Roi Shternin

# LEVERAGE SOCIAL MEDIA LIKE A CML THOUGHT LEADER

@RoiShternin

## 1. EMBRACE AUTHENTICITY

BE REAL: SHARE YOUR TRUE SELF. AUTHENTICITY BUILDS TRUST.

PERSONAL STORIES: NARRATE YOUR CML JOURNEY. PEOPLE CONNECT WITH GENUINE EXPERIENCES.

## 2. CONSISTENT MESSAGING

- STAY ON-BRAND: MAINTAIN A CLEAR AND CONSISTENT MESSAGE ACROSS ALL PLATFORMS.

- VISUAL COHESION: USE A UNIFIED LOOK—COLORS, FONTS, AND IMAGERY THAT REPRESENT YOUR BRAND.

# 3. ENGAGE ACTIVELY

- Respond PROMPTLY: ENGAGE WITH YOUR AUDIENCE BY RESPONDING TO COMMENTS AND MESSAGES QUICKLY.

- FOSTER COMMUNITY: CREATE A SPACE WHERE PEOPLE FEEL VALUED AND HEARD. -SUBSTACK, MIGHTY NETWORKS...

## 4. PROVIDE VALUE

- Educational Content: ShaRE INSIGHTS, RESEARCH, AND RESOURCES ABOUT CML(YOU ARE AN AUTHORITY!).

- INSPIRE AND EMPOWER: YOUR CONTENT SHOULD UPLIFT AND EMPOWER YOUR AUDIENCE.

## 5. LEVERAGE MULTIMEDIA

- DIVERSE FORMATS: USE VIDEOS, INFOGRAPHICS, PODCASTS, AND BLOG POSTS TO KEEP YOUR CONTENT DYNAMIC.

- VISUAL STORYTELLING: IMAGES AND VIDEOS CAN CONVEY EMOTIONS AND STORIES MORE POWERFULLY THAN WORDS ALONE.

## 6. NETWORK WITH INFLUENCERS

BUILD RELATIONSHIPS: CONNECT WITH OTHER THOUGHT LEADERS AND INFLUENCERS IN THE CML COMMUNITY.

COLLABORATE: JOINT PROJECTS AND GUEST APPEARANCES CAN AMPLIFY YOUR REACH.

# PODCAST. NOW.

## 7. STAY UPDATED

- LATEST TRENDS: KEEP ABREAST OF THE LATEST SOCIAL MEDIA TRENDS AND PLATFORM UPDATES.

- CURRENT RESEARCH: STAY INFORMED ABOUT THE LATEST ADVANCEMENTS IN CML RESEARCH.

# 8. MEASURE IMPACT

ANALYTICS TOOLS: USE TOOLS TO TRACK YOUR SOCIAL MEDIA PERFORMANCE.

ADJUST STRATEGY: USE DATA TO REFINE YOUR APPROACH AND MAXIMIZE IMPACT

- GOOGLE ANALYTICS
- FACEBOOK INSIGHTS
- TWITTER ANALYTICS
- INSTAGRAM INSIGHTS
- HOOTSUITE
- BUFFER

## 9. BE ACCESSIBLE

CLEAR COMMUNICATION: USE SIMPLE, CLEAR LANGUAGE THAT EVERYONE CAN UNDERSTAND.

OPEN DIALOGUE: ENCOURAGE QUESTIONS AND MAKE IT EASY FOR PEOPLE TO REACH OUT TO YOU.

## 10. STAY POSITIVE

UPLIFTING CONTENT: SHARE POSITIVE STORIES AND MESSAGES OF HOPE.

INSPIRE CHANGE: ENCOURAGE YOUR AUDIENCE TO BELIEVE IN THEIR POWER TO MAKE A DIFFERENCE.

# THANK YOU

# FOLLOW ME ON SOCIAL MEDIA

## @ROISHTERNIN

**See what i did there?**