

Ep. 24 No-Sweat Social Media Strategies

with the Queen Heidi Dean - Transcript

FYI: Timestamps listed here are not correct, but know that all of the content from the interview is here.

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All right, everyone, I am so happy today, because this is someone I've been a fan of for a very long time. And we're finally having this bigger conversation that I can't wait to share for you. So today we have the incredible Heidi Dean, marketing for actors who is the social media queen. And Heidi, I just want to welcome you to the show.

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Thank you. I'm so happy to be here. I'm so happy we finally been able to connect. But we've been on the outskirts so like we have the same start to say the similar audience, but we just never connected until this year.

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Yeah. And I feel like it's so I'll be very blatantly honest with you. I was intimidated by Heidi Dean's awesomeness. I was like, I don't know if I'm worthy to talk to her because she's so good and awesome. And I think that's what happens for a lot of actors, too, is like we put people or cast directors or managers on pedestals. And one of the things I mean, I'm getting right to it here that I've seen in my experience is that social media becomes an equaliser for a lot of us, because we just relate to it so much more. I hate to say that word humanly, but actually like I'm talking to a person I know I'm talking to a person here, I'm not looking at a website where there's like a wall for me to a firewall for me to get through or IMDb or something like that. Is that how you think about social media? What's your like? I don't know what, how are you? I'm going to hand the mic to you and see what your reaction is to that.

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Yeah, yeah, well, first of all, the first reaction is like we're peers. And that's how I see a lot of actors approach anybody of influence on social media, or anybody of influence in the business, they really look at them as like a fan instead of a peer. And when you start realising that casting director that you can talk to on Instagram or that director or that showrunner or Heidi Veen actually appear, right? And, and you treat me like a peer instead of a fan. And instead of like, how do we get them to notice me, notice me notice me, but how do I actually have a conversation with them, like a human conversation, because we're peers, it kind of changes the game for everybody, whether you're an actor, a content creator, a business, right? That we're just, we're peers, we're humans that just want to have a conversation, right? And that's what social media is about. So that's the main way I would respond to that is just stop approaching people, for your career, or on social media, like a fan approach and like appear.

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I love the way you say that. And also, this audience is not just actors, it's all kinds of creative. So I think this applies to everyone. And one of the things that you're really taking away from your saying, when you say, Stop approaching them like a fan, can you give us your definition of what that means, like when you're really like fanning out, and when it's not a good thing.

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Sometimes being a fan is a good thing. But you know, when you think if you're really fanning out over someone, we don't really think rationally we do things quickly. We want to get people needs attention, we want them to notice us, right? We don't necessarily have conversations with them. So it's, I just think it's a different a different approach. Instead of thinking that they're here, oh, wait, no one can see us that they're up here.

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Our hands are above our heads right now.

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They're on our same level, right? But and I know that's hard when you're starting as an actor, or when you're starting on social. But I'm sure we'll talk about talk about that.

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So let's get into it. So let's get into it. So I want to jump right in, and we'll come back, alright, jump all over the place. But let's say I'm like, Oh, my gosh, I just stumbled on the social media account, or I was really smart. And I found the social media account of this casting director, colleague person that I think would be cool to work with, or get to know in some way, my first inclination is, let me write the most perfect message in the history of the world so that I can write this and that can make them go look at my link and look at my stuff and make sure that I buy, that could be our first like, fan mindset to like, make sure they know who I am. And they can use me in any project. Anything they've got going on, what would you adjust? If were to really go micro in there? How would you go in there and say, let's slow this down. What would you adjust in

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that? Well, I'd actually pull the whole thing back first. And I'd say go look at your first impression. Because a lot of people that here social media is great for getting followers and growing an audience and networking. But they totally skipped the first step. Social media 101 you got to set up your presence. You got to set up the house, right? Like we never I'd never have someone come over to my house. If I didn't have a couch if I hadn't cleaned the floors, if it wasn't painted if there were still boxes, right? I'd never invite someone in and if I did, they'd probably turn around and leave. Right? Yeah. So have you set up your house your to buy, say set up shop like a store? Right? So are you ready to actually go and build these relationships and have these conversations? So that's the first question. Do you have a profile photo and a header depending on what platform we're on? that clearly shows us your essence, your vibe? Does your bio tell us who you are, what you

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do and what you stand for? Do your posts tell us your story? If you answer No, then it's not time to network yet. It is time to clean up house.

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Yes. So Oh, okay. I don't wanna stop. You're on a roll. But can I ask another question? Yeah. Okay. So what I know by I'm just getting my own private coaching. That's the only reason I need this podcast actually today, I guess. So here we go. Okay, so I'm the person who's like, Yeah, but I think my house is pretty clean. What are the places where the cobwebs where the corners? I need to go and go? No, this is the place where you're most likely to have left or dead rat on the floor. This is where no, you don't actually want them to go into that room. What are the real pitfalls you see when someone is setting up their house?

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Yes, yes. And I can see where some of this is going, possibly a big mistakes that actors do get in trouble for on social media. And we'll talk about this, the one of the biggest things I see is, I call them kitchen sink accounts where actors are trying to be everything. And so I go to their bio, and they're like listing like that they love cats, and skiing and gardening, and classic films. And they're an actor, creator, producer, like, I'm so overwhelmed. I don't know who you are, I don't know what story you're telling. And they certainly don't want to be a part of that story. Because it's too much, right. So that's one big thing I see all the time is, go look at your social media, like a new visitor, if I saw your account for the first time, what I know, you know who you are, what you love, and what you stand for. Those are the three big questions. And those are the questions when I audit accounts, that I really go to that first and that I'm going to see that in your posts, I'm going to see it in your bio, really simple. What do you do? Who are you? What do you do? And for actors, that's going to be you know, how do you fit into the business? Are you an actor? Are you Writer Producer, tell us what you do and use keywords so we can key in to how we might work together. You know why I should be your friend, collaborator, peer right online. So that's the first first thing Make sure your bio, your post your headers clearly tell us who you are what you do, right,

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right. Just in case anyone's a little confused. And you're saying headers, you're specifically talking about things like YouTube and platforms where you have an image header that goes on your channel, especially on

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Twitter or Facebook, most of them actually have a Twitter, Facebook, LinkedIn, YouTube, we get that Billboard at the top, I call it like the movie poster for you. It's valuable real estate that I think someday we're gonna have to pay for it. But use it make sure it's not that ugly blue box on Twitter, or that grey box on Facebook, that checker board on YouTube, right? And I see that all the time. Well, guys, that was a great opportunity to have a steal from a recent project or to have a picture that really shows us your energy, you know who you are. So first go and do I clearly know who you are, what you do, how you fit into the business, then you leave me any other breadcrumbs that give me insight into what you love outside of acting. Because actors everyone listening, you are so much more than the projects you book. And we need to see that

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online. Underlying this underlying the sense inside of your brain tattooed on your hands, you can read it all day, you are so much more than the projects you book it is so that is so speaking to this audience right now he did it. So I just appreciate you saying that. Because it can be so easy to reduce yourself. And then I can see how now you're like, Oh my gosh, I have to post on Instagram, I can only post the things I've booked because that's the only thing that anyone cares about. And then it becomes so transactional.

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Yeah, I want and I see why it's confusing. Because think about it. You're an actress told, okay, you need to be on social media. So you're Of course gonna post about that, about being an actor about being a hashtag grateful actor, hashtag booked it hashtag actors live, hashtag, actors, grind, I keep you going, right? Yes. And all of that is great. But you're only telling us half your story. Because you're more than the projects you book. And when you do that, you're also doing yourself a big disservice and your audience, because eventually you're going to run out of things to post because not even the biggest performers work all the time. And the one social Rockstar out there somebody that's just a artists that's amazing on social media that talks about their bookings all the time. Right?

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You would be so annoyed by the way you'd be so annoyed by this person, let's just be really clear to be like, please, I don't need to, I don't want to hear only about your work, I wouldn't be boring. It'd be like, yeah, you'd be like looking at the cover of a magazine all the time and never getting past the first page. That's kind of what I feel.

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Exactly. So you need to have this nice balance. And so this is part of it before you start networking. Are you just hopping on social media once a month to promote? Because everyone has that actor friend, right? And you're listening and maybe you that only hops on social media, when you want to post about your stuff, and your stuff is awesome. But you can't just hop on when you want to promote. I look at social media as like when you're posting you're kind of juggling three balls, right? One of them. Those are your promotional post, right, you are going to promote your stuff. And that's totally oops, I hit my mic again.

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We're leaving that in those two. Well,

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we'll talk about a little bit about how I used to edit out my giggles We'll talk about it later. Wow. It actually changed the game for me. When I started leaving them in. So anyways, there's three types of posts I really look at for actors. So you've got, you're going to have those promotional posts, so you're going to be juggling that ball. But you also need to be juggling what I call brand building posts. And those are posts that really help us get to know you. Yes, you the actor, but yes, you the human, what one or two things mean something to

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you, besides acting, and if you can tie this into a value value based marketing is a really great way to grow an audience. So are you a mom, so maybe family values is important to you? Maybe you love to do martial arts, and it really ties into the type of roles you play. So what beyond acting Are you going to talk about on social media. So we got the brand building post, those are actor posts, like this journey of an actor, and being a mom, right? We use that example. And then we're going to sprinkle in those promotional posts. And then the third type of post that third ball, you're gonna be juggling our community building post, okay, we're the brand building posts help us get to know helps everyone get to know us better. Community posts help us to get get to know our audience better. So this is where we're asking our audience questions, we're trying to figure out more about them. And this is whether you're an actor or a content creator, or business, community posts are everything. So that's what you really should be juggling. You do those promotional posts, but we need to see the brand building posts, we need to see those community posts. Yeah, a little juggling game. And a lot of actors are just juggling that one promotional ball over and over and over again. And then they wonder why they don't have ideas to post and then they wonder why they're not getting followers, or they're getting unfollowed. And really, it's just that they need to have these other three, two elements. Can

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I drill down a little bit on the community building posts? Because I think that one feels like the most. Does anyone even care what I'm saying in this point? Like, what if only two people comment on the thing, when I asked a question, can you help us embrace more ideas around what a community building post might look like?

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Yeah, yeah. Well, community posts are they're in so important, and even just having elements of community in every post is so important. So I always say every post, not every post, but as many posts as possible should have a call to action, call to action is going to get us to do something. And many times that is a question. Can we get people to be social and have conversation? And sometimes that's as simple as me just saying, got it. I'm kind of known for that on my posts that right? If I buy teach something you say, got it. So a lot of out it says, Got it. Got it.

12:25

Got it. I just said it. See your trick? It's weird. It's a Pavlovian treat, talk to me at some point, but you probably there you go.

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You kind of can't see got it without responding in some way. Yeah. So so that's a simple call to action to kind of add to your post and make it more of a conversation, right? Whether you're on stories, whether you're making an Instagram real, whether you're making a tweet, so just asking a question there. And what it's going to do is it's going to, I found that I had this problem, because I shot a video. It's going which you have to go on your YouTube channel to see this video, right. So this

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is a big white megaphone with a red handle in your hand right now. So if you haven't, you're not so if you're listening, please go over to the YouTube channel. So you can see whatever is about to happen next.

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It's not on, don't worry. But what a lot of actors do with their posts is instead of treating their post, like a telephone, like a conversation, asking these questions, knowing that it's a dialogue, they treat it like a megaphone, where they're just promoting their stuff, where they're just talking at us instead of with us. So really think about that treat your social media, more like a telephone, not a megaphone, right? And adding the asking those questions can really help and whether you're an actor or whether business, you can easily do this. And the great thing is any PR I always look at promotional posts, and I go, really any promotional posts, I think it'd be turned into a community post like that by making it a question. So say you're on a TV show tonight. Or maybe you're on a couple episodes. And you're instead of saying hey, check me out again tonight on this, the usual post we see which is Hey, I'm proud of you. Yes, but you want to make it a conversation. Ask What's your favourite part of the episode? Did you watch last week's episode when this happened? Or what do you think Heidi is gonna do this week on on the episode right?

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So I just got so inspired because it was literally cuz this is a little bit sometimes when I'm sharing the podcast, I'll be like, you sure to listen to it for 32 minutes and 08 seconds because there's a really big truth bomb that you need to know about. Right? It's the same as like, I hated my pants. Tell me what you think in the comments below because they are way too tight like you could you can also bring some humour into it can also like it almost makes you To me, it's like the appetiser of go watch the thing. And even if I don't watch the thing, I'm seeing some of your personality in that moment. Right? That's I think that's really cool. I love what I love. One of the things that was taken away is you want them to be able to respond in real time on their own. Looking at? Yeah, exactly a question that when I don't have to go somewhere to get an answer, I am able to answer right in that moment or comment in that moment. Yeah, exactly.

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Yeah. So just a real quick win. And you know what? Your engagement is relative, usually, to your follower count. So, if you're just starting out, yeah, you may only get one comment, and sometimes you might not get any and that's okay. That's okay. You know, find it, find somebody in the business, who's a friend and start commenting on theirs. That's totally cool, right? help each other out. But, you know, just focus on the idea of connection and trying to connect with somebody, even if it's just one person. I don't obsess over the number of people that comment, or like, it's just, it's not important.

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Not good. Did you hear that? It's not important to please remember what you just said, I have a question for you is, I think that a lot of actors can feel and creative people can feel a little paralysed to pose because I need to make sure that it's one of those three things are there or they have somebody else they heard from, told him

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some other rules, and they're really stuck in their head, like I'm afraid to post, right. So I don't want to focus on the don'ts. I would love to focus on some do's because you've kind of helped us kind of get into a beautiful sunset around that. I know a lot of times I talked to actors, I go, I don't know if I'm allowed to post a picture of like me with my boyfriend or me with my dog or me, like these personal feeling posts like I do have to only look as an actor and then it leads to the next logical question, do I need to have an actor only Instagram account? So I'd love you to kind of weigh into the obviously it's like shaking her head and sticking her hands. Okay. So tell us tell. Can you respond to that that kind of take?

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Yes, well, we don't, we already talked about why we don't want the actor only account because it's all actor all the time. And also when people try to set up to account so they'll do like a private Insta. And then they'll do their actor, public and stuff. Think about when you start working in the business? Where are you going to let people in? So like, you just did a show and the theatre production? So the cast is getting to know you? Well, they're kind of friends now. So which account? Are you going to let them in both? because now you're going to get zero engagement? Because they're going to start seeing double post? Then you start going, Oh, well, where should I put this and this because I got some actors following me in the private account. Unless you're just setting up a private account for grandma, dad, mom and your child, it's like a really interclub Yeah, it really just doesn't work, you're gonna find yourself doing twice the work. And it's gonna get really confusing. As you start to grow. And as your career start to grow, what you need to do is you need to, this is one of the first steps before you start networking guys, is you need to figure out how to tell your story online. I look at all of social media, but especially platforms like Instagram that are so visual, is like the movie of you. Right? I think it's a really powerful thing. Because you get to figure out how to tell your story, you get to figure out what stories to tell what to leave on the cutting room floor, what friends to cast, like, all of that is in your power, right? And you don't always have that much power as an actor. So I want you to start thinking about your social media like that movie. And the movie would be really boring, we're going to go back to this, if you were just talking about being an actor, even lala land, we don't just hear you see her story as an actor, right? So what I do with my clients is we do this exercise, and my students called putting the me in your social media. It's a whole lot of questions that are really designed to uncover who you are, what you love, what you stand for. And so we do this exercise, kind of brainstorm brain dump on this piece of paper. Then we go through and we do the most important step, which is what I call defining your none. Yes. And yes, it's a made up word. Think about the last time you saw your favourite actor on a talk show. It's 1,000% chance that they've already told that host. What topics are off limits? Right? Those are your nine. Yes. Okay. So those topics that you're just not comfortable, at least for right now to talk about publicly. And this is for social, but this is for any kind of PR, this is for everything as a public figure, as an actor, or creative. So think about what your ideas are, it's different for everybody. Some people, they are okay with talking about being a mom, but they won't post pictures of their kids, or they watch other kids faces, right? Like Kristen Bell doesn't show your faces, right? She has like emoji children, which is kind of amazing. So it's not for some people. It's related to their kids. For some people. It's where they worship, it's who they love, who they vote for, right? Frankly, it's none your business. So we look at the answers to your questions. We cross off your ideas, and then what's left, we figure out how to tell your story. And really, we had to get targeted because yes, there's gonna be a lot on that paper. I mean, you may love

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gardening and skating and all sorts of stuff, but we need to really figure out two or three things that are really important to you, that you might be able to lessen your and I and a couple things happen when you figure these things out. Number one, your account gets focus so it's much easier to grow. So now We know you're the actor who's also a mom and also loves yoga because also it helps you stay in the game and stay in shape for being an actor you always start with I'm an actor who does these things, right? So now you've got these three things that define you that are how we're going to tell your story. Online, right? If you do five if you do six you do seven it's confusing. social media feeds move fast. We don't know who you are we unfollow you, because we're like, wait, I thought this is the person that was this. But now they're like, doing makeup tutorials and cooking demos, and they're like, I'm very confused, right? So you got to get really focused on those three things for how you want to tell your story. It makes things focus is easier to grow. And also, if you're posting about things that you love, and you do all the time, it's really easy to think about post ideas. Yes, these are all the things you love,

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right? Because where I went immediately was like, do I have to go rollerskating every day of the week to make sure that I well if I love roller skating I'm probably going anywhere like that's the thing I'm choosing like it's not going to be a chore to get photos of me doing it or talking about or whatever it is right? So then where I also go is like the offshoot of that like maybe there's a picture of when I was a kid roller skating and I wanted to say like a year this is big that my mom took it in there so there's a way to it doesn't always be the I'm always creating photos if it is because I think there's things we have in our past we try not to bring in there Do you ever ever ever talk about that using older photos is that ever come up and people are like I don't know if I can do that what is your relationship with that? It sounds like it isn't a bad idea but what do you think?

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No and it's a throwback if you don't make everything a throwback or a flashback Friday are way back Wednesday cuz that's gonna get old we want to see where you are now but people love to see people when they were younger. I actually wish I had more pictures here at my house because then you could see chubby little Heidi when she was

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the number of times I've that's how my mom to go take a picture of a picture she has a little suitcase at our house and I'm there's a glare Can you like take it again and like it comes back upside down. It's a whole process. So I understand I feel that I feel your pain on that. So

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there's actually so many ways you can incorporate different talents. What's funny is I love I don't know if you see my what I call rails on wheels now. I love rollerblading. I've rollerbladed since I've been six years old, I love skated and then bladed when I was back when I was an actor, I remember being when I was on tour, like I brought my blades with me, I actually like you can't bring I brought I blade it in every city you could possibly imagine. I love waiting. So recently if you follow me on Instagram, you probably saw I started incorporating

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being on my rollerblades and with my inspirational posts because to me, it wasn't like I was letting you into like another posting category for me being on rollerblades. I am so inspired. And it's like pure happiness. So if I'm gonna try to inspire you and make you happy than Hey, I'm gonna do it on rollerblades. And it's literally pure happiness. We'll be looking at you. Yeah, exactly. Yeah. So it's a way for me to kind of let you in and as a business to go with this is something I like to do in my spare time showing you you know, an interest a like a hobby, but also by staying true to myself and really inspiring with that post.

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Well, I love it it also because I think I want everyone to just make sure they're taking away from this, like your hobbies, the things you like to do are totally fair game. For your damn Instagram. Make sure I want to be really clear that it's in one of these areas you talked about. And there's so much more to learn inside of what Heidi teaches. And just in sidebar moment for commercial for Heidi, because she gave us this most incredible freebie to anyone who's listening. And Heidi, can you tell them where to find it? Because it's like everyone needs to start here. Don't go sending messages in your DMS yet start here this don't go doing that dm horrible story. I told you the beginning. Can you tell them where to start? And with that tool is Heidi?

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Yes, yes. It is actually my social media checklist for actors. It's not a one page checklist is 15 pages to really set up that house clean up clean house is what we started with. So I talked about BIOS headers, pretty much everything on how to get set up on social media and you can just go to checklist for actors calm and that is fo R. Okay, I am marketing for actors the number four so just wanted to clarify that yes, checklist for actors, fo r

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checklist for actors.com. So be sure to download that. So one of the things so one of the things that I taking away from what you're saying here, though, is so many of the actors that I talked to, will be I don't want to look like all actor stuff. So I think you've really helped us clarify that we are it doesn't have to be it should not be all actors, and it doesn't have to be all actor stuff. Talk to me a little bit about captions and how long and do you have any rules that you care about? Like I write really long captions because it floats my boat and I like it. And they get the amount of engagement that feels good to me. And I'm just kind of going off the vibe of it. I'm not like following rules about it, gentlemen. So can you just speak to that a little bit?

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Yeah, and I love your captions by the way. So a plus for captions for Brian.

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A plus you guys. podcast episode over okay.

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session over right. Well, you got to think about if your Instagram will go to Instagram focus on Instagram captions. If it is the story of you. It's a story Telling platform, your caption is just an extension of that. If you can

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tell the story in one sentence, go for it. Sometimes I can tell it the story with hashtag truth. I mean, because that's all I need to say, based on what the picture is, or post is or what the real is right. But sometimes it needs to be a little bit a little bit longer, right? If you are going to do a longer caption, I do suggest you add what I call a hook in the front. And that is to get people to keep reading. You only get 125 characters before Instagram cuts your caption off for Seymour, right? Yeah, so if you waste that we don't even click to see more. Right? Can you ask us a question? Can you pull put that call to action that we talked about earlier? In the beginning? Sometimes I say if I met him in my post today was because Instagram made an announcement about where to put your hashtags to show up in search, I made a reel right away that caption says something I don't remember what it started with. But then it says, Are you using hashtags? Keep reading arrow down. So I knew somebody would click see more? Because Are you using hashtags? Well, most people are using hashtags even if they don't want to. So a lot of people are clicking in to read that caption that goes along with that post. So if you're gonna do a longer caption, make sure you are hooking us in getting us to read more, right? Because the good thing for you with writing longer captions, I know, it's not for everybody, but you're good at it. So the amount of time someone spends on your post is a really good indication for the Instagram algorithm that they like you really like you right. And that means you're you're very likely when you post again to show up at their feet again, right relationship is a big thing for the Instagram algorithm. So if you write if you're good at writing long captions, that makes us stick around on your post for longer, and that is only going to help you on Instagram. If you are not good at long captions, then don't worry about it. Just make sure that you are making an impact with your caption and telling a story. I look at every post, just to pull back a little bit. Whenever you're creating any kind of post on any platform, you need to ask three things. What do I want them to see? How do I want them to feel? And what do I want them to do? That it all comes down to that? So what do I want them to see? Instagram gives us a million choices, right? So is it a real? Is it just a picture? Is it a quote? Is it what I'm seeing? Is it? are they seeing me? Is it a video? There's a gazillion things I do now, right? How do I want them to feel? Do I want to inspire them? Do I want to educate them? Do I want to make them laugh? Do I want to entertain them? So really knowing the goal of that post is really important. And it's gonna help you write that caption, right? Yeah. And then what do I want them to do? What action do I want them to take when they land on this post, when they see the real see the the image, read the caption what I want them to do, because it is different for every post. And I know you said we have actors, creators and businesses. Sometimes my goal is not I could care less about likes most the time. But a lot of time my goal is I'd like you to get your butt over to my YouTube channel because I created this awesome video that shows you what's in this post that I know if you're reading this caption you're interested in Yeah, yeah, I could care less about likes what I care about when I look at my analytics, his profile visits and website clicks,

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right? So not did they like it. But do they click the link in there that goes through because that's something I think that a lot of people can skip out on is sometimes your post literally makes them not want to like because they're going somewhere else because of it. You're directing them somewhere else. So we have to remember that like is not the aim there because the they're they're watching the video instead. Or they're going to something in your stories because you said to you or whatever. I think that's such an important takeaway for us to remember here.

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Yeah, and that's why in your caption, try not to ask us don't ask us to do 10 things that I see people do that, like comment, tag a friend and then go to my website and subscribe to my newsletter

28:56

and follow for me that's an unfilled stuff. You're hurting me. I'm exhausted.

29:00

Yeah, I mean, I know. You know, the phrase confused mind says no, I mean, I've known that marketing phrase for years now. And like it confused mind will always say no, you read a caption like that. And you give me five things to do. I'm going to do not you give me two. Yeah, I might do one. I might do two. Well, it depends what they are. But you know, so like, just think one or two. Yeah, actions that you want me want me to take? I think actors, I think that when they get excited about like marketing and social media, which Yes, it's possible guys. Sometimes they can go call the action happy and they're like, do this but then you got to pull it back a little thing when I see things that you want me to do. have me do that. And when you're really analysing your post, go to your insights, no matter what platform you're on, and see what actions people are taking. Like on my tweets. I love Twitter. It's my favourite platform. So all my tweets, the most important metric for me, although retweets is really important for my growth, right, right. I could care less about likes whatever, but I think I've made that clear today. Yeah, I go into my analytics and I, for a lot of things like Okay, did people how many link clicks do I have? Did they take action on the thing I was sending them to, because a lot of times it will be YouTube or maybe another social network. And those numbers are usually through the roof. I have tweets that have 70 link clicks, 200 link clicks, like, that's important to me. The 10 likes 30 likes, I don't care. I care about those link clicks, or then the shares the comments, the things that I know, are conversations.

30:34

Yeah, I think that's so important. Cuz if you're an actor who's like I'm wanting to share about this really awesome commercial idea, and other than this happens in it, wait, you see this, let me check out the dog link in bio, well, I'm gonna go probably straight to your bio before I even bother to click the like, because I'm gonna go watch it. I'm ready to go watch it. And we have to remember that I think because we can so shortchange ourselves of the validation that's possible inside of the data. Because we're not looking at the analytics. We're looking at what I didn't get the light because the like, is the easy like the easy search for did I get approval? Well, I want to come back to something you just said that that was so important is how do I want to make them feel is most often the one that I should see, where someone makes a misstep? Because sometimes I see what I or what I imagined what comes across for us to sometimes look at me, not how do they How do I make you feel? And I think a lot of actors and creatives as well, our struggle struggle with feeling authentic, when they're posting and then that comes into this whole thing of like, Can I post my headshot, then I really feel like I'm a jerk if I post made and then people post on headshots, and it's just a headshot. There's no comment or anything like okay, I guess I'm just supposed to like love your headshot. I've seen some actors do beautiful jobs where they post a headshot, and they go, it's like the bad outtake from their thing. But it's cute. And they make

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a comment about this is the one that didn't work, wait to see the good work. There's a sense of humbleness around it. And I'm not saying that humility has to be a part of every post, we should be screaming when we have big celebrations. But do you have any helpful ways to help us get in touch with how we want someone to feel like what you might guide someone to notice when like, they're kind of not really going there?

32:02

Yeah, well, just piggybacking on what you just said, we're actually almost repeating it. You were the example you just use, like the couple examples, they were telling a story. So it's back what we've talked about a lot. So the people, when they are posting that headshot, they're telling a story about that day, even if it's two sentence story about this being the bad one, or the good one, or sometimes they tell the story of like, Can you see me on this show doing this? Or this is, you know, my favourite show? Is this, what do you do you think I fit into that world? Great. And now all of a sudden, you're telling a story with what do you want us to see? Then? How do you want us to feel is the story behind that. And that story is either going to probably fit into one of three categories, you're going to entertain us, you're going to educate us, right? Or you're going to inspire us, right? So that's really where where they fit.

32:52

Heidi, nothing. I just gonna I don't want to interrupt because I don't want to forget this if that's okay, because you just said something so magical, which is, it's more vulnerable to say, Do you think I belong on the show, look at this hatchet to give a lot than it is to say look at my head or just to post your headshot. But in fact, it makes us root for you so much harder when you share that piece of vulnerability of Oh, that's the kind of green show she's interested in being Oh, interesting about like it's such a huge change of a window just in that slight subtle change you just talked about. I just don't want to I don't want to anyone to miss that. Oh, she's got the megaphone and the phone. I mean, like, it's a telephone conversation. Yeah,

33:26

telephone conversation. Now, instead of you saying, Look at this picture. It's what do you think? Do you think I could be here, it's about the telephone versus the megaphone. If you can know that social media is more like a telephone than a megaphone. It changes everything. It changes the game for posting and for networking, because it works the same for Yeah, yeah, the conversation when if you ever think oh my god, I'm getting to look at me. There is two ways to take a post from an all about me, me, me, too. We talked about one make it a question. The second one is the post with gratitude. So instead of making it all about you, can you post with gratitude about somebody else in the project? You know, all right. Oh

34:09

my gosh, I thought of 1000 things. I was like, I love the makeup artist I work with you all should work with her. She was incredible. Look at that eye makeup. I'll never be able to replicate it again. So work with Kelly tomorrow, like,

34:19

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yes, yes, the baby was the director or like, so tell a story around that post with gratitude. And if anyone wants to give you crap thinking that you're just being a hashtag grateful actor, you don't want them in your community? Oh, by, right because they're probably not your type of person. Well,

34:36

I do what I love about what you're also saying is just because thinking about a social media post is what inspired you to think about what you're grateful for doesn't mean that it's fast food, gratitude that's not authentic. I think it's just a beautiful way that social media can check us to go Oh, wait, let me actually go back and look at that moment again through another lens. Then that way I can Oh, and I'm taking in that I was really grateful for that pa on that set that day made my day and I want to tag them. hear a shout about them for a second, even though it's a photo of me and grey, like it doesn't feel like the the assumption sometimes is that things have to be so on the line of the photos of me. So the conversation is exactly about me in this case, as opposed to the experience around it, which I think is what you keep saying it's about the story that you're telling the story you're telling.

35:18

Exactly. And there's a great side effect here too, because here, you took a post from megaphone, look at me to gratitude to a conversation about giving someone a shout out, guess what, now, if you tagged them in the post, you're making a connection, right? This may be somebody that you haven't talked to in a little while, and you're not doing it in a way to, oh, I know, let's book a job. No, you're doing it to make a human connection to reconnect, possibly, which is one of the best reasons to use social media, because it's hands down the number one tool in the world, and it's free, for staying Top of Mind with the people you know, and for building relationships, or as an actor. So that one switch did two things. Now you posted about this project with gratitude and you reconnected with someone who could actually, it could lead to another job, but it wasn't it was done in a totally authentic

36:10

right way. Right? I just thought about go grab all of your call sheets from every job you've ever done. And make sure you're following everyone on there and say hello and begin the process of connection from a human space like, Hey, we worked on this job together, you have to make every one of them are grateful posts, but those are the people that should belong in your community that understand who you are, have a taste of who you are. Heidi might say anything that you would not say is correct. I want to try

36:31

100%. It's in my classes, okay. Don't do it. Obviously, if you're following these people don't do it all at once on all your call sheets, because you'll get banned on temporary suspended that you follow too many people. So take it slow,

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right? So I want to kind of I want to go to one of the new places before we end this conversation today. All right, another conversation will go on. But before we end, this episode, today is around real Tick tock, can you just give me a little bit of Brian pataka number of people have said Brian, why are you not doing Tick Tock and why you're not on rails yet. I can't tell you. And so and I'm totally intimidated, because I'm afraid I'm going to open it. I'm gonna get sucked into an editing frenzy of four hours later, and what am I doing? And oh, my God, this has to be perfect has to be funny. I just want to Okay, great. I'll do one a year. That's the story that I'm telling myself about it. Is that true, first of all? And number two is, can you tell us what you're seeing as the new trends or values to those two mediums?

37:24

Yes. And it's not just two, it's three now. So it's anyone listening, you have to start embracing video and you need to start embracing short form video, which is Tick Tock reels and YouTube shorts because they're not going away. Tick Tock has changed social media, whether you like it or not, it has changed the face of social media. It's the most downloaded social media app. And it's just it's growing at a ridiculous speed. It's why Instagram copied rails. Now we have YouTube shorts, and YouTube shorts. If you learn one, they are very similar. I mean, I use tik tok a lot. I use rails a lot. And now I'm using shorts a lot. And all the editing mechanisms are really they're similar. So like, if you learn one, know that you actually are going to be able to create content for three different places, if you know the little tricks of how to do that, but that's why I'm here

38:12

and knocking on Heidi's door right now. Yes. Okay.

38:15

So really, you're not just doing it for one thing, any platform anymore, you can actually repurpose to three which takes a little bit of the time commitment away, right? But it's not going away video is it's more authentic, it's a better way for people to get to know you. Right? What changed the game for my business working with actors was when I got a tic Tock year and two months ago, right because all of a sudden, you always could hear my energy I'm known for having a lot of energy you'd see it in lives you'd see it but to now actually see it in short form video is like a whole different ballgame. I'm able to bring part of my personality my sense of humour which I never really brought to my social media at all kind of kept back a little bit for a while but now I'm just like whatever odd reels you've seen my reels so but it's changed the game for me because people now connect with Heidi as a human they know my point of view they know my sense of humour. It's a lot easier to use mediums like reels to sell and I'm using solid quotation marks because that means different things whether you're an actor I mean sell like promote something, write a business sell something or sell a product so your consultations or content creator so your content so your fill your short film your Tell us about it, get some butts in the seats. It's so much easier when using a medium, like reels. I've had people in my audience that have told me Heidi, you can sell me something on Instagram any day of the week with a real because I can do it while I'm making them laugh, right? So it's worth every second that you put into it.

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Okay, now everyone heard you say that out loud in front of me after I admitted that I have to do it.

39:59

You need a system. Then you need to know like, for me why I always have content for social media, I have what I call my inspiration station. I coined this many years ago. And it's really, I'm always looking for content to inspire me. So I follow certain people that always inspire me on Twitter, I have list of that I call my inspiration station. Same thing I might save post on Instagram, where if I see something I like that, I think, Oh, my audience might like something similar or I can do a different take or maybe it's a quote about from an actor, I save it to my inspiration station. So ever have a day where I'm like, I don't know what to post, I keep calm, and I check my inspiration station, and I've got them all over social so I even have one on my camera roll too so I always have these ideas and for reals I have the inspiration station of my st audios. So whenever I see an audio or a video that I like, right and I like the audio on it, whether it's the song or the funny voice audit, I hit the audio and I just save it whether it's Tick Tock or reals and now I've got this saved audio like library of all this amazing stuff that I can not be inspired like with that I put my headphones on I go Okay, which ones Am I going to shoot tomorrow? Ooh, I like this one right? Oh yeah, this one so having this inspiration station always allows me to be inspired and then I batch create my reel it's the secret to getting content like that done so I don't just I rarely shoot one just because there was that Instagram update I had to put my put my face on in the morning and like I had no intention of shooting real I did look for the most part if you see me if you see a reel I probably shot five reels. That probably said okay, hour, maybe hour and a half depending if I'm it's an their educational and I'm like teaching maybe hour and a half wear different shirts. And then I save them. I don't add the text I don't they do all the bells and whistles. But I save them and I have them on my drafts and on my camera roll. Man I need to post oh my goodness, I have 20 drafts on this I have so many jobs

41:59

that so you're not like doing it editing doing it. You're not doing prep going from shooting to editing, you're actually recording the whole thing. And then so question for you. And this is really helpful to Brian, are you editing only on your phone? Are you going in other places when you're editing,

42:12

it depends what the reel is like. So I did a recent reel of me with my tripod collection, I have quite over the years, I seem to have tripods for everything and ring lights, you buy something and they throw in a tripod, so I have a million. And so I i love the little mermaid, I was a child of the 80s and 90s. So I knew there was that audio where you know, Sebastian yells at her and she goes, it's just my collection, right? That had been an idea for a long time that I knew I was gonna do, I didn't know if it was gonna be like coffeecup collection, my, the world's largest emoji collection. My social media pillows, like I knew was gonna be something but then I saw all my tripods in the corner husband, my husband's like, we need to pick these up, I was like, Oh, we do. And that's just my so that one, I had to pull the audio and edit that in a different app, so that sometimes I use an app called in shot, I've used it ever, I use it once a day for something, and so that I can easily edit, I can splice really easily. I can do all different transitions. I can drag and drop the audio, they do have free music on there too, in case you're a business account, and you don't have access to audios. So I do a lot of you know

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editing in shot and then pull it in. But I shoot a fair amount in the app. Like if it's a lip sync, I'm probably going to do it in the app because I'm probably gonna do it in slow motion. So I sound like I'm saying it, yes, in app, right. So it's a combination for me some of my shoot on Tiktok first and because that's where a lot of the great trends start. So I first probably saw it there, I shot it, and then I download it without the watermark and then bring it over to rails.

43:51

got it got it cool. So I'm so what I'm taking away from this is we can all do reels it's not as hard as we think it is. When we do it. Maybe if we're going to go shoot a couple of these are a few of these we're going to try for the first time maybe have a couple different ideas to play with because you might as well shoot more than one when you're doing it. Yeah. And feel free to add it at a later day. Yep. And then I love what you said about your inspiration station I talked about this all the time with actors when they talk about email newsletters, and I say create a folder in your where you're like any email you received that you like the wording or the imagery of you just save it so when there's a time when you need to write one or design one cuz you're going to get fancy for some reason. You have an info box to look at like oh, even for my own work. I have a swipe file I'm sure some of your emails I love the way you wrote that the way she wrote that was so clear. Let's the next time I'm stuck. I'll look through there and read it for inspiration the same way you create almost like a vision board right? Something to spark that. Let me make something that means I need to make something right. And I do think it is we sometimes shortchange ourselves in those ways and I love that you gave us some tools like bookmark and Instagram you can save the audio and tik tok. What was the other one that you told

44:51

us that if you're on Twitter, you can I create list of certain accounts that inspire me and I have just Twitter list. If I need to be inspired. This is my inspiration. And stasia and the whole point is we're not stealing, we're stealing like an artist, right? So you're being inspired and then you're making them your own. We're not like totally taking the post, we're just going okay, how would I, you know, create this? How would I recreate this? How would I recreate this for my audience? Right? Because it's always going to be different. And that's a big mistake. I see a lot of people with reels moreso than Tiktok is this blatantly copying people and taking credit for it, and that's not going to get you very far.

45:28

And it also never looked at it doesn't feel authentic, we can kind of I always feel like you can kind of tell when it doesn't feel like I'm always like, Is there a different audio down here that I need to look like I'm looking around, it doesn't feel like that I can feel the energy off of it. But this was super helpful. Let's kind of send us off at some inspo to go down the path of going to these places where some of us have not gone yet. I think quite a few listeners have not

45:47

I'm gonna give you a little more inspiration for it real fast. Okay, tell me Yeah. Don't be afraid to tick tock. Don't be afraid of reels. There are somebody that caught me on a backstage live I did at the beginning of 2021. And

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she had been following me on tik tok. And she hadn't had only posted a couple things. But she had a draft folder of a million videos she had never shared with the world. And on that live I was talking about the idea of focusing on the idea of connection not perfection on social media. So stop focusing stop having posting paralysis. Stop we all have a thinking problem or an overthinking problem right? Yeah, so stop overthinking with your post and just post the dang thing right so what's the worst thing that can happen if you post your video? Like nothing and I tell you when you posted I'll go I'll go give it some love. You know, so she posted a video which actually she she actually did a like a duet of mine so great. He just wait I'm going to start doing this to post later. Her post had a million views. The next posts and millions of views from August of this year. She went from 73 followers on Tiktok to I think she's almost at 700,000 followers on Tiktok she's at a like dream drama programme in London, which she would like was asked to join because of all of us and it started in January just because she made the choice to just post the dang thing. Do it put herself out there and focus on connection not perfection focus on connecting with just one person and look what happened she posted it she's singing in her car with her mom and millions of views later it's like

47:25

that's awesome. Yeah, it also tells you just how much we hide our creativity sometimes I think we are secretly inspired so often in wanting to take action and that being seen part can get in the way so quickly and I love that connection not perfection is such an easy permission that's like the best permissions to give yourself when you're stuck that's such an incredible no that like you like pushed out of the push the boat out with her love is so exciting to you like get out there do it do it. You know that's so incredible.

47:53

I check it out all the time. I'm like oh my god, Where is she now she's blown me out of the water on tik tok and there you go girl. Who is that someone go Okay. Do ever just

48:03

so you know. I hope that today's episode was that for a lot of people like adjusted so I will be looking for your posts. And Heidi will be watching you if you tag her say hello to her. Make sure you're following us on Instagram and your Instagram. Can you tell everyone what it is? So they know how to get Yeah.

48:17

I'm marketing for actors on Instagram. And that's a number four. I'm holding my four fingers out see me? so vivid. Yeah, it's marketing for actors pretty much everywhere except YouTube is Heidi.

48:28

Right? Awesome. And Heidi, I want to thank you so much because you've inspired me to take action today. I'm gonna do a dang real I'm gonna do a dang Tic Tac. My boyfriend's gonna be like Finally, he just really is on my case about he loves tik tok and his fame I really think you could he's like he's a tick tock watcher like the big watcher in our house so I just appreciate you

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48:44

so good at it. I can't wait. I think you're gonna be so good at it.

48:48

I can't wait. And Heidi Is there anything else you would want to leave this audience with just before we sign off here today

48:54

baby steps social media I see a lot of people when you start something new or when you join social media you're not going to be where I am right you're not even be you have to be where Brian is right with social media. We there's a lot of compare and despair on social media and you're comparing your chapter one to somebody else's chapter 10 right you don't know how long they've been on social media you don't know if they work with somebody if someone runs their social media. You don't know the backstory right? So really focus on you. First focus on just learning the one on one learn the one on one of the platform or reels and then focus on connection not professional and just do it

49:37

and go to checklist for actors calm and get the checklist you can do all this and remember that for is our checklist for 15 page document to get us started. So Heidi thank you so so much. I know we will stay connected and we will all be following you on Instagram and thank you so much for today. I'm so I feel like we're so lucky to have you here.

49:54

Thank you. It's so much fun.