 member (dev)

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[Quick Guide] How to Become a Thought Leader on Social Media

This is an extra resource to go along with the original article:

[The 5-Step Social Media Guide for Business Owners](#)

Anyone can post to social media. Not everyone can become an influential poster. Being a thought leader on social media takes a bit more work than normal. Here's a quick guide to standing out in your industry.

Managing your personal brand.

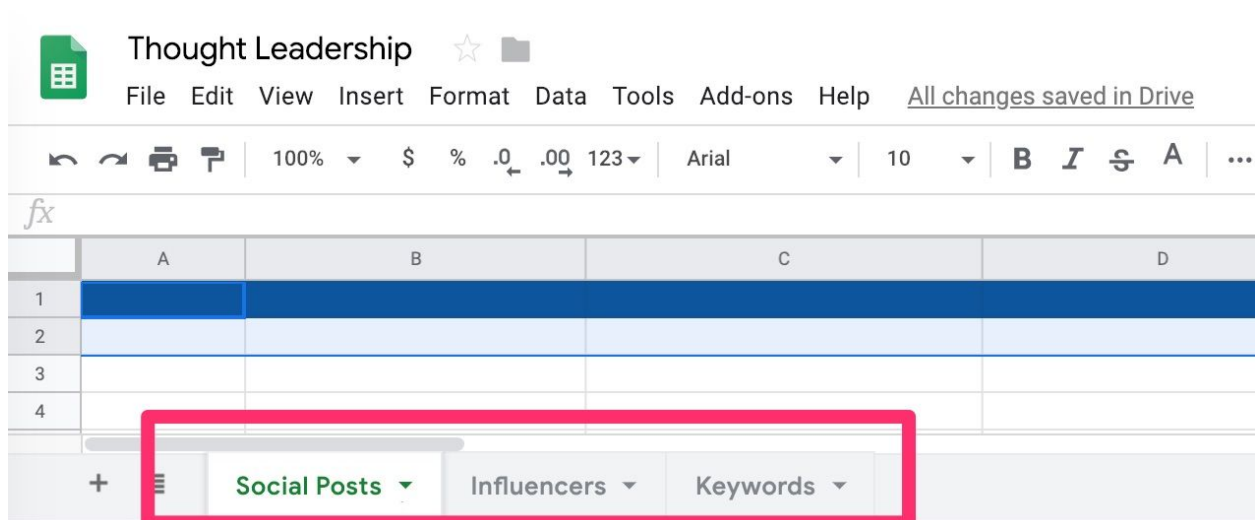
You don't need thousands of followers to start posting like a thought leader! But you should be ready to dedicate time and energy to managing your social media profiles. Make sure you're successfully managing your own social media account(s) well before deciding to post thought leadership content because consistency will be key.

Finding Thought Leadership Content

Thought leadership isn't always promoting *your own* thoughts. **Good thought leaders promote good thoughts, period** – regardless of where or who they're from. That means finding content and sharing posts from other leaders in your space.

1. Create a spreadsheet or a document. This will come in handy for organizing your thought leadership content. (Yes, you will want to organize until it becomes second nature.) Include at least three sections:

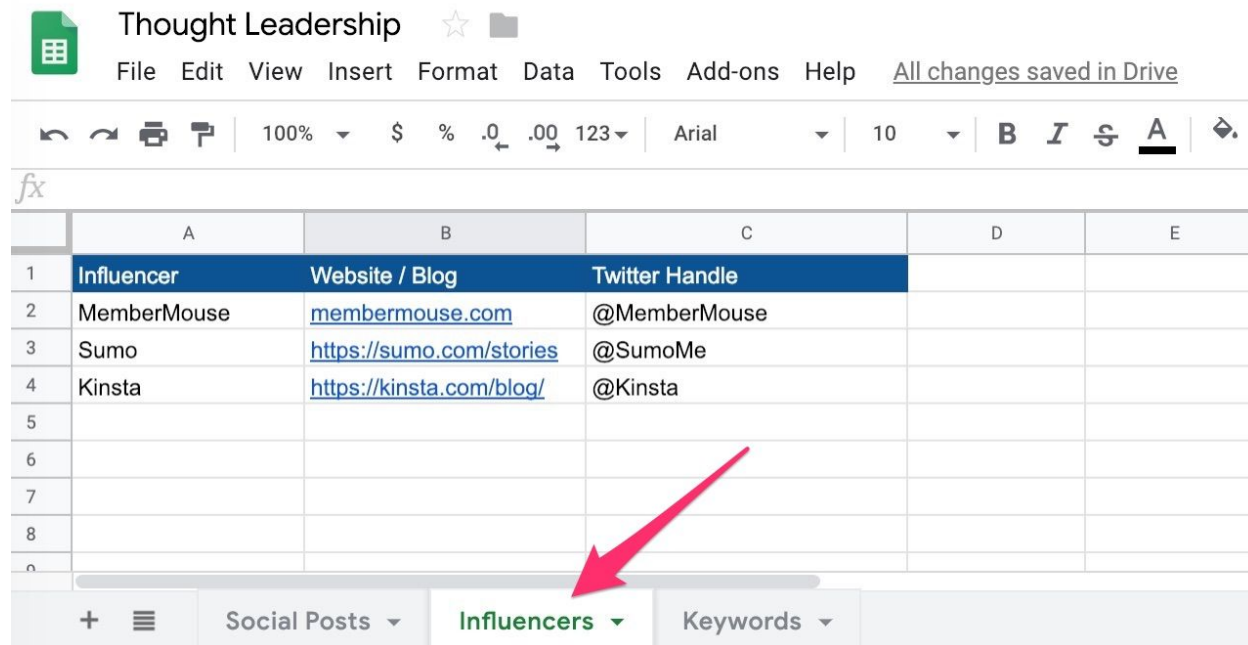
- Posts
- Influencers
- Keywords



2. Make a list of people who inspire you and add them to your doc.

This could include:

- Business partners
- Industry leaders / influencers
- Non-industry leaders / influencers
- Indirect competitors
- Direct competitors
- Followers / customers



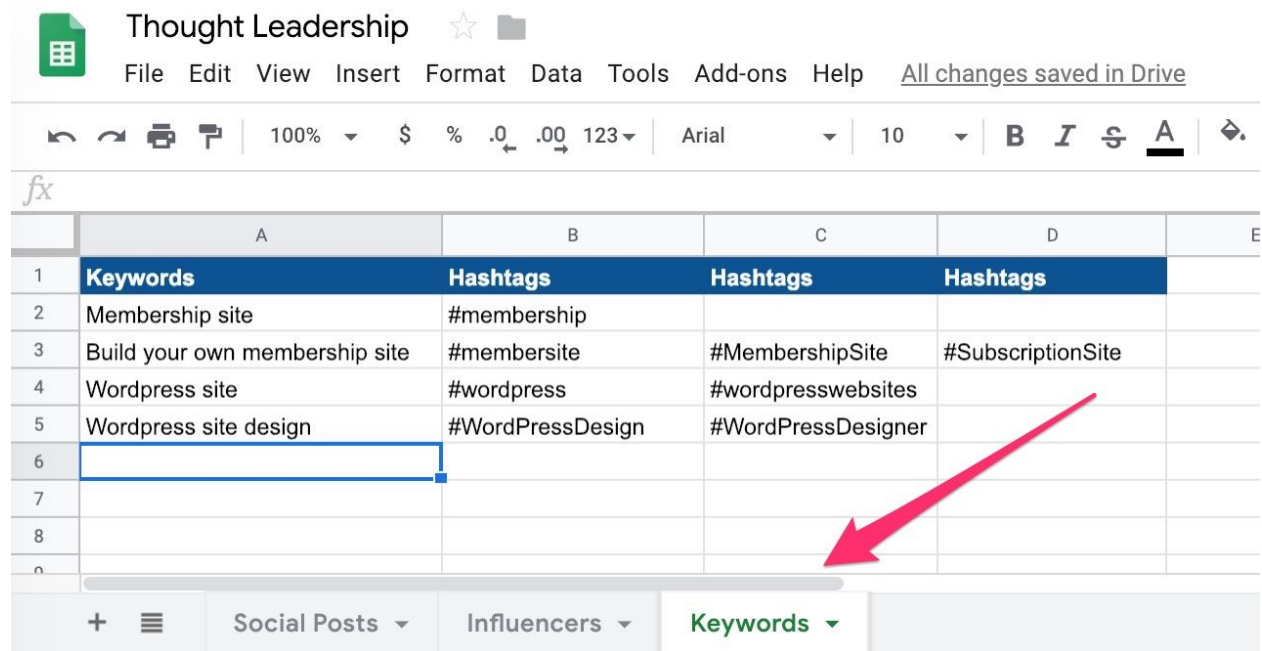
If you're not sure who to follow or who is influential in your industry, you can use a tool like [BuzzSumo](#) or [Discover.ly](#). Check LinkedIn. Look for the authors of blog posts you've bookmarked in the past.

Add their website(s) and/or blog(s). This will give you a quick reference point to find new articles from influencers you already know and like.

Find their name(s)/brand(s) on social media and include them in your doc. A Google search will usually do the trick. If not, check their website(s) or try typing their name into a social search engine. **Follow them on social** if you're not already.

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3. Create a list of keywords related to your industry. If you're not finding content directly from those sites or influencers, you can always do a quick Google search for content from other thought leaders out there.

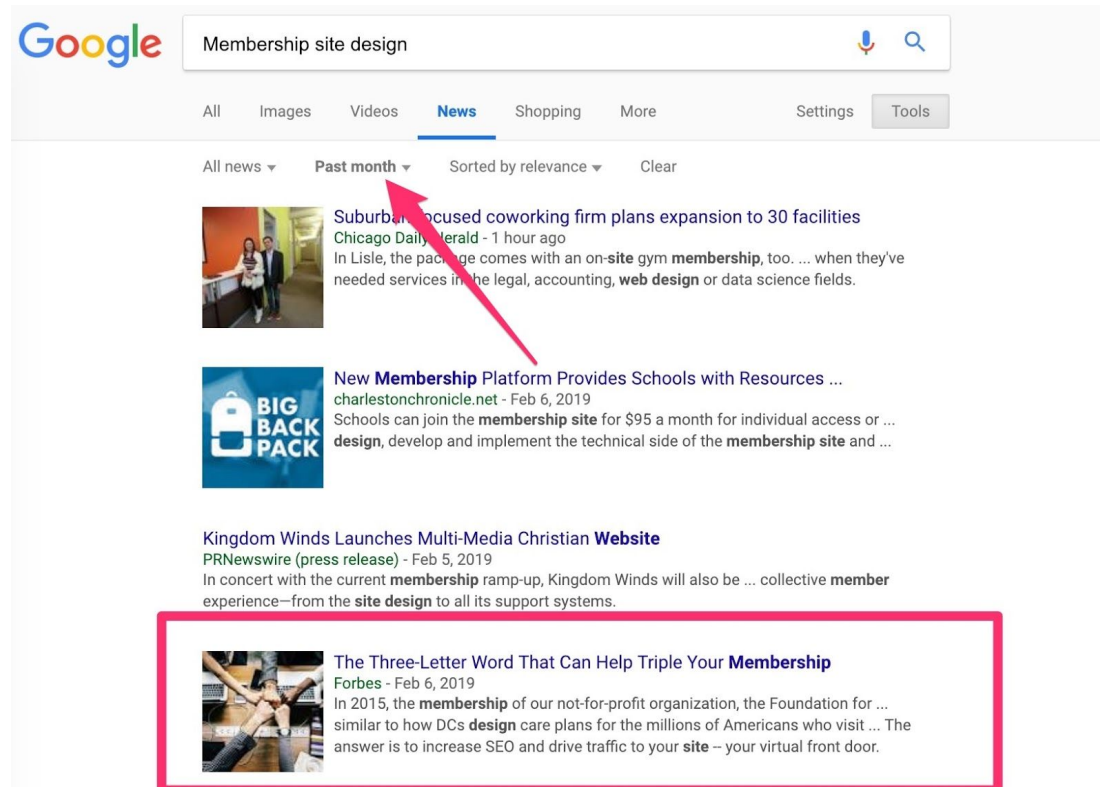


The screenshot shows a Google Sheets spreadsheet with the following data:

	A	B	C	D	E
1	Keywords	Hashtags	Hashtags	Hashtags	
2	Membership site	#membership			
3	Build your own membership site	#membersite	#MembershipSite	#SubscriptionSite	
4	Wordpress site	#wordpress	#wordpresswebsites		
5	Wordpress site design	#WordPressDesign	#WordPressDesigner		
6					
7					
8					
9					

At the bottom of the spreadsheet, there are tabs for 'Social Posts', 'Influencers', and 'Keywords'. A red arrow points from the 'Keywords' tab to the 'Keywords' column in the spreadsheet above.

To find relevant content on Google, type in your keywords, select "News" and then set your time search filters. For best results, try finding posts within the last 7-30 days.



The screenshot shows a Google News search for "Membership site design". The search results are filtered to "Past month" and "Sorted by relevance". A red arrow points to the first article:

Suburban focused coworking firm plans expansion to 30 facilities
Chicago Daily Herald - 1 hour ago
In Lisle, the package comes with an on-site gym membership, too. ... when they've needed services in the legal, accounting, web design or data science fields.

The second article is:

New Membership Platform Provides Schools with Resources ...
charlestonchronicle.net - Feb 6, 2019
Schools can join the membership site for \$95 a month for individual access or ... design, develop and implement the technical side of the membership site and ...

The third article is:

Kingdom Winds Launches Multi-Media Christian Website
PRNewswire (press release) - Feb 5, 2019
In concert with the current membership ramp-up, Kingdom Winds will also be ... collective member experience—from the site design to all its support systems.

The fourth article is highlighted with a red box:

The Three-Letter Word That Can Help Triple Your Membership
Forbes - Feb 6, 2019
In 2015, the membership of our not-for-profit organization, the Foundation for ... similar to how DCs design care plans for the millions of Americans who visit ... The answer is to increase SEO and drive traffic to your site – your virtual front door.

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This should help you find posts for topics that you would otherwise miss. Choose an article. Read the article. Make sure it has a valuable message that will be helpful for your audience. Then check for competitors. Make sure it's not written by a competitor or promotes a competitor (for obvious reasons).

Create a section for social posts in your spreadsheet or doc. This is where you can organize your content in advance. You don't *have* to use do this, but it's a good idea.

Post Date	Post Title	Post Link	LinkedIn	Twitter	Schedule Date/Time
2/19	Content Marketing Demystified with Andrew & Pete	https://membermouse.com/podcast/content-marketing-demystified-with-andrew-pete/	Great post from MemberMouse! #ContentMarketing	Great Post from @MemberMouse #ContentMarketing	3/2/2019 9:00 AM

When you find posts on Google, you can add them to your spreadsheet or doc and either save them for later or use it as a guide for scheduling your week's posts in Buffer.

Post Date	Post Title	Post Link	LinkedIn	Twitter	Schedule Date/Time
2/19	Content Marketing Demystified with Andrew & Pete	https://membermouse.com/podcast/content-marketing-demystified-with-andrew-pete/	Great post from MemberMouse! #ContentMarketing	Great Post from @MemberMouse #ContentMarketing	3/2/2019 9:00 AM
2/6/2019	The Three-Letter Word That Can Help Triple Your Membership	https://www.forbes.com/sites/forbesonprofitcouncil/2019/02/06/the-three-letter-word-that-can-help-triple-your-membership/#6d16953f202b	Check out this post on tripling your #Membership!	Check out this post on tripling your #Membership from @Forbes. #MembershipSites #MembershipDesign	3/3/2019 9:00 AM

Crafting Your Social Posts

When you're sharing thought leadership posts, you can be as insightful or promotional as you want. You can say, "Wow, I loved how this highlighted the issue of XYZ in our industry. Some food for thought!" or you can say, "Great post [influencer!] Check it out."

Here are some general guidelines for crafting your posts:

1. Highlight a strong idea from the article – sometimes posts have quotes that are ready to use otherwise you might have to grab something that stands out to you.

A blurb from the post like this:

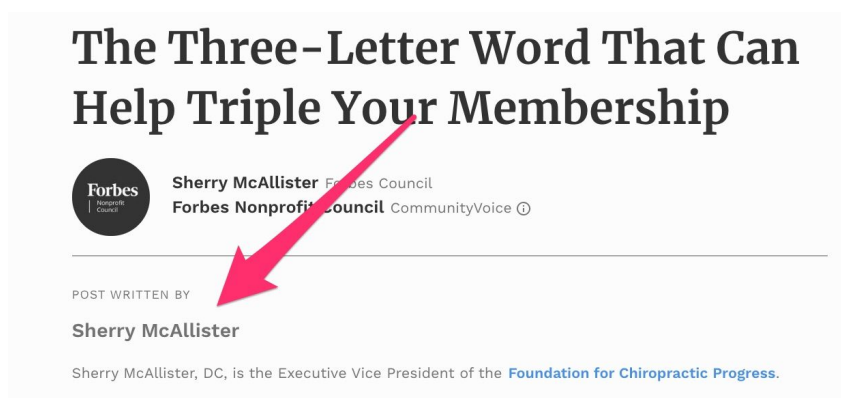
In 2015, the membership of our not-for-profit organization, the Foundation for Chiropractic Progress (F4CP), consisted of no more than 8,000 doctors of chiropractic (DCs). Three years later, it had grown to 22,000 DCs. How did we do it?

We aligned our membership growth strategy with a larger purpose, similar to how DCs design care plans for the [millions of Americans](#) who visit their practices around the country. We focused on the "why" more than the "what." Here are a few tips for help you do the same:

Might lead to posts like this:

LinkedIn	Twitter
How do you turn 8,000 #Chiropractors into 22,000? By aligning your #membership #strategy with a larger purpose. Great points from Dr. Sherry McAllister!	How do you turn 8,000 #Chiropractors into 22,000? By aligning your #membership #strategy with a larger purpose. Great points from @DrSMcAllister. Via @Forbes

2. Include @ mentions whenever possible. For Twitter, you want to mention the author of the post, if possible (Google their name and company, or see if their name is clickable from the article itself), as well as the source (in this example, Forbes).



ForbesCommunityVoice™ Connecting expert communities to the Forbes audience. [What is this?](#)



Forbes Nonprofit Council

Sherry McAllister

Sherry McAllister, DC, is the Executive Vice President of the Foundation for Chiropractic Progress.

Follow



Depending on the social platform, you may be able to tag users simply by typing in their name (LinkedIn and Facebook will have pop-ups with suggestions). For platforms like LinkedIn and Facebook, the full post will appear on its own, so you don't have to @ mention the source. But it's always good to mention the author by name.

Include Hashtags where necessary. For hashtags, simply highlight important keywords. If you're not sure if a keyword is trending, use a tool like [Hashtagify.me](#).

3. Include power phrases and buzzwords, like "Great post," "Interesting," "Excellent insights," "Recommend," "Worth the read," and so on. This isn't a hard-and-fast rule, but it can be a good way to promote content in a short amount of space.

Sharing / Re-Tweeting Thought Leadership Content

When you're not posting, you should also be nurturing thought leadership posts. This means sharing / retweeting other content from those you follow, your followers, or anyone who tags you in a post.

If someone tags you in a post, leave a like and/or a comment saying, "Hey, thanks for the shout out!" You can share the post with your followers too.

Dedicate at least a few minutes a day or an hour every week to nurturing your content.

Creating a Mix of Thought Leadership Posts

When it comes to scheduling your thought leadership posts alongside your regular posts (like blog promotions, product updates, etc.), you want to create a nice blend between the two.

If everything you do is thought leadership, you'll miss out on the sales aspect of social. If very little is thought leadership, then you're not really being a thought leader.

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If you're posting 2-3 posts per day, 5 days a week, your mix might look like this:

Monday:

Post 1: Self-Promotional (New blog, event, etc.)

Post 2: Thought Leadership Post

Post 3: Share/Retweet from followers

Tuesday:

Post 1: Thought Leadership

Post 2: Self-Promotional

Wednesday:

Post 1: Self-Promotional

Post 2: Share/Retweet

Post 3: Thought Leadership

Thursday:

Post 1: Share/Retweet

Post 2: Thought Leadership

Friday:

Post 1: Self-Promotional

Post 2: Self-Promotional

Post 3: Thought Leadership

Other Tips for Becoming a Thought Leader on Social

Pick a niche. That niche is usually around your business, industry or area of expertise. Your posts don't have to completely revolve around your industry, but you should pick topics that really matter to your audience.

Choose valuable content. Make sure the posts you're sharing have helpful advice for your followers. Don't share fluff.

Always be grateful. If you get a share, mention, or like, thank the person. Like, comment and nurture other posts and you'll get the same in return.

Try different things. If certain posts aren't getting the traction you want, switch it up. There's no perfect formula for becoming a thought leader, so test out different strategies. Post different types of articles and see what clicks. Post on different platforms or at different times of the week.

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Be consistent. Thought leadership is about being growing an audience over time. The more consistently you post, the better your results will be.

Be patient. Give it *a lot more time than you think*.



Need Help Building a Membership Site?

If you're stuck on how to create and market your membership website, we're here to help.

[Get a free project quote today.](#)