



**ART OF COACHING PODCAST™ EPISODE 135
SHANTÉ COFIELD: SOCIAL MEDIA STRATEGY 101**

Instead of making a list of things you DO want in your next job, it can be helpful to make a list of things you DON'T want. As an exercise, try making a list of 5 things you DONT want in your next role (e.g. waking up early, long commute, working for someone else, not getting consistent feedback, etc.).

Some people say humor is the highest form of intelligence. Some say it's the quickest way to build trust and buy-in. Some say it can be degrading to your professional image. How do you view humor in your job?

Describe how you currently interact with social media. Which platforms are you on? How much time do you spend on each? Are you funny or serious? Do you post regularly or just consume? Now go back and question your current behavior. Why do you do these things?



Think about the business or personal accounts that you like to follow. What do they do well? Do they post frequently or infrequently? How do they use videos vs. photos? What is it about their posts that you resonate with? What kind of posts do you find yourself enjoying/engaging with the most?

Below are some of Shanté's suggestions for better social media engagement:

1. Build your following slowly and organically
2. Prioritize providing content and value to your current subscribers
3. Be consistent (post everyday)
4. Show your face and voice
5. Post about what you know and are passionate about

Which do you agree with most? Which, if any, do you disagree with?



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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