

March 13, 2017



Independent Achievers

<http://independentachievers.com>

Ladies as our organization grows in Red Deer and surrounding areas; we as a group should get involved in letting other ladies know what we do and what we are about! Written below are some instructions and details on how we can work to make our group bigger. Who knows maybe you can try these tricks with your own business! Please understand that this is **NOT** mandatory, we would like to see as many ladies come to these events socialize, network, and make friends. If you know how to find the IA Facebook page, Instagram page, and twitter page please disregard the following just scroll to the end of the document to find our handles.

Word of Mouth: This is the most popular form of advertising; you can bring it up in almost any conversation!

Facebook: This works very well but is sometimes a little hard to navigate and that's ok! We can go through it together, if you haven't liked the page already please look up Independent Achievers Red Deer, you actually have to press the pages tab at the top of the search engine though. From there you should see a **Like, Follow, Share**, and a more button right underneath the cover photo. Please feel free to like, follow and share the page; if you have done this already feel free to post your upcoming events and specials to the IA Facebook page! We want you to comment as much as you want and can, this being said sometimes it's hard to see where it was posted so please when you are making a comment on the page or referencing the IA page on your own Facebook make sure to use **#womennetworkin** (this goes for all of our social media accounts) this is the new IA hashtag. When you search **#womennetworkin** you will find the Independent Achievers posts, and anyone who referenced IA. Last but not least I will be making references to the monthly spotlight member as well as monthly speaker. If you have any articles or videos that you think would be a good fit on our Facebook page please email the Independent Achievers this is found at the bottom of the page.

Instagram: Now many of you may not have Instagram or know what it is (we will go through how to work it later on) and that's ok it's basically a just a way to show what's going on in your life through pictures. It can reach literally anybody, you can take pictures of your daily life or within your business and it can reach the world. The point of this being is that we want to show ladies what your favourite parts of our meetings and events are, and how much fun you're having shown through pictures! For ladies who don't have Instagram and wish to get it you can look in your app store and download it to your phone and/or PC (Please note that this is all up to you if you wish to not have Instagram you do not need to download it). Once you have downloaded the app you can both choose to link and sign in with Facebook or you can remain anonymous (you can still link to Facebook if you want to later on)! When you open the app, it will ask you to go through your contacts to find friends to follow (there is an option to skip this step you are welcome to do this if you wish) if you logged in through Facebook the app will go through the same steps to find you people to follow (again there is an option to skip that step if you wish); once you have found friends you will be sent to your **home** screen this is where you can scroll through your friends photos there will also be a **search** button, a **photo** button, an **activity** button, and a **personal** button at the bottom of the screen. In the search tab you should look up **@womennetworkin** this is the IA Instagram page feel free to follow, IA will of course follow you back! When you go to post a photo you will have an option to take a current photo, to choose a photo from your gallery, or you can take a video. Once you have taken/selected the photo/video you want it will take you to the editing page; at this editing page you will have the option to have a filter or not (my favourite is Hefe) have some fun some of the look cool. You are almost done with your very first post, after you have decided on your filter you then get to write a caption, tag people, tell people where you are, and you can even link it to your other social media accounts! When you are about to post a photo concerning IA please tag us as well as use the **#womennetworkin** again this is IA's hashtag feel free to use this when posting your favourite moments during our events.

Twitter: I know a lot of people don't know how to use twitter and that's ok, I'm currently learning myself! Twitter is a way to let people what's going on right then and there which is fantastic for telling people what's going on throughout our meetings and events. People can also keep up with your current events which is awesome for your business. So if you don't have the twitter app; again you can go into your app store and download it to your phone and/or PC (again this is all voluntary you absolutely do not have to download this app if you don't want to). Once you have downloaded and opened the app feel free to make an account, and find friends through your phone contacts, if you wish to not do this part there is an option to skip that step. Now at the top of your screen you should see a **home** tab,

search tab, **notifications** tab, and a **messages** tab. If you go to your search tab and search **@WomenNetworkin** you will find the IA page, you're free to follow this page if you wish. The Independent Achievers will of course follow you back, from there you can tag the IA in any post from our meetings, and events. Please feel free to also tag Independent Achievers when you are advertising for your business, consider this free advertising for your business. Let it be known that IA will also retweet any and all tweets concerning your advertising, we want to make sure that our followers not just yours see your good news! When you are making a post concerning IA please use **#womennetworkin** and tag **@womennetworkin** this is IA's personal hashtag and handle. If you have any articles or videos that you think would be a good fit on our twitter please email the Independent Achievers this is found at the bottom of the page.

Facebook:

Page- Independent Achievers Red Deer

Hashtag- #womennetworkin

Instagram:

Handle-@womennetworkin

Hashtag-#womennetworkin

Twitter:

Handle-@WomenNetworkin

Hashtag-#womennetworkin

Email:

independent.achievers.1992@gmail.com

Thank you so much for taking the time for reading through and following the instructions, if you have any questions please contact your Social Media Coordinator her contact information is below.

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