Introduction to social media For Feldenkrais Practitioners (2022)

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Why is social media a powerful tool to promote your business?

- 3.8 billion social media users around the world
- Social media platforms offer FREE marketing
- Use it to build community and trust around your brand

Who is this document for?

This document is for the Feldenkrais practitioner who is starting to think about how to market their Feldenkrais business or those who are already using one platform and want to understand the other popular platforms.

This document pulls information from the Social Media Handbook for FG and has been updated by Nahid de Belgeonne in 2022.

It is presumed that you have already thought about how you are going to present yourself to the world as a Feldenkrais practitioner. For some ideas on how to get started on creating your brand:

https://www.shopify.com/blog/how-to-build-a-brand

This document is a how-to guide providing practical suggestions for getting the best out of using social media to promote your Feldenkrais business.
The aim is to provide clear advice, which when put into practice, will help you in presenting your social media with a clear, coherent, and accessible voice.

You might be feeling anxious or overwhelmed about how to get the people to know about your work but, there is no need to be, Marketing is easy if you are clear about what you want to achieve, you choose the right platform that works for you and you monitor your progress and tweak your strategy accordingly.

Your Marketing strategy could be a mix of these different activities:

- Client referrals
- Flyers and postcards
- Advertisements - Google ads / Facebook ads
- Newsletters
- Features in local magazines
- Social media

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This document will give an overview of the current popular social media platforms which are subject to fast changes and for that reason there will be “how to” links that you can follow for more detailed instruction. Please note that often these links change or move, if that happens, just search for the subject in a search engine.

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Objectives

A social media strategy should start with a list of clear objectives. These may be as simple as to 'sell more of product x' or 'build a community of engaged followers' but emphasis should be on objectives that are both realistic and measurable.

As an example, your objectives could be:

1. Generate awareness (benefits) of the Feldenkrais Method to your audience.
2. Build a community of engaged Feldenkrais clients.
3. Drive traffic to your website.
4. Sell a specific service – e.g a workshop for runners

Objectives are the things to aim for and are very important to think about and know when setting up or developing your social media strategy.

Clear objectives can provide clear boundaries to enable your social media to stay on track and be effective. Objectives can change over time but do start with a clear idea of what you want to achieve on your chosen platform.

Consider:

Why are you on social media and what are you offering? If youhave a clear answer to this, people will know if they want to engage with you. Youwill have the basis for building a following who are genuinely interested in you and your work.

Example: Neela offers regular Feldenkrais for Runners on Facebook (name now Meta) because she is already familiar with Facebook and this is where the people interested in running gather. Her objectives are:

1. Educate her audience on Feldenkrais and the benefits to runners.
2. Sell spaces on her workshops
3. Promote FIs by having conversations about the benefits with her engaged audience.

Your **content** should support your objectives. Your **content** is the information that you put up as either a photograph, a graphic, animation or video. A post is usually a visual piece of content with some text to expand on the post.

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Social Media platforms - overview

There are many social media platforms, which all have different intentions, purposes and reach different audiences. When choosing your social media platform research which platform will suit you and your practice the best.

The best practice, in terms of time, is to focus on one platform first. Learn how to use it according to the objectives that you set.

An important aspect of Social Media platforms is that they are SOCIAL and you will need to follow people/ brands that you are interested in and will be followed by people who are interested in your brand.

Avoid hard selling on social media, rather than putting up an advertisement, the platforms work better and are designed for you to engage with your audience, to create discussions around what you do and to encourage comments.

It is important to have “conversations” with your followers. A good strategy to grow your account (help others to find you) is to invite questions and comments, respond to followers’ comments and follow other interesting / relevant accounts and engage in conversations with them.

The platforms that are covered in this document are:

- **Facebook / changed name to Meta** is typically used by posting (putting up on the site) a visual image or video and text.
- **Instagram** is a visual medium: photographs/ graphics / images but moving more into video. You can include text but it tends to be short to medium in size.
- **You Tube** is a video-based platform used for “how to” and interview type of videos. This is an evergreen platform where content is not served up chronologically but instead users can search for videos on different subjects. Different videos are served up based on your searches.
- **Twitter** is typically used for short nuggets of information, this is a useful platform for the latest news and research and to follow journalists, influencers and opinion formers.

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Other platforms that are worth noting but not covered here are:

TikTok was once a platform for younger audience to share music and dance videos but has now exploded with experts, teachers and wellness brands.

LinkedIn - LinkedIn is the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs. This platform allows you to stay up to date on the latest discussions in your industry

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Facebook / Meta

This platform is changing its name from Facebook to Meta, I will refer both to avoid confusion.

What is it?

Facebook/ Meta is a social networking website where users can post comments, share photographs, and post links to news or other interesting content on the web, chat live, list your events and watch video.

Who uses it?

Male and Females for 34 minutes per day

- 2.91 billion monthly users
- Men 56 %
- Female 44 %
- Men 25-35 yr old 18 %
- Female 25 – 35 yr old 12.8 %

You can follow other people, businesses and groups and they can follow you. The idea is to build engaged networks of people with similar interests.

You can comment on other people's posts, you can share posts and respond to comments made on your posts. You can also remove comments if you don't want them up on your site.

Shared content for a brand should be made publicly accessible if you want everyone to see your posts.

You can share content only among a select group of friends or family, or with a single person.

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How to set up Facebook / Meta

Profile, Page or Group?

What is a profile?

To be on and access Facebook/Meta you must first create a 'profile'. This is your personal account, where your contacts can find you, and you can share status updates (the information that you want to share in a post) about your life, along with images and videos.

Only a person can have a profile, businesses are not allowed to create a profile. You can make your profile as public or private as you want by going into the settings and disabling the information that you don't want to be publicly visible.

What is a page?

The reasons for creating a Facebook/Meta page for your business are:

- having an opportunity to build a community around your business
- discover more about your target audience
- adding a public face to your brand.

Businesses use Facebook / Meta Pages to create a presence on the social network.

Pages are not individual Facebook / Meta users — think of them as profiles for businesses only. They can post updates, images, videos, and all the other types of content that profiles can. You must have a personal profile before you can start a page, but once you have your personal profile set up, you can have numerous "pages".

You can connect to **Facebook for Business** and run advertising campaigns through a page only, you cannot do this through a personal profile.

What is a group?

A group is a place where people with a specific interest can get together to share content (images/videos/links) and discussions on an agreed theme. Anything off topic will be politely removed by the administrators.

Anyone is entitled to start a group, and anyone can ask to join one, as long as they meet the requirements for the group.

https://www.facebook.com/help/167970719931213/

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How to post onto your PAGE

You can post photographs, graphics, video, audio and text – collectively called **content** - to Facebook / Meta.

Choose clear images and at the correct ratio to display it well, this site gives you all the size info that you need:

https://www.postplanner.com/ultimate-guide-to-facebook-dimensions-cheat-sheet/

Most people take their own photos and videos using their phone, here are a few sites with useful tips on how to take good photographs:

https://iphonephotographyschool.com/iphone-photography-tips/

Your content could be a mix of original photography and bought-in images.

The clearer your images are the more they will catch people's eye, you can find free images here, it is good practice to put the photographer's name and account in the post:

https://www.pexels.com/royalty-free-images/

https://unsplash.com/

Copy Length

500 characters but try to keep copy to 150 characters to ensure the audienceunderstands the message quickly and that important content is not lost beyond the '*read more…*' call-to-action.

Events

You can post your events with specific dates as a way to attract more clients to your classes, workshops or even hold a Facebook live (this is a live class or discussion to your invited audience).

You can display the date, time, info on the event including online or in person, you can invite your followers and when the event is over the post expires.

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You can only make an event recurring if you choose the in-person option for your event where you can include your own link to the event.

On your business page click on **Events** in the menu.

Next click on in-person * even if your event is online, click on in-person as this sets it apart from a Facebook online event. You can now fill out the event details and description.

https://www.facebook.com/help/131325477007622/

Analytics

Facebook/ Meta Insights can be accessed from your business page. It's important to keep track of which posts were well received and which ones were not as popular. Facebook/ Metasends regular information about your weekly page activities. A general rule, if it works, post it again a few days later. If it did not work try using other language, being clearer in your approach and consider what your post says about the information you're trying to communicate.

You can search for "how to" on specific topics on the Facebook help page here: https://www.facebook.com/help

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Instagram

What is it?

- A photo and video sharing platform, mostly accessed by mobile phones, now owned by Facebook (Meta) This is a visual platform which started off displaying photographs with accompanying text as a “post” (every photo you put up) but is now moving more to video based content.

Who uses it?

FEMALES FOR ABOUT 15 MINS PER DAY

18-29 yr olds	64%
30-49 yr olds	40%
50-64 yr olds	21%
65+ yr olds	10%

You can create content on different “channels” or formats on Instagram which include:

Grid – the 3 x 3 grid on the front page that you see when you open up Instagram – you can think of it as your shop front.

Reels – Instagram’s answer to TikTok, a short video sharing platform – this is the latest Instagram product and is currently promoted heavily on the platform. The film clips are short, and you can add music and text to them. Reels is relatively new feature and help users to discover you on the platform. Instagram promote users who use their new features.

Stories – this is a 24-hour short video or series of photographs that you can put up and it disappears after 24 hours – this is an immediate way for you to get attention and to draw in users outside of your followers. 500M watch IG stories every day. 58% become more interested in a brand or product after seeing it on stories. This is one of the best ways to train the Instagram algorithm that your followers enjoy your feed and so boost your posts on their feed.

DM – this is shorthand for direct message and this is a good place to look for messages from your followers, you should encourage DMs on specific posts as it is a direct way to engage with people on a one-to-one basis - remember social media platforms are all about engagement.

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How to set up your account

You can choose to set up a Business account / a Creator account or a personal account. If you want to view more detailed Analytics, choose a business or a creator account.

You choose an Instagram username or "handle" Your *Instagram username* is how you are recognised on Instagram. All activity, from the content you post to how you engage with others, is associated with your username. The username is at the top of the profile.

An Instagram username has a limit of 30 characters and contain only letters, numbers, full stops and underscores. You can't include symbols or other punctuation marks as a part of your username.

Your username is the component of your Instagram URL that defines your account. It's delineated with the @ symbol when referring to you as a user. The URL for your Instagram account is

http://instagram.com/yourusername

Your Instagram username or handle is *yourusername*

You will be prompted to set up a profile or can clink on to EDIT PROFILE:

Name: you have already chosen your *user name* as above. The *Name* is a useful place to "sell" what you do so that it is picked up in searches. Choose something that gives an easy description of what you do:

As an example:

Name: Feldenkrais London
Username: @Feldenkrais_London

Website: your website even if it is a holding page with your brand/your name, what you do and contact details on it.

Bio: a sentence to describe what you do – this is a great example from Treehouse Brewing Company:

Uniquely delicious beers crafted with pride & purpose. Brewer owned & operated. Founded in a small red barn in 2011

It tells you what it does, their values and that it is independently owned. It also tells you when it was founded so that you know they are experienced in producing craft beers.

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Page: linked to Facebook/Meta page – you can set Instagram to post to Facebook, you might need to tweak it on Facebook but it's a good way to repurpose content.

More info

YOU TUBE is a great source for "How to's" these are easy to follow but may go out of date quickly. Search for the latest video on the topic that you need a tutorial on.

You can tag a post – this is a great way to spread your reach, click on edit and you will see a tag people link click on this and include the accounts of up to 20 specific people who you want to show your post to. Your post will be seen by your followers but by using this feature you can pinpoint specific people who you follow but they do not necessarily follow you. This is a good way to say hello I am here and this is content that you might be interested in. Avoid tagging the same people all the time, especially if they do not respond.

How to set up an Instagram account:
https://www.youtube.com/watch?v=bLTDZbzKRew

How to use Reels: https://www.youtube.com/watch?v=eOGT4ktjhZc

To learn more about Instagram, this is a great resource and tool for scheduling content:

Follow @latermedia on Instagram for the latest tips and tricks – they are a free scheduling platform so worth getting to know it and schedule posts in advance.

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You Tube

What is it?

YouTube is a free video-sharing website and the second largest search engine behind Google Search.

All you need is a Google account to create a YouTube account so that you can watch videos or create your own content.

Who uses it?

Monthly active users: 2.6 billion

- 53.9% of global YouTube users are male.
- 46.1% of global YouTube users are female.
- 37% of Millennials aged 18 – 34 are binge-watching YouTube daily.
- 15.9% of YouTube site traffic comes from the U.S
- Total number of daily active YouTube users: 122 million+
- Average Time spent daily on YouTube: 18 minutes
- YouTube is the world's second-most used social platform.
- YouTube is the primary source of video for 78% of users.

How to set up a YouTube channel

You have to set up a Google account to watch and like videos and subscribe to channels.

To set up your google account see here:
https://support.google.com/accounts/answer/27441?hl=en

Once you have set up your google account, you can create a YouTube channel, to upload videos, comment, or make playlists.

Personal or Brand channel?
Personal YouTube channels are typically run by one person, meaning the channel only has one administrator account. That single person handles everything and cannot add a new administrator to the channel.

Brand channels can have multiple Google accounts associated with them.

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Create a personal channel:

Follow these instructions to create a channel that only you can manage using your Google Account.

1. Sign into YouTube on a computer or the mobile site.
2. Click your profile picture Create a channel.
3. You'll be asked to create a channel.
4. Check the details (with your Google Account name and photo) and confirm to create your channel.

You can change this to a brand channel later should you wish.

You will need to upload a picture, a photo of you or your logo. Go for a square with the logo/ you in the middle sized at 800x 800 pixels in the usual image format.

Make sure you have a strong channel that lets you tell your viewers and potential viewers what your channel is about. Successful YouTube channel descriptions mix personality and intrigue viewers to learn more about the channel.

Make sure that your description is clear and represents the videos on your channel. I suggest keeping it short or looking at the channel description of YouTube channels that you admire and taking inspiration from them.

Talk about the videos you create, the vibe of your channel, or link your social media and websites at the bottom. Although there's a dedicated section for this later, having the links below still helps.

Add in your Social links so your viewers can follow your social media. You can also add a custom link too, perhaps for your website, online course, or promo materials.

YouTube recommends that you get a 16:9 aspect ratio picture with the best resolution being 2560×1440. Make sure the file size is 6 MB or less.

However, since your channel is still barren, you won't have any videos to feature yet. You can revisit this later once you've created some videos and uploaded them to your channel.

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Basic Info Tab:

Your basic info is pretty much complete, but you will need to fill out the Contact Info.

When you're in the **Basic info** tab, scroll down and look for **Contact info**.
Input your email in that little text box and you're good to go.

Don't forget to save your changes by clicking on the **Publish** button at the top-right corner of your screen before moving on to the next step.

Uploading Videos

First off, make sure your video file format is supported. Here's the list of the five most common supported video files that YouTube accepts:

- .MOV
- .MPEG4
- .MP4
- .AVI
- .WMV

Before uploading, make sure you export your video with the best quality video settings for YouTube.

Verifying Your YouTube Channel - you insert your phone number and prove that you're a real human being.

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Twitter

What is it?

Twitter, is one of the most popular social media platforms available today. Twitter can be used to receive news as it happens, follow journalists and experts, and high-profile celebrities.

Who uses it?

396.5 million users
206 million daily active users – 75% are outside of the US
A quarter of US adults use Twitter
30% of the audience are women
US users spend 158.2 minutes per month on the app
Twitter users by country in order: USA, Japan, India, UK, Brazil, Indonesia

With more than 300 million users every month, this is a platform that might appeal more to those who want up to the minute news delivered in real time.

How to set up an account

Go to twitter.com/signup. You need to set yourself up with a handle e.g @FG_UK and a short bio (info about who you are and what you do) and follow other people in your industry and follow journalists, influencers and experts in the areas that you are interested.

Examples:

Here is Phillipa Perry's (therapist, author and Grayson Perry's wife)

Her handle is @Philippa_Perry, she lists what roles she has, the books that she has written and that she is also on TV. Get in pertinent info into your bio to clearly tell people who you are.

@Philippa_Perry Writer, Therapist, Observer Mag's Agony Aunt. The Book You Wish Your Parents Had Read, Couch Fiction, How to Stay Sane. Artist on Grayson's Art Club

And here is the Twitter account for Harvard Health:

@HarvardHealth
Knowledge is the best medicine. Providing you with trustworthy health information from the halls of @Harvardmedand world-famous affiliated hospitals.

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Twitter allows you a 280-word tweet (Twitter's name for a post). You can also compose a thread which is a series of tweets that tell a longer story.

This is a predominantly text-based platform although images and videos are appearing more often.

To be part of wider UK and international twitter conversations keep an eye on hashtags being used by other people and join in if they are relevant to you and your practice.

A hashtag is the symbol is used in front of a word or a topic to allow other people to find you based on their search, hashtags are used across platforms
e.g. #feldenkrais would point me to accounts and content on the subject of Feldenkrais.

The flow, tone and topic of conversations can be invaluable in understanding what content is resonating and why, in addition to ensuring you are part of the Feldenkrais movement at a global level.

If you decide that Twitter is the platform for you or you want to add this to your social media roster then you might want to get onto Tweetdeck - software which serves as an interface to Twitter and is used to schedule your tweets and organize the different threads of conversations and is available here: https://**tweetdeck**.twitter.com/

A full guide on how to get the most out of Tweetdeck can be found at https://support.twitter.com/articles/20169620-getting-started-with-tweetdeck

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How to create engaging CONTENT

Content Schedule

Suggested content schedule depends on your availability to post and schedule information. But here are a few useful principles to consider:

- Posting consistency is more important than posting frequency.
- Content quality is more important than content quantity
- Without having an objective for social media, you won't know if your posts are successful or not.

Decide what you want to say and how often when you want to say it. A good practice is to plan your content in advance month by month and then decide which day and time of the week you will post your content. For instance, January could be all about how to get moving after Christmas, and each week you might want to suggest a lesson, a motivational quote, a March could be about how to get ready for Spring.

Planning in advance is key to ensuring that your content is relevant, achieves your aims and gets you conversations with potential clients.

Always include a Call to Action (CTA)

Key to the success of all social media activities in helping to meet your objectives is to ensure posts include a **call to action (CTA)**. This is an invitation for a specific response from your target audience, to:

- Click on a linkto a class on your website or a website that links to your classes such as the Feldenkrais Guild site
- Click on a link to a specific page on your website
- Post a comment
- Send you an email (with link to the address)
- Message you
- Call a number

It is important that every single post that you put up has a **call to action** so that potential clients can contact you for the specific action that you asked them to in your CTA.

Here is an example: you have a workshop coming up and want to advertise it on Facebook. The steps to this are:

1. Put up the workshop info on your website or Guild profile page
2. Link your Facebook post to your website, where people can find out more information.

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Example: In this example I include info about a common problem: runner's knee injury. I tell them the solution (my workshop) and I include 2 x CTAs, the first one to click through to my website, the second one to comment on my social media platform:

Did you know that runners have a XX% more chance of knee injury than any other sport? Why is that? Most common training methods for running is repeating the same training drills which means that you are overusing some muscles and under using others.

(CTA:1) If you want to find out how Feldenkrais for Runners can help you to run better, come to my workshop on 22nd May in central London, to book please click here: www.dummyworkshop.com

(CTA:2) Have you injured yourself running in the last 6 months? How did you overcome it? Please comment below.

The first CTA points to the direct link to book onto the workshop. The second CTA encourages your audience to engage with you on the platform and start conversations around what you do and what they need.

Content Timing

A successful social media strategy considers the time of day when their audience is online. Some people post first thing in the morning at 6 am and some post in the evening.

It all depends on when your audience engage with your type of content. You can make a few assumptions based on who your audience are, what they consume and when:

- **Early morning:** Easy to digest content to a waking/commuting audience
- **Lunchtime:** short-form content to a lunch-break audience
- **After work:** Delivering short-form content to a post-work/commuting audience
- **Evening:** Delivering long-form/video/audio content to a leisure audience

However, please do note that how audiences engage with social media is an ever-changing beast, the best way is to experiment with different times and days over a period of time and see what gets the best engagement for your content.

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For more in depth look at times of engagement on a platform-by-platform basis, see here:

https://sproutsocial.com/insights/best-times-to-post-on-social-media/

Content Mix

A mix of content is essential to retain an engaged audience and one that wants to share your content. Post copy should be kept short at around 20-30 words and, where possible, always include an image.

There are different forms of content that you can publish:

- Graphics with quotes – motivational quotes, inspiring images, event listings
- Short-form – image with a short caption with a link to find out more
- Long-Form –image or video with a longer caption
- Video – this is the strongest trend, video with subtitles is easier to consume

Clear professional Approach

Objectives for your social media channels can act as solid foundations that invite youto stay on track with how you want your online Feldenkrais profile to be seen, and building stronger social media audiences. It is important to be extremely clear and professional about what you offer as a Feldenkrais Practitioner. This could include an area of specialism or knowing what your practice includes – weekly classes, regular workshops, FI practice or a mixture for both for the general public.

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Social Listening

A conversation requires both speaking and listening. Social media is no different. Starting a clear and small conversation on social media around, who you are, what you offer and what your interests are, are first steps to building an online audience. Joining conversations rather than using social media channels to just promote your practice is highly recommended. Engage your audience regularly with a human approach and knowledge, listen to how they respond and your online social media audience will grow.

Don't forget to follow other people, organisations and relevant groups and comment on their posts too. Don't expect to grow your channel by just posting content, you need to cultivate relationships and engage in commentary.

It is also nice to send your new followers a message to say hello and give them a precis of what you do or your latest offer or link to your website.

You can usually click on your followers link and find them there.

Tone of Voice

Your social media content should have a common tone of voice. Ensure you are consistent in the language you use when posting content. Are you setting yourself up as an expert? In which case your tone should reflect that and your content can include news on the latest research, techniques to relieve blah and so on.

What you choose to post is of course up to you but good questions to ask are:

- Who am I on social media?
- What do I want to share or never want to share?
- Is this piece of content on-brand?
- Will this content help to clarify what I do?
- Will this content serve my objectives?

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In conclusion

Social media is a free way to market and you are in control of what you share and what you don't share. It's a shame to miss out on this easy way to spread news of your work, so hopefully this has given you a taster of how to use it and get started.

For further training please keep an eye on the professional development courses for members on the Feldenkrais Guild website.

Good luck!

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