

BY NAVNEET PRAKASH

SOCIAL MEDIA



SOCIAL MEDIA MASTERY

- ✓ Welcome to our Making Video Mastery Community.
- ✓ Grow on Social Media and create more and more Opportunities for yourself.
- ✓ Let's know about the Leverage of Social Media.
- ✓ Best way to use the Social Media so that you can monetize it.
- ✓ Give Feedback on Instagram
[@navopreneur](#)

You don't get the Fruit, when you plant the Seed

If you are going to start your Social Media journey then you should have patience because only patience can give you the results which you want.

You just plant a seed you can expect any fruits from this tree. You should just focus on your skills so that you can enhance yourself and create more and more opportunities for yourself.

Whatever you are doing right now, that doesn't matter if you are going to start your journey then you should be consistent about your work or content.

- Content is the KING.

LEVERAGE OF SOCIAL MEDIA :-

Hey amazing people

How are you all ? Reply me on Instagram

If we are talking about the leverage of social media then we can say that after the covid-19 it grows rapidly. People are creating content for social media and post it for their Audience so that they can help people.

Anything which is in trend, you should follow but I feel that we should do something, which can be the trend.

Be Original with your Family. (followers, subscribers)

On the social media people go to learn something, for entertainment purpose and many more. In this case people like to scroll, they consume a lot of content in a day. But sometimes they just waste their time on social media.

You should create short content for your Social Media accounts so that people consume your content. If you make 8 – 10 minutes video then, if people are interested then only they will watch the entire video. Otherwise they will leave your video. You have to make an engaging video so that they can engage with your content.

Make short videos because people like to scroll in these days and they are totally busy in this case, if your video is short and your content is really helpful then only they will take interest in your content otherwise they will avoid.

1) What is Social Media ?

Social Media is a group of platform where a lot of Online Platforms are existing. Here you will create more and more opportunities for yourself.

It is totally free for public. Anyone can create an account on any platform. Example of social Media Platforms are Facebook, Instagram, Youtube, Whatsapp, Twitter, Pinterest and many more.

According to the Google in these days people are using social media for at least 145 minutes per day in India. In Amarica people spent almost 2 hours a day on Social Media.

Great Opportunity to reach more and more people.

2) How it will help you to grow ?

If we are talking about the Advantage of Social Media then it is really a good platform for everyone who wish to create content for their audience.

If you want to grow on Social media the most challenging situation is not getting the reach. Everyone want to grow their page of content so that their audience can watch content easily. They help their audience through content.

- Find the way, How can you help people with your content ?
- Find your Area of Expertise.
- In which Niche you can create more and more Content
- Don't try to make money, help people then money will Follow YOU.

3) Why Social Media ?

If you work on Social Media then you can reach to a lot of new people in the world. And the most Aggressive part of social media is if you work upon it then you will get result.

Social Media can give you Everything – Name, Fame, Money and Good Life. But you should definitely have some skills which social media requires then only you can get a lot more through social media.

It will not take more time from you. You can do it with your job or Studies whatever you are doing. It requires some time to create your content and post it on your social media account.

- Enhance your skill.

4) Which platform should you Prefer ?

Every platform of social media is amazing, every platform have their own features and advantages. If you are going to start your Journey then I'll recommend you should go with Instagram, short video platform and LinkedIn.

The best part of Instagram is you will get recognition from here. You can make excellent money through it. Use Reels with your unique content.

The best part of LinkedIn is Every professional is here whoever you are looking for you will get his account of LinkedIn.

- Professionals use LinkedIn – connect with them.

5) Best Video making platform :-

Every platform have their own advantages and disadvantages. If you are looking for any video making platform then I'll suggest you should go with Instagram, LinkedIn and any short Video platform. Like – Roposo, Tiki, Moj etc.

These platforms will help you to create you content :-

- Instagram will give you reach and engagement.
- LinkedIn will give you connections. And connection with professionals that simply means creating more opportunities.
- Short video platform will also give you the engagement and reach
- Execute everything which I mentioned above.

6) Best Podcast Platform :-

Podcast is something like talk with someone just record it and post it, in the form of video or audio. Podcast is also growing in India. Maximum people are listening podcast to grow themselves, to learn something new from someone who is on the peak of any sector.

Platforms to Start Podcast :-

You should have Public Speaking skill to start podcast. You can use Anchor app, Khabri app and many more platforms.

But these two apps can pay you for your content not in initial time but after sometime when you'll have everything, like people who listen you - then they will pay you.

- Enhance your Public Speaking for Podcast.

7) Best Platform for Image content :-

Hey amazing people you are going to create content in the form of image. You can create single image content or carousels too with the help of Canva.

Canva is a best platform where you can create thumbnails, channel banners, e-book covers and many more. Actually, this platform is for creating content related to graphics designing.

For image content you can use Instagram because there are a lot of people who create carousels for their audience and people want carousels post. It is totally engaging content that's why I recommend – Instagram.

- Enhance your Graphics Designing Skill.

8) How to grow Social Media ?

There is no any magical power behind the social media if you want to grow on it. The only way to grow is to put your efforts about it. If you are ready to put your efforts then you can do any thing.

If you will consistent about you work or your content then you can grow your social media in less time but if you are not consistent about your work or content, then getting growth on your social media account is really hard.

Just put your efforts everyday, create content and upload it. If your content is not looking good, then you should make another content. (Try again)

- Consistency is the key to grow your social media.

9) Should we prefer paid reach or organic reach

If you just started your journey and you are in the learning phase. Then I feel you should go with organic reach. It is something hard but not impossible. You should learn how to rank your content, if you are able to rank your content then you can get an initial boost. And it is the best part which I feel in the organic reach.

Suppose that you want to go with paid reach and you don't have enough information about that particular platform or about advertisement. Because you are a beginner and I don't feel that you should invest in your starting phase. If you are assuming the positive side then you should also focus on the negative side.

- Planning is just Guessing.

10) Platform with Content Duration

FACEBOOK	1 Minute
INSTAGRAM	30 Seconds
TWITTER	45 Seconds
PINTEREST	3 Minutes
YOUTUBE	Under 3 Minutes OR Over 10 Minutes

According to the Google.

Short content but maximum value because people like scrolling on social media. No one have time in these days.

Tips for Social Media :-

- Prepare short content as well as long content.
- Always ready for help to build Authority.
- Prepare your Content on Regular basis.
- Try to interact with people so that they can know about you or they can feel free to ask any doubt.
- Be consistent about your Content.

About Navneet Prakash

- Entrepreneur for the past 1+ years
- Public Speaker for the past 1+ years

Social Handles –



Instagram –



[@navopreneur](#)

Take Your Decision Wisely !