



— THE —  
SOCIAL  
TRIANGLE



# Instagram

- Stories
- IG Ads
- IGTV
- Reels
- Live
- Highlights

(CONNECT TO SALES PAGE!)



FACEBOOK



PINTEREST

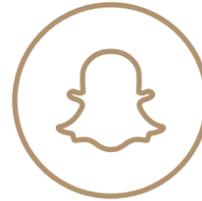


INSTAGRAM

## Facebook Ads

&

## Instagram Ads



SNAPCHAT



VIMEO



YOUTUBE



TWITTER



TIKTOK

# Facebook



- Stories
- Business Page
- FB Pixel
- Groups / Network
- FB Lives

(CONNECT TO SALES PAGE!)



LINKTREE

(CONNECT TO SALES PAGE!)



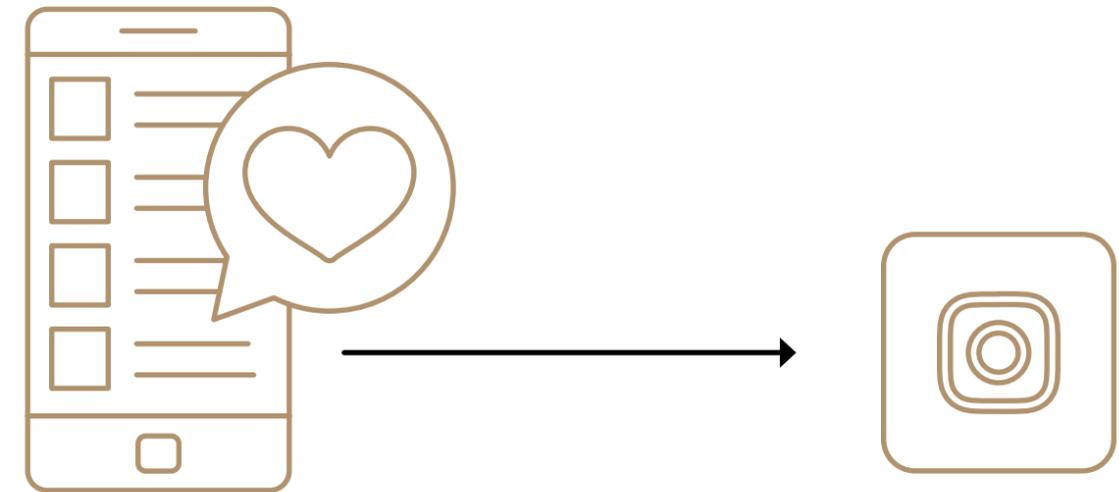
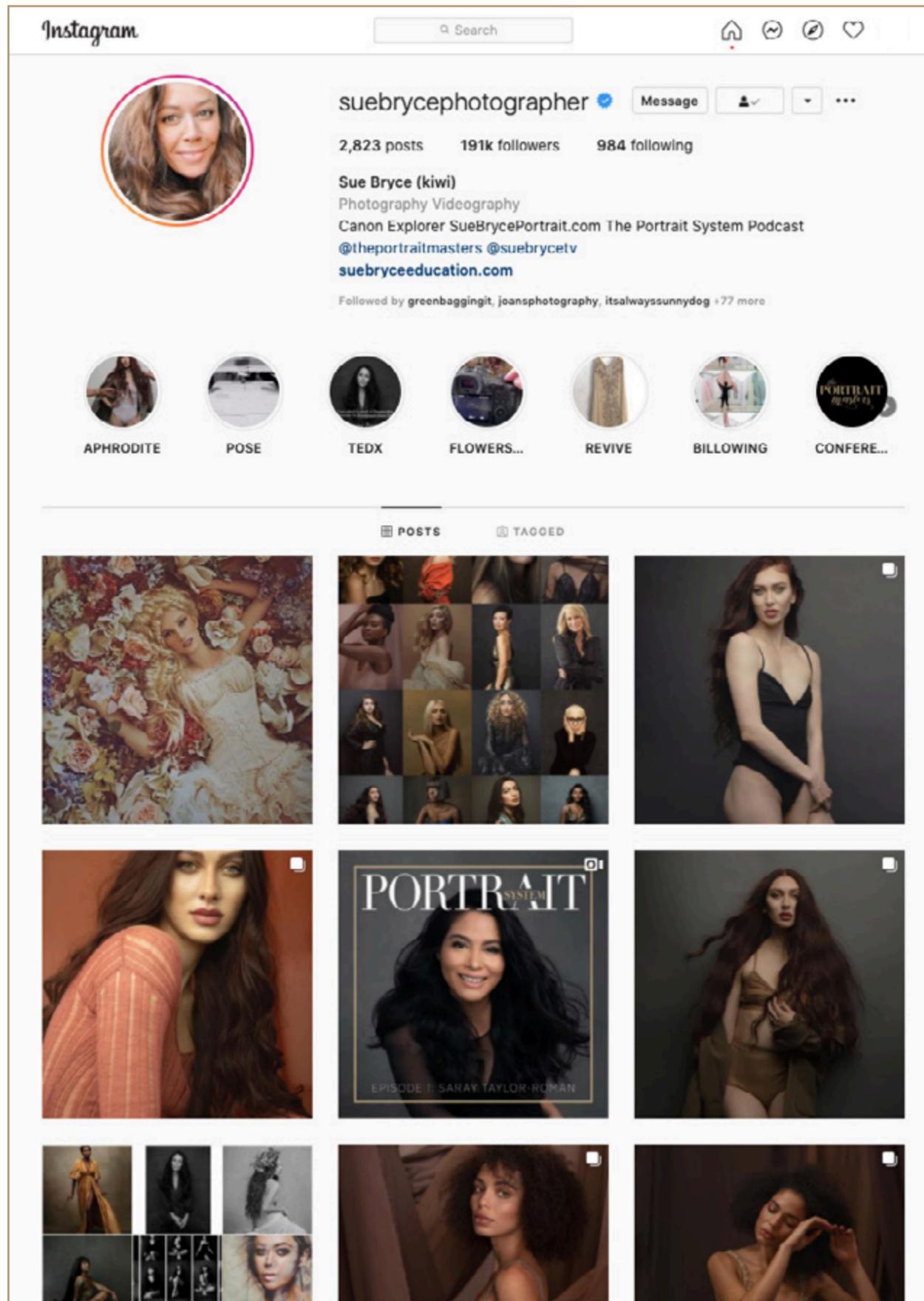
LINK WEBSITE



# Website

(connect)

- Folio
- About
- Contact
- Follow
- Learn More
- Buy

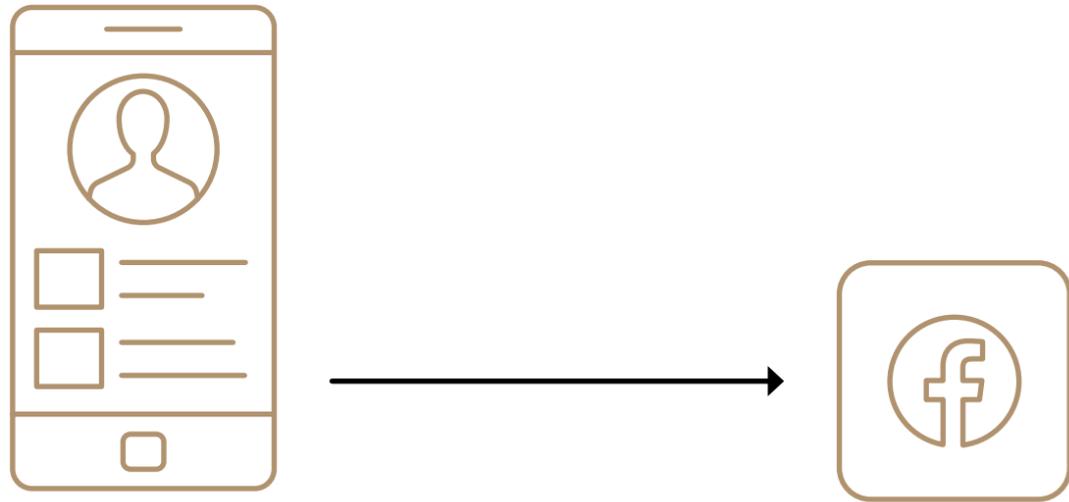


# INSTAGRAM

## Create an Instagram Business Page

- On IG Link Tree, Link to Website, Facebook, Promotions, Blog, & Gallery
- Connect IG to FB Business Accounts
- Connect IG to FB Business
- Share IG Stories on FB (Stories and Post)
- Share IG Posts on FB Business

More Platforms on Instagram: IGTV, Reels, Save good Stories and Features to Highlights



# FACEBOOK

## Create a Facebook Business Page

- On FB, Link to Your Website and Instagram
  - FB Ads Connect to IG
  - Add FB Pixel to Your Website to Start Tracking Followers
- and Create an Avatar

More Platforms on FB: Groups, FB Lives, and Networks  
 More Platform Options: TikTok, Pinterest, and Snapchat



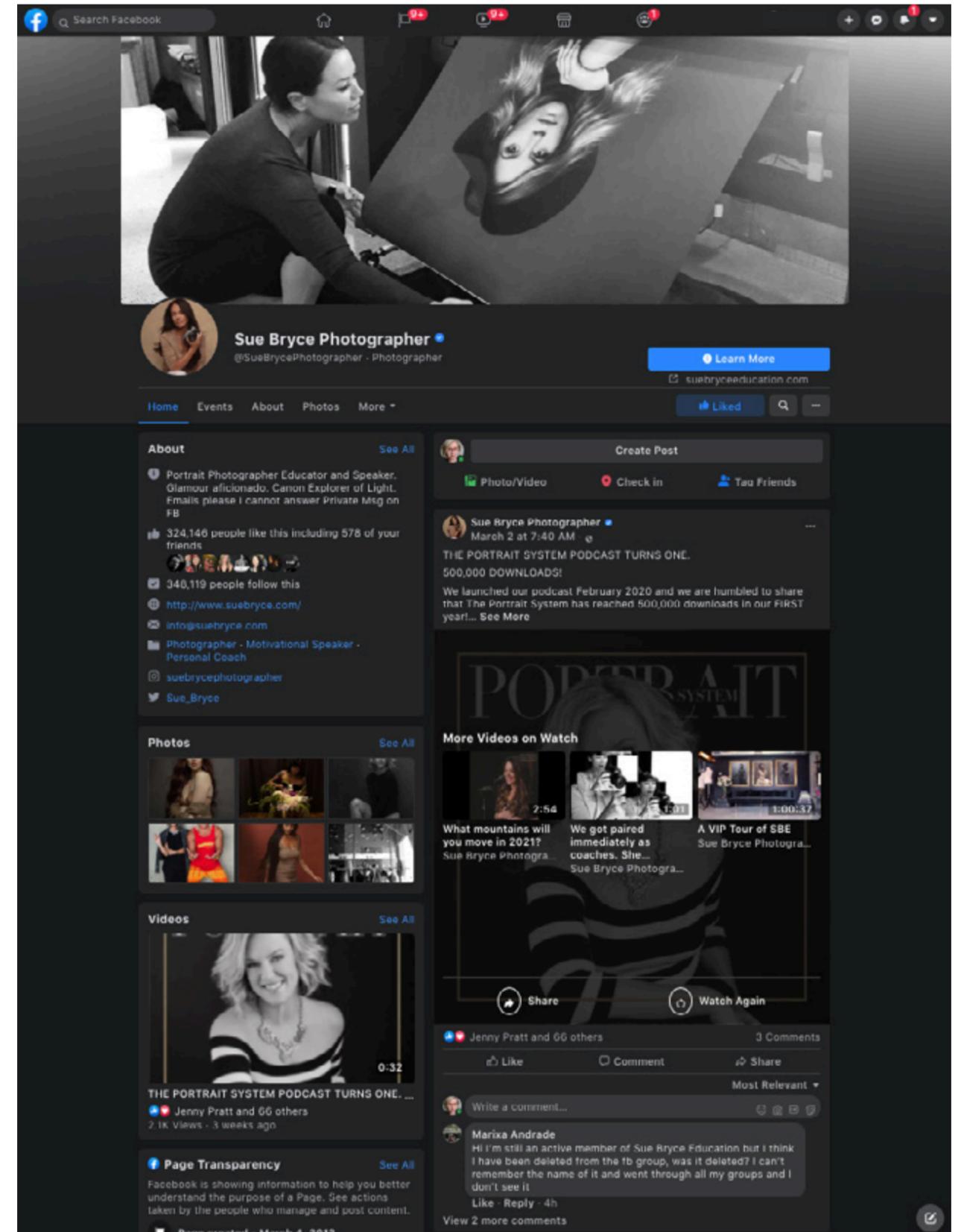
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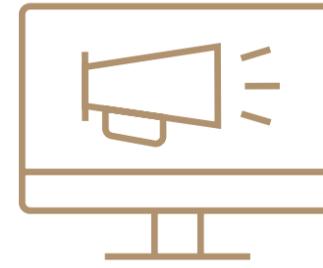


PINTEREST



SNAPCHAT





# WEBSITE

- Connect BRAND Bio / Links: Website, FB, IG — for Brand Clarity
- Track Traffic on Your Website with FB Pixel
- Create FB Ads, Connect to IG Ads, and All Connect to Your Website
- Connect Directly to Private Landing Page / Sales Page / Campaign
- Folio Gallery, BTS, and Video
- Epic Bio and About Page
- Links to Your FB and IG (Embed Your IG Feed on Your Blog)
- Blog / Vlog to Anchor Content and SEO
- Learn More: PDF on Site / PDF Download / Contact Page
- Buy Now Gift Card

## More Platform Options for Video to Get Subscribers or Followers:

- Vimeo and YouTube — Set Up Channels
- Utilize Their Search and Algorithms with Keywords
- Link to Facebook, Instagram, and Your Website



## Choose an engagement style on your social triangle. What are different styles?

Your personality will really help define how you like to naturally engage. Your social triangle is made up of Facebook, Instagram, and your Website. They're designed to connect and track followers, so you can target these people, and people like them, in your ads and promotions. Do you love IGTV, interviewing other industry leaders, and making reels?

### **THE CREATOR**

posts as themselves plus creative content. (This is me.)

### **THE STAR**

is the Influencer who posts mostly themselves: 90%. (Star Profile)

### **THE CRAFTER / MAKER**

shows the process in a creative way.

### **THE INSTRUCTOR / EDUCATOR**

will speak education. (This is also me.)

### **THE SOLOPRENEUR / CREATIVE**

is the owner, operator, and photographer. This is more business focused. It's the strong networker empowering brand owners!

### **THE ARTIST**

Be as dark and obscure as you want. It will only make people want more. Ana.Mar—no information, I'm obsessed, One of my all-time artists to follow.

This is about sharing, not selling, although all roads lead to your store.

**SUE BRYCE  
EDUCATION**

[suebryceeducation.com](http://suebryceeducation.com)