

5 Steps

to Become a Thought-Leader by Leveraging Social Media

what

DEVELOP CONTENT THAT PROVIDES A UNIQUE PERSPECTIVE ON HEADLINE ISSUES.

POST YOUR WRITTEN WORK REGULARLY ON LINKEDIN, FACEBOOK AND INSTAGRAM TO BUILD YOUR AUDIENCE.

BECOME A CONVERSATION STARTER. FIND HOT TOPICS TO GENERATE HIGHER AUDIENCE ENGAGEMENT BY TRACKING KEY METRICS.

ENGAGE WITH OTHER THOUGHT-LEADERS AND THEIR AUDIENCE.

GENERATE VALUE AT SCALE USING DIFFERENT FORMATS FOR ENGAGEMENT.

how

Identify headline issues by asking the following questions:

- What are the current **debates in your field**?
- What articles appear **in the news**?
- What have **industry experts** been debating?

Create a **schedule** for yourself to post content for timed releases to create a predictable drip-feed for your audience. You can use resources like [HootSuite](#) or [Later.com](#) to assist you in this process.

Start a new debate on **hot topics** by building off the engagement you get from existing posts.

**Pro-tip: identify what topics are receiving the highest engagement and which ones are creating the highest level of polarization. These will be your "conversation starter" assets.*

Comment on the posts that are getting high levels of engagement. **Reply** to the individual comments of others on the post. **Add** those who are actively engaging in the comments section to your LinkedIn or other social media networks to ensure they are reading and **engaging** with your content too.

Write a **book**. Host a **mastermind**. Start a **Facebook Group** of your own. The more you can deliver value at scale the more your power of influence will grow.