  
ON THE  
WAY  
DOWN

# SOCIAL MEDIA SECRET SAUCE

Over the past 7 years I've built my businesses online through social media. Over that time I've learned an incredible amount about how to truly attract the perfect tribe of both clients and customers.

Here I want to share with you my best tips, tricks and advice to help build your own unique brand. I'll teach you how to attract your perfect tribe of like minded people, how to take better photos and how to tap into your creativity.

First and foremost, my biggest goal for my social media is to be one of these 4 things: inspiring, informational, entertaining or a sneak peek into my life. If it's not one of those 4 things it doesn't go on my social media.

Social media is this incredible tool we have to create our own brand. So I want you to take out a sheet of paper and create a list of the things you're passionate about. It can literally be ANYTHING you enjoy. Think about the topics you can talk about for hours or the things you most enjoy doing. It's very likely that those things will be a passion of yours.



Next on a separate sheet of paper I want you to think about your ideal tribe of customers and clients. Who is it that you want to serve, what do they love to do, where do they grocery shop, what do they buy online, what is their occupation, what's their dreams, what obstacles have they overcome. It's really likely that this vision you have of your ideal tribe member will look very similar to you and your own life. Of course they are! Because you want to attract like minded people right?!

Next I want you to think of the top 5-10 people whom you really enjoy following on social media, whether its YouTube, Facebook, Snapchat, Instagram, etc.

After you've got a list of the people you most enjoy following,

write out WHY you enjoy following them so much. Maybe it's because they inspire you with how they write, or maybe you love their live videos, or perhaps you're obsessed with their photography, or maybe you just love the aesthetic of their brand.

Lastly I want you to dream for few minutes. If you could have anything you wanted what would it be, where would you go, what would you have, how would you think and who would you have to become to get there.

Now, here's the fun part. This is where passion meets energy and absolutely incredible things start happening! YOU are your brand, how cool is that. People don't buy products they buy YOU!

Let's talk for a bit about the Facebook and Instagram algorithms. This is the algorithm that determines whether your post should show up on more people's newsfeeds or not. If you're creating a business on social media right now it's important to be savvy to the algorithm.

This algorithm is smart AF! It knows if you've got a link to an outside website (FB doesn't want you to leave FB), it knows if you're trying to get people to comment below, it knows when you're promoting a product. If you've been in MLM's before you know that getting word out about your product is important, you want as many eyes as possible to see your posts.

So let's talk about how to beat the Algorithms!

Here are some of my "Rules" for Facebook to help you get as many eyes as possible on your posts.

1. Selfies still rule! Facebook loves seeing faces, especially your face! If you ran an experiment and posted a photo of a beautiful landscape and compared the engagement of that photo with a photo of your gorgeous face, I can almost guarantee you that the selfie post will have far more likes and comments. The algorithm favors

faces. So share photos of you, you and your kids, you and your bestie, you and your spouse, you and your fur babies.

2. Facebook Algorithms don't like photos with a lot of text. Again, same example as with the last rule. If you were to compare the engagement on a post with a photo of an epic quote vs an epic photo with your face in it, the face will trump all almost guaranteed. So when you want to share a beautiful quote share it in the text caption to your photo or share it on Instagram//Facebook Stories instead.

I do feel that Facebook Groups are the exception to this rule. Feel free to share photos with text in these spaces as people get notifications for when you post and are regularly patrolling these pages.

3. No outside links whenever possible! Facebook wants you to stay on Facebook. So when you craft a post with an outside link to a YouTube video, or your blog, or another website expect for the algorithm to pick this up and rank your post lower ie. it won't get as many eyes on it.

Some people like to instead post the link in the comments below the

photo which can work as well.

So just as a general rule of thumb, try not to include outside links in the caption of your FB posts.

4. Stock photos are a no-no. If you want to spread the word about how amazing your business is don't go on Google and search Google Images for your company's logo, or any of their stock photos found on the website.

Again, people don't buy the brand they buy you! Instead, share a photo of you and share your story, your successes, why you joined your company and what it has done for you. This will be FAR more powerful than any stock photo will ever be.

5. Be the curator for your Facebook wall. By this I mean, no more hitting the "Share" button for videos, memes, etc unless it's one that you KNOW will inspire or entertain your audience (do only rarely).

Have you ever noticed that when you share videos or posts from other pages they tend to not get as much engagement as your own photos or posts? This is why I only share things I truly feel my audience will enjoy.

Again, I feel Facebook groups can be the exception to this rule.



# MASTER THE SELFIE

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EVERY SINGLE PHOTO HERE WAS A SELFIE. THERE WAS NO ONE BEHIND THE CAMERA FOR ANY OF THE PHOTOS ABOVE. HERE ARE SOME OF MY BEST TIPS TO HELP YOU TO MASTER TAKING SELFIES.

1. Prop your phone or camera up on something. Or invest in a tripod like this one.
2. Use the camera on a timer to capture the image, there are also little remotes like this one or if you happen to have an Apple Watch there is an app for remotely capturing images.
3. Instead of using a timer you can also simply take a video and then take a screen shot from the video. I love doing this!
4. If you're just getting started you might feel like you need to take a TON of photos to get the right one. I promise you'll get better and better and soon you'll be able to bust out a selfie like it ain't no thang!

# BEST PHOTO EDITING APPS

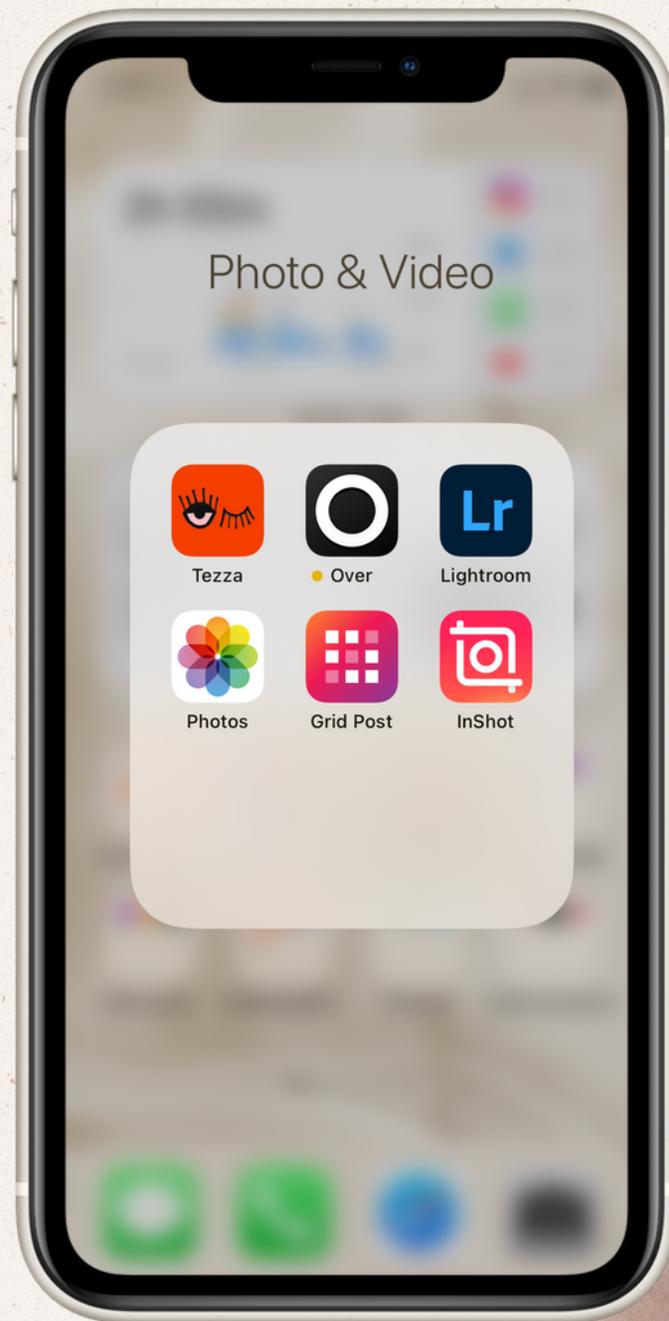
1. Lightroom -- I love this app because it allows me to more thoroughly edit my photos to my liking. I personally love photos that are bright, light, and have white whites and black blacks. [If you're interested in purchasing my own lightroom filters you can find them here.](#)

2. Tezza -- After I edit my photos in Lightroom I like to upload them to Tezza and use one of the retro filters. This is also a great app to add retro effects to videos.

3. InShot -- This is my go-to app for editing my IG Reels and Tiktoks. I've found that the best way to make these videos is to film them on their own and then upload them to InShot to edit.

4. Over -- This is probably my all time favorite app for making Facebook banners, IG and Facebook Stories graphics, graphics for my blog, thumbnails for my YouTube videos, etc. This is in my opinion the BEST all-around app for adding text, graphics, shapes, etc to create eye-catching graphics.

5. Honorable mention here is FaceTune2. I haven't used this app lately but sometimes if I'm feeling a little self conscious I will bust this one out to smooth out any blemishes or to blur the background of a photo (this is one of the easiest ways to make a photo look super professional.)





Try to get into the habit of not just sharing on your IG feed but also share on your IG Stories. In fact, right now IG is highly favoring views to your IG stories vs your IG feed.

Reels are the biggest thing for IG right now so start filming some videos and editing them in InShot. You'll be amazed at how many views your Reels are getting!

As always, Just Be You! When you share the things you're most passionate about you'll attract your tribe of followers who will be your lifers. At the end of the day it doesn't matter how many followers you have, it matters that you have people following you that truly love following your journey!

# UP YOUR INSTAGRAM GAME

Instagram is another excellent place to build your business. Instagram has some things you'll want to do a bit differently than Facebook. While you'll still want to make sure you're sharing photos of you, sharing your life and creating your brand you've also got the added benefit of hashtags and Instagram Stories.

Be sure you're using about 10-20 hashtags in the caption of your photo or in the first comment on your photo. A website that is great for helping you find relevant hashtags is called [For Display Purposes Only](#).

One app I love to use to help me to plan out my Instagram feed is called Planoly. I love how I can schedule out when I want a reminder to post on my IG and it allows me to make sure the photo matched the aesthetic I'm looking for with my IG feed.

I highly suggest getting on IG right now and following some hashtags related to your niche.



# YOU ARE MAGICAL



I WANT TO SEE YOU SUCCEED!

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You have what it takes to create the life and business you desire. The best of about it is that all you have to do is be yourself! Stay true to who you are and the things that you're passionate about and those dream clients and customers will come! I promise!

Follow me on [Youtube](#) and [Instagram](#) for more business advice, social media tips & tools and inspiration to live a balanced and fulfilled life!

*You have greatness within you!*  
- Sam