

ALGORITHM-PROOF COMMUNICATION STRATEGIES

Michelle Myers

All quotes are from Michelle Myers unless otherwise noted.

Social media is not the best communication avenue for every organization.

If it's not working for you, how much energy should you allow to go towards a platform that's not working?

Social media is not all bad.

It allows us to be able to reach people if we were limited geographically.

Social media does still work for some businesses to be able to communicate with their customers.

Is it working is not just limited to these:

Follows

Likes

Comments

DMs

There are other ways that you can still have social media and make it an effective tool.

social media admits that it is best for delivering short term ROI with targeted performance marketing tactics.

But social media ALONE does not work for any organization.

And social media is not the BEST communication channel for every organization.

Social media is not ALL bad + does still work for some businesses to communicate with their customers.

Evaluate your answers above + use them to make wise decisions on how much energy you should give to social media.

Consistently giving more energy to something that's not working when it's NOT your only option is madness.

Social media is for sure the most convenient communication channel – but that doesn't mean it's quick, easy or effective for YOU.

Communication and content are not the same thing.

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Social media is positioned for conversation and consumption.

<https://sheworkshisway.com/wp-content/uploads/2021/05/Communication-Streams.pdf>

Public forum is not the best place for every conversation.

Not every conversation needs to be made public.

Have a place for your “content”/monologue opportunities

- Blog/Vlog
- Email newsletter
- Podcast
- Book/Articles
- Online Course/Workshops/Seminars
- Masterminds + Small Groups
- Keynote Speaking Opportunities

Have a place for “conversations.”

- Social media
- “Personal” email [Michelle@sheworksHisway.com]
- Text platform
- Customers-only space
- Focus Groups
- 1:1 Face-to-Face

Use your CONTENT avenues to create the CONVERSATIONS you long for in the right spaces.

Jesus did not ever make himself inaccessible.

If your goal is to have gospel conversations, the last thing you need to do is create boundaries for you and people.

Make yourself accessible.

- Give out your personal email address + thoughtfully respond.
- Jump on Zoom with someone asking thoughtful questions in DMs.
- You will learn WAY MORE from a 1:1 conversation with someone who has gone deeper with you than simply a post with great reach that did not create conversations.

If God has put a hurting person in your path, He has plans for you to be the hands and feet in that moment.

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Ways social media can “work” that don’t require lots of likes or energy to be “worth it.”

- Sparks conversation (yes, even ONE!) in comments or DMs that results in someone taking the next step with you.
- Keeping your mission in front of people who are already plugged in as another “touch”
- Serves as a virtual “business card” for someone who just learned about you and wants to learn more/get a scope of what you’re about quickly
- A customer service channel
- Quality over quantity posts

What else can I pull in to strengthen my communication strategy?

If all it [social media] does is steal your productivity and put you in a bad mood, explore other places where you can have conversations.