

SOCIAL MEDIA MANAGEMENT *FOR CELEBRITIES*



**GET PAID SERIOUS CASH WHEN YOU MANAGE THE FACEBOOK AND TWITTER ACCOUNTS
OF YOUR FAVORITE HOLLYWOOD STARS AND SPORTS LEGENDS**

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Social Media Management for Celebrities

**Get Paid Serious Cash When You Manage The
Facebook & Twitter Accounts Of Your Favorite
Hollywood Stars & Sports Legends**

HOW IT WORKS

Whether social media is something you already use or something that you're just plain confounded by, you can't get away from it. People are constantly talking about Twitter, Facebook, LinkedIn and other platforms for social media, and they're talking about social media platforms on social media platforms.

But what does this have to do with celebrities and making money?

The best way to enhance one's popularity and one's career is to be the person who's on the minds of everyone – and that means you need to be 'seen' as often as possible. Though the paparazzi might be able to help in that department, it's actually much more effective (these days) to use social media marketing strategies.

In this book, we're going to talk about the basics of social media management for celebrities, specifically. These are clients who NEED to be seen in order to stay on the cutting edge in their business. Here's what you can expect to learn in this book.

FINDING CELEBRITIES TO WORK WITH



You can't make a lot of money until you find the clients with whom you will work. In this book, we will talk about how you will attract the sort of attention to yourself which will allow you to have celebrities come to YOU for help, not the other way around.

Celebrities need to have social media managers, but they might not realize it. They may not know how to use the social media tools they have available in the most productive way. And while this might not be a big issue at first, as celebrities continue to market themselves, they need to continue to be on the minds of the public – and the casting agents.

CELEBRITIES HAVE MONEY

And why work with celebrities? First of all, they have money to spend. They realize that there is a large ROI (return on investment) when they work with a social media manager. They might secure a million dollar movie, even though they're only paying this social media manager a few thousand dollars

a month. Needless to say, the social media campaign can pay for itself, a few times over.

CELEBRITIES DON'T HAVE TIME

Celebrities also need to outsource the work they have, so they're looking for someone to handle their social media. There are some estimates which say that there are 10,000 people who need social media help for every ONE person who provides social media support.

Many celebrities don't have the time to learn how to use the social media marketing tools effectively. They might be able to use Twitter and Facebook, but in order to get their name in as many places on the internet as possible, they need to have help.

Social media managers are in high demand, especially in the busy lives of celebrities.

CELEBRITY IS FOREVER, HOPEFULLY

Celebrities also need to have long term social media management, which makes them ideal clients for someone who wants to be a social media manager. To have a long and successful career, they need to have the buzz around them last for years, not just in the short term.

GETTING SETUP

Getting setup in the social media management world isn't as difficult as it might sound to some. Though there does need to be a bit of learning at first for those who aren't already familiar with Twitter, Facebook, and other social



media platforms, the learning curve isn't as large as you might think.

QUICK SETUP PROCESS

Most people can setup their social media marketing business in a day or so, without spending money or having to spend hours of their day sitting at a computer. Because tools for social media management are available online from the internet, there is no need to head out to stores to find what you need and you won't have to spend a

lot of time downloading tools or learning how to use them.

The internet social media platforms are designed for all levels of computer user, so even the person with the least amount of online experience can reap the most benefits. Just one weekend is enough to get you ready to market to and to manage the most important clients.

RUNNING A SOCIAL MEDIA BUSINESS ON THE GO

There are some who are able to run their entire celebrity social media management business right from a cell phone – and you can too. All you need are a few guidelines to help you get started on this setup process. We will bring you through the process step by step so you don't make any mistakes at the start which could slow you down in the process of building your business.

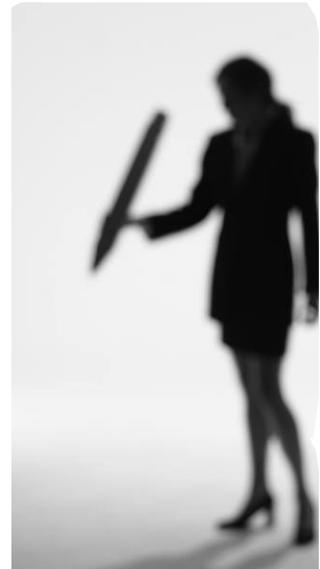
Many smartphones already have the tools you will need to enhance your social medial management business while also allowing you to live your life the way you want to live your life.

SET UP YOURSELF AS WELL AS CLIENTS

Setup steps will include the setup of not only the accounts for a celebrity, but also accounts for yourself. You need to brand yourself in order to ensure that others know you are someone who can help them – and you'll learn how to do this well.

MANAGING THE CAMPAIGNS

Once you have the celebrity accounts setup, you then need to manage them in order to continue to draw interest. This process is not difficult when you know what you need to do, when you need to do it, and what techniques are the most effective overall.



SIMPLE TOOLS TO MAKE YOUR JOB EASIER

Managing the campaigns can also be made simpler with social media tools which can do the work for you, even when you're sleeping. By using Twitter services, for example, which will tweet throughout the day, you can sit back and watch the buzz around a celebrity increase even as you're not typing at your keyboard.

Managing the campaigns is the most important part of the process of social media management, however, so this part of your new jobs is where your focus will be.

2

THE SOCIAL PLATFORMS

Just as with any job, you need to know about the tools you'll be using in order to use them most effectively. There are three main social platforms which will help a celebrity with their social media goals: Twitter, Facebook, and YouTube. Now, these aren't the only social media tools available, but they are considered to be the most important.

USING TWITTER TO HELP CELEBRITIES



When Twitter was first ushered into the discussion of internet marketing, it was not supposed to be a very effective tool. After all, how much can you do with only 140 characters?

But when you stop to think about it, the world is moving quickly and having less space in which to promote or to educate is actually a better way of reaching out to internet audiences. You need to think about what you're going to say, how you're going to say it, and how you can maximize the space.

And though many people still aren't interested in the Twitter revolution, many others are – including celebrities and athletes. Quickly and succinctly,

they can connect with fans and agents about everything from what they had for breakfast to what their next project is.

DEVELOPING A CELEBRITY TWITTER PERSONALITY

When you have a limited space in which to work, you need to be clear about what the client wants and how they want to be perceived. Often called a 'brand,' you want to decide (with the help of the celebrity) how they want to be perceived and what sort of Twitter personality they might want online.

There are a few different kinds of personalities you might see on the internet via Twitter:

- **The casual Twitter celeb**

This is a person who simply tweets about anything and everything. They might tweet about their meals, their location, etc. They're not actually promoting anything most of the time, just talking about their lives and becoming more 'real' to those who follow them.

- **The marketing Twitter celeb**

These celebrities are clearly trying to link their name to certain projects and to certain items they want to sell. These celebrities might mix in other sorts of tweets, but it's clear from what is published that they are trying to get that new job or they are trying to get people to watch their new show.

- **The do-gooder celeb**

This celebrity is going to promote charitable causes whenever possible, helping to promote their credibility while also bringing attention to other organizations in the world which might need some help and support.

- **The drama celebrity**

When this celebrity tweets (or has someone else tweet for them), they are trying to get as much attention as possible. They might even tweet about something that is gross, derogatory, etc. These tweets will get

spread around the Twitterverse, though this isn't always in a positive way.

- **The conversationalist**

Some celebrities like to interact with each other as well as with their fans. These conversations are out in the world for all to see, helping to show the humanness of the celebrity, and possibly the flaws.

The celebrity with whom you work will need to be clear about how you will portray them on the Twitter platform, especially when you will both be sharing Twitter responsibilities. When one person sounds one way and the other person sounds another way, it can be confusing for fans and it can make people begin to doubt the authenticity of the tweets.

Branding a celebrity may sound like a difficult task, but they've probably already done most of the work for you. Since celebrities need to brand themselves in order to become celebrities, they may already know how they want to be portrayed on Twitter.

If not, or if you are managing a client who is an up and coming celebrity, it will be helpful to talk to them in person or over the phone. This way, you can get a sense of who they are and what qualities they might want to see online.

Other branding advice includes:

- **Find what makes the celebrity unique**

When you can find the one thing which sets the celebrity apart from the rest, you will begin to see how you can put these qualities into the tweets themselves. For example, someone like Pink (@Pink) the singer writes about her experiences on the road and in between shows. She's always funny and approachable, helping to endear her to her many thousands of followers.

- **Use their real name**

Though some celebrities like to use names which might be funny or appropriate for a certain character they once played, these are

limiting. Try to encourage your celebrity to use the name by which their audiences know them in real life.

- **Get Twitter Verified**

In order to create credibility with the audience, make sure the Twitter account is verified as being that of a celebrity. This is a simple process (<http://twitter.com/help/verified>), but it's also a process which is limited. Twitter doesn't verify just anyone. They want to verify true celebrities. And this will only boost the reputation of your client since they will be one of the 'chosen' ones.

- **Find out what the celebrity wants to say**

Some celebrities want to talk about themselves on Twitters, others do not. Others might want to talk about other celebrities, their projects, or just other things they care about – charities, sports teams, food, etc. Try to figure out what the celebrity would talk about anyway and see how you can incorporate this into tweets.

- **Use the Twitter design tools**

Though you might not feel you have the best skills in terms of Twitter page design, it's not as hard as you think. You can easily build a Twitter page with the templates already included or you can add a background design with a picture of the celebrity. You can also use the other design tools which allow you to choose new backgrounds that are not designed by Twitter, including new colors, patterns, etc. (via @themeleon)

- **Find the tone for tweets**

Your celebrity might not always be in the best of moods, but their tweets need to be fairly consistent in terms of tone. This will help the reader become familiar with the personality of the celebrity, making them feel like a close and personal friend, and not just an observer.

Your celebrity's reputation can be made or ruined with the brand of their Twitter account. You need to start with making sure you understand who the celebrity is and how they will be 'seen' on Twitter.

CREATING EFFECTIVE TWEETS

Tweeting is seemingly simple, but the more you begin to work with Twitter, the more you can see how effective tweets are born. Twitter only allows you 140 characters in which to post thoughts, links, photos, and other information. This isn't a lot of space, so you need to use the space as effectively and as efficiently as possible.

One of the rules of social media management is that the news you are sharing needs to be exciting in some way. Otherwise, this news isn't going to be shared by anyone else but you.

In the case of a celebrity, if you want to make sure that others are going to send on the tweets, you need to include words and sentences which help the celebrity as much as possible.

Here are some tips for effective tweets:

- **One idea per tweet**

Since you don't have a lot of tweet room, you need to stick to just one idea per tweet, maybe two if they're short.

- **Use keywords**

If your celebrity is involved in baseball, then 'baseball' should be a part of as many tweets as possible. This way, those who have their Twitter search setup will be able to see your celebrity more often in relation to the subject they care about. Make a list of ten keywords each month that you want to include in tweets during that month. These keywords can include words which are related to projects the client is doing that month or in the near future.

- **Create short tweets**

You will want to create tweets that are less than 140 characters whenever possible. This will allow the tweet to be retweeted (more on that in a minute) without making the retweeter have to condense the information and make it less effective.

- **Limit specific marketing**

Though you are being hired on to market for your client, sometimes promoting the same links again and again can backfire. Twitter accounts are meant to be conversation starters, not just running advertisements. Focus on marketing a few times a day, but create a personality the rest of the time.

- **Use Google**

Since you want to tweet things that people actually want to read, it can help to use other internet tools to help you find things to say. Once you've learned what keywords fit best with your client, add them into Google Alerts. You will get a list every day of links which are talking about these keywords. Choose the links which sound the most appropriate, read the articles, and then post them on Twitter to share them.

- **Be conversational**

Ideally, others should not only want to pass on the tweets they read from a celebrity, but they should also want to answer. This will establish rapport among the followers, helping to boost numbers and to begin to create a larger reputation for the celebrity.

- **Be current**

If you're not up to date on the current conversations or events in the world, the tweets are going to look out of date and manufactured. (Even if the tweets are created ahead of time, make sure that you comment on current events.)

As you continue to tweet, it's also a good idea to keep track of the tweets which garner the most responses. You can look in the @(your celebrity's name) folder and at the Retweeted folder to see what has been passed around the Twitterverse.

THE ETHICS OF RETWEETING

Just as you want to promote others who promote you, it never hurts to have your celebrity continue to promote others and other celebrities. This shows the followers that the celebrity is interested in being interactive, while also helping to continue to get their name in the Twitter feeds, even if they're not talking about themselves.

There are two different ways that other people's tweets can be retweeted.

- **RT**

This is the original way to retweet another's tweet. All you do is put RT in front of the handle of the other Twitter account and then include the information. It would look like this: RT @_____ The really interesting link information. As you can see, adding the RT will add more characters to the tweet, which is why having shorter tweets is always helpful to others who would retweet the tweets, if they could.

- **Retweet to followers**

A newer function on Twitter does make it all the easier to retweet other tweets. If you see a tweet you like, then you will want to go to the side of it where it says 'Retweet' and then click on this link. It will ask you 'Retweet to other followers?' and you will affirm this idea.

Retweeting is a great way to show that you are engaged in the Twitter conversations taking place. This is also a good way to promote others who might be linked with projects the client is doing or clients with whom 'your' celebrity might want to be engaged more.

The only downsides to retweeting are:

- It might look like the celebrity doesn't have their own ideas if they're only spreading other ideas.
- It can be too easy and thus the Twitter feed can look dull.

- Some groups of followers don't like to click on a link to read more than 140 characters.
- Some of the links might include viruses, which can cause problems.

Retweeting can be a great way to fill up the Twitterverse, but it should be used as a tool, not as the only way to promote the name of your celebrity.

USING TWITTER'S SEARCH OPTION

The hashtag (#) symbol can be confusing if you're new to the Twitter world. This symbol is used as a tool to designate the keywords which are in a tweet. For example, if you were writing about the writing of your client who is a writer, you might create a tweet like this:

I love to write when it's rainy. #writing

So, when people are looking up writing tweets, they will find this tweet immediately. Many people will save these sorts of searches in order to create a continued emphasis on certain keyword associations. When you include the hashtag with the keyword, this will also begin to create trends. You can see the current trends on Twitter on the right side of the main Twitter feed. These are the topics people are talking about the most at the current moment.

Clicking onto any one of these tags will show you a list of tweets with these designated hashtags and words in them. What does this do for you? Well, it causes those who are interested in the same topics as your celebrity to find your celebrity attached to these sorts of discussions. And that can help to build their following more easily.

If a person notices certain words and trends they want to follow, they can save these searches. And then when those words are used the most, then the trend is hot and it takes its place on the main Twitter page. So, if you can hone in on the trending topics of the day and get your celebrity on those

pages and searches, you will find they are going to get a lot more followers as a result.

And that's your job – to get them fans and followers – and noticed.

BUILDING TWITTER FOLLOWERS

There are many different ideas about how a person can begin to build the followers on a Twitter account. And all of them work to a certain extent. What you need to do is to find a way to build your followers as much as possible so that your celebrity's name is on as many Twitter feeds as you can be on. This shows how popular they are and it can help to boost their salability to casting agents and to those who might want to give these celebrities spokesman contracts.

Here are some possibilities when it comes to building a Twitter following.

- **Add the Twitter handle everywhere**

If your client has a website (and they should), that handle should be on the website as should a quick link to help people quickly get linked to the Twitter account of your celebrity. This handle should also be on a Facebook page, YouTube account, at the end of newsletters, etc. Post it anywhere and everywhere.

- **Link to as many related people as possible**

If your celebrity is going to get noticed, you need to follow people too. These people should include folks the celebrity already knows, but it should also include people the celebrity wants to be associated with. For example, someone like Britney Spears would want to be associated to Madonna. This way, Madonna fans can see who is linked with Madonna and might be more likely to connect with Britney as well. That said, you should try to follow people who the celebrity actually enjoys so that interactions sound genuine as opposed to being used only for marketing and for spreading the word about the celebrity's next project.

- **Have interesting tweets**

This cannot be expressed enough. If your celebrity's tweets are boring, no one is going to want to follow them. All they're going to think is that you're trying to market this person to the world. And that's not going to help with the advertising and marketing you're trying to do. Instead, you will want to make sure that EVERY SINGLE TWEET gives something of value to the audience to which they are writing. These tweets can be commenting on the latest trends in the Twitter feed, talking about the best show on TV, etc. No matter what is discussed, it's time to be creative and unique.

- **Find out what others are talking about**

If your celebrity is interested in poker, they should begin to follow others who also enjoy poker in the celebrity world. Then, conversations can begin about how great poker is, etc. These conversations will lead to Twitter followers. Finding shared passions is a great way to ensure your celebrity is going to get followed by those they care about and by those who are going to engage rather than just follow to say they're following a celebrity.

- **Watch others when they're tweeting**

If you have some people who you want your celebrity to follow on Twitter, then you need to look at what they've been talking about lately. Look at their style and begin to see what they are getting responses on. Then, begin to interact with this style to see what happens. If you happen to connect with another celebrity, you will almost certainly get more followers just from that action.

- **Be polite with the audience**

Though some Twitter accounts are rude to those who read them, what's the point? Realize that the audience wants to be respected, but also talked to when they are interacting on the feed. Address the audience directly when you are sharing things or engaging.

- **Follow anyone who follows you**

True, you might not know everyone you're following as a result of having a 'follow everyone' policy, but you will begin to create a

reputation for being someone who will add another to their account. This will snowball into a Twitter account with many thousands of followers.

- **Consider Twitter sign up services**

Okay, you've seen advertisements which say that you can get many thousands of followers just by clicking on a link or signing up for something. Many of these are spam, so avoid most of them. But in doing your research on a few, testing them out on your account, or on a dummy account, see what happens and see if they might help to boost the image and the credibility of your client.

- **Be consistent**

There's nothing more aggravating than a celebrity who has some amazing tweets and really entertains their followers, but then drops off the face of the planet for a while. You need to be willing to commit to being interactive on Twitter as much as seems reasonable for your celebrity – and then you have to maintain that consistency. Whether you tweet once a day with something really deep or you tweet constantly to interact with everyone, find a schedule and stick to it.

- **Have others recommend you**

If you can, try to get others on Twitter to recommend you (well, your celebrity) as someone who is great to follow. Have blogs talk about how fun your celebrity is to follow and begin to create a campaign which supports following your celebrity.

- **Create contests and interactive events**

If you can, you might want to create a contest over the Twitter feed on a regular basis, which can also be spread over the marketing campaigns. These contests can give away things that the celebrity might have created or they can be silly contests which just highlight the winner.

As you continue on, you will find certain things you do will garner you followers while other things will push followers away. No matter what

happens, you need to remember that you are only going to increase your celebrity's followers by being engaged.

WHO SHOULD THE CELEBRITY FOLLOW?

While you know who you want to follow your celebrity (everyone), who should your celebrity follow? This is the question you need to ask as soon as you setup the Twitter account.

There are two schools of thought on this question and both have valid points which should be discussed before you choose the one that your celebrity will follow.

- **A select few**

Some celebrities will only follow their true friends on Twitter, allowing them to focus on the tweets they want to read and respond to. This will reduce the time spent on Twitter, but it can also create an air of exclusivity which might backfire for some celebrities.

- **Everyone**

At the same time, some celebrities want to follow everyone so that they can (hopefully) have as many followers as a result. But it doesn't always work like this. In fact, it too can backfire since it can look like the celebrity is just trying to bump up their numbers, which may very well be true.

Is there a middle ground which might be more helpful? Ideally, celebrities should be following as many people as they can keep up with (and since you're doing the monitoring of the account, as many followers as you can keep up with).

So, there really isn't a set number which is recommended. Many people use Twitter to read what others are saying, but they might not post a lot. Others use it as a free sort of text messaging service to the world. Deciding what your celebrity is going to do with the Twitter account will help to determine how many people they follow.

People they should definitely follow (in no particular order):

- Team mates
- Cast members
- Family members
- Significant others
- Best friends
- Biggest fans
- Contest winners
- Bloggers
- Fan club members

As you can see, there are a lot of people who your celebrity should follow in order to get the best sense of who their market is and what they have to do in order to remain in the cool crowd.

What can be helpful at first is to follow as many people as possible and then drop people if the tweets from their end seem to be boring or the interaction just isn't happening. This way, your celebrity can appear to be a responsible Twitterer, not just someone who is trying to use it to get into the cool crowd.

CREATING CELEBRITY MASTERMIND GROUPS

When you've looked at celebrity Twitter accounts, you might have noticed that some of these celebrities are always promoting each other's things or they're talking about each other or to each other again and again and again.

Though, before you were a social media manager, you used to think this was a waste of space, this was actually very effective marketing. When people 'talk' over Twitter, this causes their Twitter handle to be repeated again and

again on the Twitter feed. And as a result, most people hear about the person who is mentioned again and again.

This adds up to more followers. And it creates more of a celebrity Mastermind group that can help you boost your celebrity's popularity and effectiveness in the social media arena. But how do you create these groups which seem to happen naturally?

- **Make a list of connected celebrities/bloggers/social media commentators**

These people should already be talking about your celebrity client or they might be talking about people who are linked to your celebrity.

- **Send out sample tweets, promoting your client's projects or ideas**

When you have things that you want others to say for you, they're much more likely to help you out when you have done most of the work for them. If all they have to do is to cut and past the tweet into their Twitter account, they're more than likely going to do this without much hesitation.

- **Start a Mastermind group**

If you already have a few celebrity clients who are related to each other in terms of their goals and their fields, use them to market the things the others are doing. Subtly and easily, you will begin conversations about the celebrities and then you will get their name mentioned in more places.

- **Start promoting others**

Though the other celebrity might not have a vested interest in your celebrity, when you begin to promote someone else, they will feel obligated to promote your client as well, which helps everyone out.

- **Use the Follow Friday option**

This is a tweet in which you list all of the others that you are recommending to the Twitter account followers. For example, on Friday, you might tweet: FF @ashtonkutcher, @britneyspears, @nicolerichie Love you guys! This will get their names in the Twitter

feed, plus it will be a subtle way of telling these other celebrities that they have a loyal fan in your celebrity as well.

The more connections you can make on Twitter via the Direct Message boards or in any of the ways mentioned above, the more you will build connections which will lead to cross referrals and tweeting which can build everyone's appeal.

INTERACTION VIA TWITTER

While it's been mentioned several times, you need to begin to think about interacting via Twitter a bit more. What do you think your celebrity wants to look like in relation to the other celebrities others could follow on the internet?

Here are some strategies when it comes to choosing how your celebrity will 'sound' when they are tweeting to others.

- **Respond to every tweet, at first**

One of the best rules to follow when a celebrity is tweeting at first is to answer every single tweet which is directed at the celebrity. This will not take long since not many people will be talking to the celebrity at first, but once people begin to follow and they hear that this is the case, this will not only encourage more conversations, but it will encourage more followers.

- **Respond to all direct questions**

No matter how many tweets might come at your celebrity each day, make sure that every single question is answered. The more questions answered, the more the celebrity's name will be on the Twitter feed, after all.

- **Be grateful**

A great way to get attention and to make sure that you are being the

kind of celebrity that fans want to follow is to be grateful when fans do give compliments or they offer advice. This will encourage fans to be open with the celebrity and it will help the celebrity begin to seem humble and sincere in their gratitude the more it is said.

- **Encourage conversations**

If the celebrity is posing questions of their followers, this can encourage interaction and it will convince people they need to keep watching the Twitter feed to see what else the celebrity has to say. Ask question about current events or about things that you've (or the celebrity) has been thinking about to see what others have to say.

- **Let others know what the celebrity is doing**

For some reasons, those who aren't celebrities like to hear about the mundane details of the life of a celebrity. From time to time, make sure that your celebrity is offering something that is not glamorous or too exciting.

- **Be humorous sometimes**

Being gently humorous on Twitter can be tricky since words can be taken out of context, but trying for a little humor is the best way to make fans and followers relax and interact.

HOW TO MAKE YOUR CELEBRITY A TREND TO FOLLOW

While you're not going to be able to make your celebrity a trend that is followed every single day, it's not a bad idea to try to see if this is possible at least once a week.

What you're going to do is create a Twitter campaign in which your celebrity's name is mentioned as often as possible. When you have a lot of followers to your celebrity's name, this can become a sort of a dare in which everyone tries to get the celebrity to be the trend for the hour. Though it might not work, the energy which is expended will help to boost the follower count of your celebrity.

Taking other Twitter accounts you have, try to find ways to tweet about the celebrity, retweet things from them, interact with them, etc. The more you can get your celebrity out into the Twitter feed, the more likely they are going to become one of the words to the bottom right of the screen.

Other ways to make your celebrity a trend:

- **Have them tweet more often on days that are important**
On days when more people are going to be online (i.e. holidays, weekends, etc.), have your celebrity post more tweets. Of course, on days when fewer people are online, that might boost the trending chances as well.
- **Have the Twitter account promote something that is popular**
For example, if your celebrity might be willing to back the new Harry Potter movie, then you should have them talk about it all day, incessantly. Not only will people be looking at the posts, but they will also see your celebrity's name associated with it, causing them to become a trend at the same time.
- **Look at other trends for the day**
Each day, have your celebrity try to include some of the trend topics in their tweets. This will encourage their tweets to get noticed above all others on the feed.

TWEETING AT ALL HOURS OF THE DAY

For the busy social media manager who has more than one client, you might not have time to focus all of your attention on one celebrity at a time. When they have something special coming out, you might want to stay up at all hours to ensure you are being visible online, but when you need to get some sleep, you will want to schedule tweets to happen at certain times. This might mean that you use different tweeting services which can help you to schedule certain tweets when you are sleeping, keeping your celebrity's name out in the Twitterverse.

Here are some great schedule sites which can help you schedule certain tweets for the times when you're not going to be online.

- <http://twuffer.com/>
- <http://futuretweets.com/>
- <http://laterbro.com>
- <http://twaitter.com>
- <https://tweetsqueue.appspot.com/tweetqueue>

Now, these aren't the only ones available, but these are free and easy to use no matter where you are. And they can be programmed in just a few minutes so there's no need to spend hours trying to figure out how to make this work for you and for your celebrity.

Here are some reasons why you should schedule tweets:

- **You need to focus on other social media**
Since you're going to have (at least) a three pronged approach to your social media marketing for your client, you will need to have some time to focus on the other avenues too. By scheduling some tweets, you will be able to spend the time you need.
- **You can keep your celebrity's name in the news**
Even when you're not at the computer, you can continue to put your celebrity in the news and on the Twitter feed.
- **You can keep a certain event in everyone's minds**
If there is an event your celebrity will be at or a movie opening, etc., you can keep this fresh in the minds of everyone by posting this at regular intervals during the day of the event and in the weeks leading up to the event. This will help you keep the event fresh in the minds of everyone. And you might even increase attendance as a result.

- **You will make it look like your client is always available**
Even if you're the only one who is writing the tweets for a celebrity, the more tweets out there, the more they seem to be engaged in the virtual conversation.
- **Others are doing it**
While there are some celebrities that seem to be always on Twitter, that's what you're supposed to think. These folks aren't actually always around. They're out and about doing things they like to do and scheduling their tweets ahead of time. Just like you.

Before you start scheduling all tweets, you will want to keep a few rules in mind when you are doing this:

- **Don't rely on scheduling all tweets**
When you schedule all of the tweets, people will figure it out. When the 'celebrity' never responds and they used to, people will figure it out.
- **Don't use the same reschedule tweet again and again**
If you're doing to schedule something to say, make sure you mix up the content so it's not obvious that you're scheduling these.
- **Don't deny scheduling tweets**
If someone notices that you are scheduling tweets, don't deny it. This will only make you look like you're trying to hide something – and if you're the voice of your celebrity, you don't want to do this.

WHEN TWEETS GO WRONG

While Twitter is an amazing tool, it can also cause more troubles than it's worth in some cases. You might want to look into ways that you can do damage control, before it's even necessary.

When tweets go wrong, this is how you should handle it:

- **If your celebrity says something snarky about another celebrity**

Even if you don't mean it, you will want to make sure that you make amends. Make it funny and beg for forgiveness or blame it on your stupid assistant, fatigue, or just stupidity. Acknowledge what went wrong and then move on.

- **Delete it**

Ideally, before you hit the Tweet button, you will read what you are about to write. If not, there's always the handy delete button. Just go to the page with the tweets from your celebrity. There, to the right of the tweet, you will see 'delete' pop up. Hit it. The tweet will be gone forever. Now, this doesn't mean that a very addicted Twitter user might not see it, but at least it will do the least amount of damage possible when you delete it.

- **Use it to your advantage**

Show off your misstep in order to let other celebrities know what NOT to do, which is also going to boost the number of times your celebrity will be seen in the Twitter feed. Why not use lemons and make lemonade?

Twitter doesn't have to be an overwhelming experience when you learn how to use it and to use it well.

USING FACEBOOK TO HELP CELEBRITIES



Facebook is something that people seem to love to hate. Not only is it a way to stay in touch with lost loves and classmates, but now it's being used to market businesses, establish brands, and to help celebrities become more successful.

Designed to help students at first, Facebook has morphed into many millions of users, advertising dollars, and possibilities. When you're a social media manager, you need to know about how to use Facebook in order to ensure your celebrity client gets the attention they want and the attention they deserve.

SETTING UP THE FACEBOOK PAGE

Setting up a Facebook page is easy enough when you're first starting out. Of course, you're probably already familiar with this process since it seems that everyone and anyone has a Facebook page at this point in time.

For those who might not be completely sure where to begin, here is a very quick primer as to how to get started as well as some helpful tips when you're setting up the Facebook page for a celebrity client as opposed to just for a friend or for a neighbor.

- **Use a valid email address**

This will allow you to sign into the account as well as setup various accounts for different clients, as needed.

- **Set up the account using one's real name**

Facebook requires you use a first name and a last name, so if your client has only one name for their stage name, you will need to discuss this with them.

- **Choose a flattering picture for the profile**

If you're going to introduce your client to the world, it's best to use the most attractive picture you can find. This should be a picture which not only shows the attractiveness of your client, but also begins to establish who they are in the world – i.e. use a football picture for a football player.

- **Fill out the profile**

The more you can add to the profile page, the better for the celebrity. This will help to introduce them to the audience, while also allowing the audience to get a better idea as to who they are when they're not just being a celebrity.

- **Tell everyone about the Facebook page**

You can get a Facebook badge from the site in order to put this link onto websites and other public items in order to spread the word about where your celebrity can be found on Facebook. Or you might want to add your Facebook page link instead of the celebrity's website address in the Twitter profile.

- **Search for friends**

Based on the email addresses your client has in their email box, you might be able to add new friends immediately. But if the client doesn't want you to use their account and you have to use a new one, you might have to spend some additional time trying to find friends to add to the account.

Setting up a Facebook account and profile is a pretty easy process, but it's what you do to a celebrity's account which makes it all the more special:

- **Include professional biographies**

Every celebrity has a professional biography which they will use in their portfolio and for public appearances. Make sure this is on the Facebook profile page and that it is clear who your client is, what they do, etc.

- **Include a resume of items they've done**

That said, it never hurts to include a list of all of the items that a person has done in order to give the audience a full idea of the talents of your celebrity. This might encourage the friends on Facebook to learn more about your client. This resume might be a list of movies, plays, songs, etc. that the client has done.

- **Install calendar applications**

There are applications which can help you to show those who visit your client's page when certain public events will take place. Updating this often will help friends see where their favorite celebrity might be.

- **Post songs, videos, and more**

The more active a celebrity can appear on their Facebook page, the better. Unlike older social media applications, Facebook is customizable and able to support everything from videos to music, photos and more. The Facebook page of your celebrity can be as personal or as demure as possible.

HOW TO BOOST FRIEND COUNTS

If you want your celebrity to have a lot of friends on their page (and you do), then you need to know what makes a person want to be friends with someone else. When your celebrity is already a well-known person, it's simple enough to make sure they are noticed by others, but when your client is an up and coming celebrity, you need to be a little more strategic.

- **Become a part of Facebook groups**

When you go to the Fan application or the Group application, you will find that there are hundreds of different people in these groups. You will want to try to have your celebrity join these groups in order to

start finding people to connect with. Much like the internet search engines, the more people your client is connected with, the more easily they can be found by others like them.

- **Try adding friends**

When Facebook opens, they try to get you to connect with as many people as possible, so go ahead and try to connect with these people. The worst they can do is say no.

- **Try adding your friends**

If you support a celebrity, it would make sense to ask your friends and family to do the same. They can always take themselves off the friends list after a while. But ask your friends and your family to friend your celebrity in order to begin to increase the popularity of the page and to begin to create more connections.

- **Get Facebook info from other celebrities**

To make sure that celebrities can connect with each other, do some research to find ways to connect with other celebrities over Facebook.

On each normal profile and friend page, you will be able to allow up to 5000 people to join the page. But when this number is reached by your celebrity, it's time to look for another way to continue to be in the hearts and minds of the devoted fans of your celebrity.

ADDING A GROUP PAGE

The group page is what you will want to setup when your client has too many friends on their traditional page. This is also a great way to create a marketing tool for your client within the Facebook environment. There's just something about a Facebook group page which doesn't seem to be as threatening as a traditional advertisement.

To set up a group page, you just need to go to any group of which you are a part or to the Groups page on the celebrity's main page. At the top, you will see there is a function to Create a Group. From there, you can create a group

for the celebrity, for a specific event for your celebrity, etc. Facebook allows you to do nearly anything with this group page and when the celebrity updates the page (that would be you), then the updates get sent to anyone who is a part of the group, in the same way that updates are sent to everyone on the Facebook feed, just like Twitter.

Group pages are unlimited in how many people they can have on them, which is helpful when you want to create space for all of the fans your client is certainly going to have as a result of all of your hard work.

The same sorts of photos, calendars, links, and videos can also be a part of the group page, but try to make the main page and the group page be a little different since many people are going to be a part of both. And you don't want them to become bored with either.

Group pages are also helpful for tracking how popular your celebrity is with their fans. By becoming the administrator, you will get regular emails about the fans who joined, how many left, and how many people visited the site, just like a regular website – pretty good for being free.

CREATING EVENTS ON FACEBOOK

If your celebrity likes to do a lot of public appearances, or you're thinking they should because they need to spread the word about who they are, then you might want to create events on the Facebook page. These can be created on the main profile page or on the group page, or both!

All you need to do is to look at the left side of the main page and see Events. Click on this and follow the instructions to create the event. You will need to put in the details of the event, where it is, what it is, etc. When you're done, then you can hit 'Share' or 'Invite Guests.' This makes it easy to just post it on the main Facebook page, showing up in everyone's updates or you can invite people specifically in order to draw even more attention to the event.

These events can also be created far in advance of the appearance, allowing you to tinker with the event to see if different words draw more or fewer people.

In addition, the way the events are set up, there is a way for others who are attending the event to invite others as well. You can then allow for more advertising to spread, without any additional effort from you.

You can go back and share the event as often as you like, though you might want to stick to this schedule:

- When the event is announced.
- One month before the event.
- Two weeks before the event.
- One week before the event.
- One day before the event.

This way, you will reach as many people as possible, from those who like to plan ahead to those who tend to do things at the last minute.

You can also create a link to the event page for those who might not be friends of the celebrity on Facebook and pass that around to the many events calendars which are online and in print publications.

OTHER FACEBOOK TOOLS

You can also create special groups, which certain fans are invited to. For example, you might want to create a group of celebrities who promote each other, sharing ideas in a private group in Facebook. This is setup in the same way that a regular group, though you will hit the privacy setting to the desired level. Some groups are only visible to those who are in them, which might be a way to create a special fan club.

You can also use the Send a Message feature to send messages to Facebook fans from the celebrity. An updated version of a fan letter, this can help the celebrity connect with their fan base in a much more positive and productive way.

The Facebook chat function might be a fun way to connect your celebrity to fans as well, or you can sit in for the celebrity. Either way, this is a highly interactive tool which will set the celebrity apart from the rest – and the tool is free to those who are signed up for Facebook.

For those celebrities who might not be booking events yet, getting on chat and making that an event on the Facebook page can help to encourage others to not only friend your celebrity, but also to find out more about who this person is and why they should pay more attention.

PRIVACY ISSUES

Facebook is a tremendous tool which can help your celebrity connect with fans and other celebrities, but privacy is still an issue which needs to be addressed since this seems to be where Facebook fails many people.

Here are the simple rules for keeping your celebrity as private as they want to be, which may not be all that private when they want people to find them and to connect with them.

- **Don't include contact info**

While you might want to include an email address and a contact number for the celebrity's office, this is going to cause a lot of troubles when it comes to keeping up with the inflow of calls and emails. Just keep it to a basic email address, which you and you alone monitor, passing along any emails which the celebrity might want to answer personally.

- **Don't put private photos on the site**

Even if the celebrity asks you to put up certain photos with privacy restrictions, it's a much better idea to keep them off the Facebook site altogether. No matter what.

- **Use a strong password**

Again, this is common sense, but it bears repeating. Facebook is easy to hack, it seems, so you want to have a password which is at least 12

characters long, including capital letters, lower case letters, and numbers.

- **Block other users**

If the celebrity is getting harassed through the Facebook page, make a note of these users, but then hide them from the page, or block them entirely.

ADDING PHOTOS, VIDEOS, AND LINKS

This is where the Facebook page can be more interactive and more fun than just a page where you have status updates for your celebrity. You can add photos, links, and videos from the status update section. It takes only moments and the celebrity page will look like a better version of their Twitter page. (More on that in a moment.)

Here are some tips for what to include which will get your celebrity noticed:

- **Every day, search for celebrity news**

Whenever your celebrity is mentioned in the news (in a good way), make sure the link is posted and that the photo is stored in the photo section of the profile.

- **Post personal, but innocuous photos**

Posting pictures of celebrity pets, meals, and other little things can add charm to a Facebook page.

- **Links to interesting websites and articles**

When a celebrity shares information about causes and subjects close to their heart, it makes the celebrity seem a little more human and approachable, which can ultimately make a celebrity more popular with their fans.

- **Notes**

Some celebrity accounts might take advantage of notes, using them as ways to communicate directly with fans or just to talk about things that they might not be able to fit in a status update.

To add any of these items, all you need to do is to go to the status update section and you will find small icons that will lead the way. Just click on the icons, fill in the blanks, and you can quickly update your celebrity's profile.

It is a good idea to mix-up the sorts of items your celebrity has on their Facebook page so that people are interested in coming back again and again.

LINKING TO YOUR CELEBRITY'S TWITTER ACCOUNT

When you're handling more than one celebrity client, it can help to streamline the process as much as possible. There are tools on Facebook to help you with this concern.

If you go into the search menu, you can type in 'Twitter' to find an application that will help you install something which connected Twitter and Facebook. So, whenever you update the Twitter account for a client, the contents of that update will go to the Facebook page as well.

This allows you to make on one posting and have it show up in more than one place. While the connection isn't always strong between these two programs, it is much easier than having to remember two passwords and two sets of login information.

Some caveats: sometimes the formatting of the Twitter post will not show up as well on the Facebook page and there can also be troubles since the Twitter update is shorter than a Facebook update can be. You're losing letters in this sort of transaction.

But shorter postings are better on Facebook since they work well with the attention span of most people on the site. Short and sweet is always best.

WHEN PROBLEMS ARISE ON FACEBOOK

Just as on Twitter, there can be troubles on Facebook that can make your celebrity's reputation be less than shiny. To combat these problems, here are some tips you can use:

- **Check everything you say before you post it**

Even the smallest of typos can lead to troubles online. Try to make sure that your postings are what your celebrity client wants to say and how they want to say it.

- **Be ready to hit delete**

While the postings that you put online for your celebrity might also be going to someone's email box if they are a part of the comments, you can always delete postings that are inappropriate. Just go to the main page of your celebrity, not the main traffic site. Move the cursor to the right of the posting and a 'Delete' option will show up. Use it.

- **Address problems and move on**

Nothing clears up a misstep like time. If you say something wrong, apologize for it, then let it go.

- **When people post inappropriate photos**

Whenever a person posts a photo and tags the celebrity in it, make sure that you are notified. This is a choice on the privacy settings page. In doing so, you will make sure that you are able to untag the photo and demand it be deleted, if necessary.

USING YOUTUBE TO HELP CELEBRITIES



Video is where your celebrity wants to be anyway, so why not make it a part of the marketing campaign that will make them a household name, if they aren't already?

You need to keep in mind that there are several different types of media: text, audio, and video. And while text is great and audio is better, video is where you can really grab the attention of others. If you've looked at the news over the last few years, you've noticed that more news stations have been including videos in their news and on their websites.

Video is engaging, interactive, and it helps to bring even more personality to your celebrity. Reading about someone is one thing, hearing and seeing them is another.

WHAT OTHERS ARE DOING

Just as with anything else you want to do on the Internet, it's a good idea to check to see what the market already has in it. For example, if everyone is talking about coffee in the celebrity world, it might be a good idea to become a part of that conversation. Or you can make the conscious decision to not be in that discussion, as you want to create something unique.

It's up to you.

In the beginning, however, it can help to go to YouTube and begin to search by keywords you've already associated with your celebrity. This might be 'actress' or 'indie star' or whatever other words you want people to associate with your celebrity's name.

Check to see what other sorts of videos are popping up when you include this search. Also, search the name of your celebrity so you can see what is being said and how you might need to handle those situations – if at all.

Once you get an idea of what people want to see when they look up the keywords you have chosen, then you can begin to make a list of ideas for videos.

Or you might want to have your celebrity create a list of their favorite movies and videos, which they can then promote on YouTube in order to continue the establishment of their personality online. Sharing videos is akin to sharing status updates and other ideas online, just as you might with Twitter or Facebook.

Have a list, with your celebrity's help, of the sorts of videos you might post and then begin to create scripts to create these videos.

INEXPENSIVE VIDEO RECORDING

The good news about creating videos today is that it's easier than ever. Since technology is moving so fast, those video cameras, which were expensive to buy not so long ago, are now cheaper than ever. You can buy a small digital video camera, with the software built in for around \$100, for example. This will allow you and your celebrity to create videos in moments and then upload them to YouTube the same day.

Or using a webcam can be another option, helping your celebrity do the videos they want to do, without having to come to you. There are also some video recording features on cell phones, so your celebrity might want to try these out too.

What you can do is have the celebrity send you a lot of videos they have taken and then you can sort through them in order to post them as you see fit for things they're talking about already.

The take home lesson from this section is that you don't have to spend a lot of money to put videos on the YouTube site. In fact, the less you spend at first, the better. Focus instead on the content and entertaining or educating those who watch the videos – and then if things go well, then you can update and invest in a more expensive system of video capture.

EDUCATIONAL AND/OR ENTERTAINING

One of the things you need to figure out about your celebrity right now is the same question you've been asking since setting up their Facebook and

Twitter accounts – what is the point of the YouTube persona? Should these videos be entertaining or should they be educational?

If you stop to think about how your celebrity wants to be portrayed in the media, then you will find your answer. Obviously, if your celebrity is a comedienne, then you want to post funny clips. And if your celebrity wants to be taken seriously for their causes, then the videos will be primarily serious.

Here are some ideas that you can use:

- **Post videos of the celebrity doing what they do best**

If your celebrity is an actor, post videos of their acting work, for example. Having examples and videos of the celebrity in action will help to create a buzz.

- **Post videos of everyday events**

Like the postings about things that the celebrity does on their day off, these videos can be just a minute or two, giving those who come to the channel some insight into what the celebrity does many days.

- **Post videos of fans and reviewers**

This will also help to show those who might not be aware of your celebrity what others think of them.

The balance between educational and entertaining is a tricky one, since you don't want to be too over the top (unless the celebrity is over the top). You want to find out what people like and then make sure that you are posting more of those.

Watching the comments and the number of views will help you get a better idea about what people like and what they do not like.

CREATE A CELEBRITY CHANNEL

Yes, once you have some ideas and some time, you need to create a celebrity channel. This will be a place where all of the celebrity videos will be

posted, helping to have one location where a visitor can return to again and again.

This channel should use the name of the celebrity and the profile should be similar to the bio and the other information which is on their Twitter and Facebook accounts. The more you repeat the information about your celebrity, the easier it will be to find on the Internet.

The celebrity channel will allow your celebrity to feature different videos as well as store videos they want to share with others. This makes it a more interactive process than just posting links to videos and hoping for the best.

You can create a channel in just a few moments, much like you would any other social media account, with a clear name, some biographical information, as well as a valid email account. You can also add in links to the celebrity's Facebook page and their Twitter account, further spreading the word in this way.

With a channel for your celebrity:

- Your celebrity is easier to find and bookmark.
- Followers of the channel can subscribe to the channel to get informed about new videos when they are posted.
- You can add personality to the page with different backgrounds, designs, and arrangements.
- The channel can be organized into different kinds of videos.

The channel option in YouTube allows you to post five minute or less videos, as many as you like. If the channel becomes popular, then you might want to talk to your celebrity about upgrading to a partner membership.

This will let you post longer videos, but for many, this is unnecessary since most people online don't want to watch a movie or clip more than five minutes in duration.

SPREAD THE WORD

The setup process for YouTube is pretty self explanatory, so instead, let's focus on how you can get traffic to come and to visit this YouTube channel.

- **Post YouTube videos everywhere**

Cross marketing works. When you post links on Twitter and Facebook pages about your celebrity's YouTube account, people will visit it. If they like what they see, they will subscribe and tell others.

- **Tell all of your friends and family**

Getting noticed occurred when a lot of people watch the same video again and again. That's how YouTube decides which videos are hot and what are not. Encourage everyone you know to try to watch the videos at least once. This will get the YouTube video channel off to a good start.

- **Post the link on the celebrity website**

By posting regular YouTube links on the website as well as any celebrity blogs you might run, then you can spread the word and increase the number of times each video you post is played.

You can also use the scheduling Twitter tools to make sure your video is in heavy rotation when it first comes out. Try to include it on as many status updates as you can. And once the traffic counts go up, you will see the results.

OTHER SOCIAL MEDIA TOOLS WHICH CAN HELP

But Twitter, Facebook, and YouTube aren't the only tools you can use. Many celebrity social media managers will also look to these ideas for making sure that their celebrity is getting the attention they deserve.

- **LinkedIn**

This is a great marketing tool when your celebrity is reserved and wants to exude a professional demeanor.

- **Blogs**

Having a regular blog can be a time consuming commitment, which is why so many more people are looking to Facebook and Twitter. But if your celebrity is someone who likes to talk or has a lot to share, a blog can be a great place to set up more conversations about your celebrity. And then you can add this link to all of their other social media accounts.

- **Myspace**

Though Myspace has fallen out of favor in the last few years, if your celebrity is a musician, this is still the place where they will want to post their songs and events.



3

BUILDING YOUR PRESENCE FIRST



While you're ready to make everything about your celebrity, if you can't show your clients that you have already been successful in creating a market demand for yourself, then you might not seem like a very reliable person to hand over social media control to.

At the same time, if the celebrity finds you, chances are they are already sold on what you have to say and how you are saying it.

If you are completely new to the social media arena and you just poke around on Facebook for fun right now, it's time to get a crash course in branding yourself as someone to trust and someone to hire.

WHAT IS YOUR BRAND?

First of all, you need to know who you are so that you know how to sell yourself. For many people, they want to be everything to everyone, increasing their chances of being found by that perfect client who will love them. But instead of trying to be everyone, it's time to get more specific.

NICHE-ING YOURSELF

You want to find out what you can offer to other that no one else can. What do you possess that will make you someone that others want to follow? This doesn't have to be related to your celebrity at all. You just want to find something which will bring people to you.

Let's start with an example.

If you're a writer, you might think that's pretty dull. And if that's the only thing that you talk about, then yes, you might be lost in the shuffle of so many other writers in the world and online.

But if you were to talk about how you are a GHOSTWRITER, that's going to get the attention of people. First of all, it still shows that you are a writer, but it also makes those who are not familiar with ghostwriting want to learn more about what exactly this means to them and to their needs.

It starts a conversation which the other side will want to continue. You want to find one thing that makes you special. Maybe it's your crazy obsession with knitting or a need to color your hair every two days. Whatever it is, you want to find a way to set yourself apart from the rest of the world, even if there are hundreds of others like you.

- **Make a list of things you love**

Taking some time to think about what you really love about yourself and what you might want to spend more time on is where you begin.

- **Research others like you**

Once you have an idea of who you are and what you want to promote,

see how other successful people online have done it. What do their websites look like? Their blogs? Their Twitter accounts?

- **Find a mentor or example**

You will probably find one or two people who you think are close to doing what you wish you were doing right now with your branding. Try to do things similar to what they are doing. However, realize that copying is not the sincerest form of flattery online. It is the sincerest form of plagiarism.

THE ONE LINE BIO

Ideally, the biography that you have for yourself will be no more than one line. This makes it easy to fit on a business card or in a small profile box. In addition, you will be able to easily remember what you have said before, helping to make your identity congruent and believable.

You will need to spend some time crafting this bio, but if you look around the internet, you will find that there are many examples which can inspire you.

Other things to keep in mind:

- **Include keywords**

Just like with Twitter, Facebook, and YouTube, find words that you can include in your bio which will be searched by those who you want to have contact you.

- **Be witty**

Don't be boring in your bio. Though most people will forget your bio as soon as they read it, getting them to want to learn more is the goal. So long as your bio pulls someone in and makes them want to find out more, that's all you need to do. And wit makes a great first impression.

- **Change it up**

Though you might not change, your bio should be updated and fluffed up every few months. This will help you to look expansive and creative, not boring and dull.

WAYS TO SHOW YOUR BRAND

Here are some quick ways to ensure your brand shows up in everything linked to your name:

- Have one design theme/set of colors.
- Use your one line bio on everything about you online.
- Include your bio and your links at the ends of all of your emails and posts.

We'll talk about spreading the word in just a moment.

BLOWING YOUR OWN HORN

When you are trying to create a brand for yourself, this isn't just about talking about who you are and what you do. This campaign should also include how wonderful you are, how much people should want to know more about you, etc. This is a time and an opportunity to ensure that you are sharing the things which make you the greatest person ever.

- **Talk about accomplishments**

When something good happens to you (a new client, a raise, etc.), you need to spread the word via your various social media outlets. Let others know how cool you are and how cool others think you are.



- **Talk about clients, if you can**

If you can mention your clients by name, that's going to be all the better. Or talk with your bigger clients about whether they would feel comfortable with you talking about them, though not in the public arena.

- **Talk about your success in reference to others**

Another great way to talk about your success without sounding snobby is to talk about what you did and then thank a mentor in a public way. This will help you look like a good person who doesn't forget who helps them out.

- **Have your resume readily available**

If people want to know what you have done, your resume should be readily available to send to a person or it can be posted on your website. Update it regularly to ensure it looks like you are a success and you continue to be a success.

CITE YOUR EXPERIENCE

Of course, if you have experience in helping clients get noticed online, then this is something you need to sell. You might want to point clients to the areas where the other clients are being found or you can be coy and only talk about your clients in terms of vague details.

When possible, give references to clients who want to verify your experience level. Have them call the other celebrities or their agents to ensure that you are as good as you say you are.

If you don't already have celebrity clients, then talk about how successful your personal social media approaches have been – traffic counts, ROI, etc. This way, you can show with concrete figures their estimated success rate as well.

BE UNIQUE

If you're like everyone else, you're going to blend into the background like everyone else. Instead, find ways to make yourself stand out. Whether you dye your hair a strange color or you find catchphrases that only you use, find ways to establish yourself as unique and different.

Celebrities will also be more willing to trust someone who is confident in the unique person they are. So, if you have something unique that you want to share with others, make sure this is a part of the branding you do for yourself.

Include a picture of yourself on your website and in your marketing for yourself. Don't be a stranger to the celebrities you want to cater to. If you are passionate about certain causes, then make sure these are a part of your brand too. This is a time to accentuate the things about you that are YOU. And only you.

Other unique ways to be unique:

- **Have the same theme and colors for all of your materials**
Choose colors that are bright, but not obnoxiously bright. They will be more memorable and make you look unique.
- **Have a unique website structure**
If you can, make sure to create a website that doesn't look like other ones. Take time to research your competition and then be different.
- **Have a video to introduce yourself**
Though you might never meet your celebrity in person, you can introduce yourself by creating a video sort of interview for your website. In this video, you can talk about who you are, what you do, and why you do it. That will get you noticed.

GET YOUR NAME EVERYWHERE

You need to follow all of the same rules that you will have your celebrity clients following – Facebook, Twitter, and YouTube.

The longer you've been online, the more easily you will be able to establish your credibility and people will be able to see your name more often. But if you don't want to wait around forever, then you might want to start with some of the things that successful internet marketers do:

- **Find out your internet presence**

Using tools like <http://getlisted.org> and just searching for your name in a search engine, see how many times you come up as a result. If you don't see your name often, it's time to make some changes.

- **Start a website**

You need to create a website TODAY with your name as the domain name. This will encourage your name to be a possibility in the search engine. The website can be simple, no more than a few pages, giving some idea of who you are, where you can be found, what you do, your experience, etc.

- **Link a lot**

On your site, link to your various social media resources, i.e. Twitter, Facebook, etc. Make sure all of your pages also link back to themselves and to those social media outlets to increase your visibility.

- **Be active in social media**

If someone is looking to hire a social media manager and the person they are looking at only has ten tweets to their name, this is not going to inspire a lot of confidence. You need to make sure that you are using social media networks as often as possible. Tweet and update your Facebook constantly so that your name is on the internet as much as possible.

- **Have others talk about you**

Talk with some friendly bloggers about touting your services and recommending your skills. This will encourage celebrity clients to have faith in all that you do.

Your reputation needs to be out there in the eyes of all those who are on the internet so that you can not only change the way that you are perceived in the marketplace, but you can show a celebrity that their reputation can look like too.

Talk the talk, walk the walk.

4

TARGETING CELEBRITIES

It seems like are two groups of people – those who are celebrities and those who are not. And though it's easier to just give up and be someone who is not going to meet the big stars, if you want to find celebrities clients, you're going to have to learn how to mingle and how to get these celebrities to talk to you – and to allow you to talk for them.

HOW TO FIND CELEBRITIES



The good news is that in these days of less privacy, celebrities are just as 'out there' as regular people. They have Facebook accounts, email addresses, and they know that interacting with fans is a way to make sure they stay popular.

Now, for those celebrities who are very, very popular, you will want to find these celebrities through their agents. But when you have your sights on some of the more up and coming celebrities of the time, you want to go where they are.

GO WHERE THE CELEBRITIES ARE

It never hurts to search around the internet to see who the newer celebrities are. You can find these folks in all of the places you are normally watching: Facebook, Twitter, Myspace, etc. Look around to see who is trying to get famous and who is succeeding.

A great place to find the next big thing is on YouTube. Take some time to look at different videos to see who has posted good thing. When you see someone special, you know that you will have someone to market and

someone who will practically sell themselves. Good talents are always more appreciated than someone who thinks they're good, but they really aren't.

So, you will want to start keeping a list of all of the people you think have a talent. Since everyone also has social media pages to their name, you can link up with them and see what they are doing before you approach them with your services.

STAY UP TO DATE

You need to be up to date on the latest news about the celebrities you are following. Take some time to set up a Google Alerts system for yourself – it's free. All you need to do is to sign up for a Gmail account, then follow the menu at the time of the Google search engine page to find More, then Even More to find the Alerts feature. There, you can type in as many search terms as you like to find new celebrities you want to manage or you will find specific news about specific celebrities.

Either way, you will begin to see what these celebrities have to offer and what people are already saying.

This system will also come in handy when you are trying to keep up with their marketing campaigns. The more you know, the more you can share with the world, after all.

Subscribe to as many gossip magazines as possible as well as any trade magazines where your celebrity's face might be featured. You need to make sure you are ahead of the news as much as possible.

TALKING WITH CELEBRITIES

Once you've done your homework, it's time to get out there and begin to interact with your chosen celebrity or celebrities. You need to let them know what you can do, how you can help them, and how much more popular they could be if you were the one in control of their exposure online.

HOW TO GET IN WITH A CELEBRITY

You don't have to be a celebrity yourself in order to talk with one. All you have to do is:

- **Become their Facebook friend**

Adding a celebrity as a friend is easy and most of the time, celebrities will accept anyone who requests their friendship. If they already have a lot of friends, then you might want to join their fan page, though this celebrity might already have a good plan for their social marketing, it seems.

- **Follow them on Twitter**

Following celebrities on Twitter will help you to see what they are saying in just 140 characters.

- **Subscribe to their YouTube channels**

If the celebrity already has a channel, take some time to see what it's all about and what it's offering right now.

- **Talk with them**

Once you're already signed up in every way you can be, it's time to start the conversation.

CREATE A CONVERSATION

You want to interact with a celebrity in a smart way and that will get you noticed. Sounds pretty simple, doesn't it? When a celebrity is interacting with others, you might notice that most of the messages on their Facebook walls or Twitter feeds are from fans who adore them or who hate them.

They all blend together after a while.

But when you can be the voice that actually discusses things with them and who really wants to learn more about who they are, then you're going to get answers.

You're going to get noticed.

- **Comment on their work**

When they have just released a movie or they played a game or a show, show that you have been watching them by commenting specifically on it. This will separate you from a normal fan and it will cause you to get their attention. You don't want to gush, but you can certainly let them know that someone has been appreciating the work that they do.

- **Comment on their links and statuses**

If the celebrity is making the effort to post things, be someone who comments on most everything, even if you disagree. Show that you are reading what they have posted and that you want to be engaged with them.

- **Pass on their invitations and event postings**

If they have posted items about upcoming events and other interesting links, make sure to pass these on. Either 'Share' in Facebook or retweet in Twitter to spread their name around and show that you want to help them.

You can also try to direct message a celebrity in order to see if they will respond to you. But their email boxes are generally overflowing, so it might be best to just use the walls and the comments sections as well as Reply in Twitter. Short and sweet interaction.

You might want to direct the conversation a little to be more than just a 'hey you're cool' sort of comment. You might want to ask them questions and see how they feel about certain things that they are posting.

Try to see if you can get them to interact with you because once they start, you have a much better chance of getting them to be a client as well.

SHOWING WHAT YOU CAN DO FOR THEM

When you want to take on a celebrity as a client, you need to let them know that you are someone who can handle the job. While your online reputation is already stellar and ready for close scrutiny, it never hurts to help the celebrity see the impact that your marketing touch will have in the social media arena:

- **Start a mini-marketing campaign (and let them know)**

It never hurts to do a little pro bono work to show just how effective your social media skills are. By using the social media they already have set up – or by using your accounts – spread the word about the celebrity and then let them know you did this. They will see how effective you are and wonder if you can do this all the time.

- **Post videos on your YouTube channel, Facebook page, Twitter feed, etc.**

Again, go to your social media to post items about the celebrity you have already talked with to show just how many hits and comments they can get when they work with a social media manager.

- **Invite friends to their events to show how many contacts you have**

Using the contacts you already have, encourage them to see the celebrity at their engagements to help bring in more customers and viewers. In time, your friends won't have to show up since the celebrity will have established their own following.

You want to do a little work for the celebrity ahead of time or you might want to ask them whether you can market something for them. In doing so, then you can let them know what you think you can do for them, then they can see the results. As a result, you can offer yourself as a full time social media



manager and your client can begin to focus on their craft and not on the social media aspect.

5

TESTIMONIALS AND WORD OF MOUTH



Referrals – they can be your greatest source of pride as well as your greatest source of income when you're a social media manager. It's like that old commercial says, "One person tells another person, who tells another person..."

Before you know it, celebrities can come to you, hoping you can help them, if you're not too busy already. The truth is that referrals and testimonials are some of the best sources not only of business, but also of creating a buzz around you, even without tapping into Twitter about your latest adventure.

But how can you get celebrities to talk about you? What's in it for them?

MAKE THEM HAPPY

The first thing you need to do in order to make your celebrity clients talk about you is to make them happy. Scratch that – you need to make them happier than they ever thought possible. You need to make sure they have every reason to jump head over heels in love with you and with your marketing skills.

And this isn't as difficult as it might sound.

You already know how to get your celebrities attention, but now you need to figure out ways to help them see how great you and your work are for their careers.

Though there isn't much you can do about getting your celebrity the gig of their dreams, the more you can exposure them in the media and on the internet, the more you will boost their chances of being the next big thing in the world.

CREATE WEEKLY SUMMARIES

While you can tell your celebrity you're doing a good job, they don't actually know what that means until you show them what you're doing. Some celebrities might only judge your progress on how many jobs they're getting, but those kinds of results might take time.

Until the offers start rolling in, you might want to create a weekly summary sheet that you can show to your client to let them know what you've done, what it means, and how it's helping them.

Here are some things you can put on the summary:

- How many more followers they have on Twitter
- How many more friends and group members they have on Facebook
- How many hits they have on their videos on YouTube

It's a good idea to start keeping a chart of the hits the celebrity has gotten each day, tabulating them as they come up to help you create a strong case for your effectiveness.

Many websites will offer stat reporting, but the other sites you are using don't necessarily have these same tools. But creating a simple spreadsheet is a good way to begin to form a visual representation of what you do and how it's making a difference.

Though it might seem like counting the numbers every day is tedious, it is also going to help you see changes as they happen, just having a weekly tabulation isn't going to show you much.

Other things to include on weekly summaries:

- **Places where the celebrity's name has come up**

You can track this in the Google Alerts that you have already setup for keywords. Making a running list of the links and when things really begin to blow up in terms of the number of links, you can print out the pages from the Alerts list or use the Print Screen option on your computer.

- **News media write-ups**

Where they were, what they said, etc.

- **Reviews of celebrity's work**

If your celebrity has been in plays or movies, take some time to note how they were reviewed.

The weekly summary can be as detailed or as simple as you like. But when your celebrity wants to see the true results of your hard work, the more details you can add, the better.

SHARE GOOD STORIES

While you've collected the links about your celebrity in the weekly summary, you might also want to take some time to print out and to share good stories you've seen and heard about your celebrity.

It can be helpful to schedule a weekly email or phone call to share these sorts of tidbits, plus print up a copy of the stories so you both have a record of what you've discussed.

These stories might include:

- People who are talking about the celebrity in a favorable way.
- Media outlets that have been asking for interviews.
- Any other stories that might have popped up online as a result of any of the postings you've made.

True, you might not always have good stories to share, but that goes along with being famous. Every celebrity has rough times, but that doesn't mean you need to highlight these during your reports.

If there is a big crisis which happens and your celebrity is well aware of it, it might be good to create a report about how it was handled and whether people are still talking about it.

PASS ON COMPLIMENTARY EMAILS AND MESSAGES

Should you receive any complimentary emails, tweets, or messages about the celebrity, put them in a special book of kudos. This can be a virtual sort of message board or you can create a binder of the mails so that the celebrity sees what you have done and the impact it has had on the fan base they are trying to reach.

Everyone enjoys compliments, after all.

GO ABOVE AND BEYOND

Of course, the best way to ensure that your celebrity talks about you in a favorable way and refers you to their friends is to go above and beyond the call of duty when it really matters.

When you know the celebrity is up for a part or a gig, start putting out more information about them in the usual venues. If it's your celebrity's birthday or some other special day, then make sure to spread this far and wide (assuming they want people to know when they were born).

Ideally, you should be a person who is invisible to most, but you make your celebrity more visible than ever before. And you do this by thinking of every possible way to promote your celebrity and make them wanted by others.

Find things that you admire about your celebrity and make sure these are in the marketing materials, the websites, and on the blogs as often as possible.

While it might be the celebrity's time to shine, that shine will rub off on you too if you do it correctly.

GET IT IN WRITING

Whenever your clients think you have done a good job, ask them to write it down. Or you could simply limit your interactions to email (far simpler than other communication styles) and then save these up for your testimonials.

Your celebrity is going to be impressed with you when you do your job and you begin to spread the word about them. While you should also ask for feedback from them about what else you could do, asking for positive feedback helps you.

ASK FOR TESTIMONIALS

When you want to have some praise from your client, why not just ask? The worst they can do is say no, but those clients who are truly impressed with what you do will want to give you praise.

It will make you work even harder to make sure the celebrity is pleased, after all. Once a month, or so, ask the celebrity what you can write down for a testimonial. This will help you to bring in more business (be honest about that) and to ensure that you are getting more and more credibility in the social media management market.

Not only does this help you, but it also helps the celebrity.

When the celebrity is getting more attention for their work, because of you, it looks good for you too. It looks like you're a person who understands the celebrity and how to find good celebrities. Everyone wins.

Once in a while, it would be a good idea to ask for praise you can share with others. Show the celebrity what you want to share with others before you do and then make sure it's in as many places as possible on your website, your Twitter account, and your Facebook page.

REQUEST WRITTEN PRAISE

If your celebrity doesn't want to write out a testimonial, you could always do the work for them. Include the statistics that you can prove from your weekly summaries – i.e. 50% increase in Twitter followers over one month period.

This will show your value to others and the celebrity just needs to sign off on it before you post it for others to see.

The only caveat to this request is that some celebrities might think you're trying to find another job because you want to leave them on their own. If this isn't the case, make sure they know this. You will want to simply let them know that you are excited about the work you do (true) and that you

want to make sure that you are keeping your job security stable for the long run.

Also, it's a good idea to let your long term clients know that if you get overwhelmed with a new client, then you will defer to their needs before anyone else's needs. In this way, your primary and first clients will never feel as though you will move onto something bigger and better.

Well, not yet anyway.

CREATE A REFERRAL SYSTEM

A referral system works for other businesses, so why not allow it to work for you in your social media manager position? When you encourage people to tell others about what you can do for them, you're going to help everyone win. If you know how to do it right.

First things first, you need to make this offer something that's worth the while of your celebrity. Here are some tips to help encourage a celebrity to talk about you (in a good way) behind your back:

- Offer a discount on your services.
- Offer additional services for referrals.

The discount is the obvious way to encourage a celebrity to talk about your business and the benefits of it for other celebrities. By offering a percentage discount on services for a month, for example, you will save the original client money, but you're also taking on a new client, which means you will make more money overall.

Or you might want to give your existing client a free month of services for each new client they refer. It depends on your pricing schedule. You don't

want to give away too much time (or money), but you will also want to make the referral worth it.

Adding on additional services can also be a great way to add value to your price when a celebrity refers you to others they know.

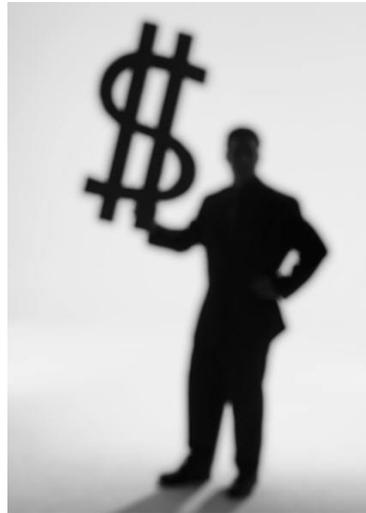
These services might include:

- Website management.
- One on call day per month.
- Marketing material writing or editing.
- Scheduling management.
- Additional promotional tasks.

The more you do for your celebrity, the more they will become famous and prosperous, so it's really in your best interest to help as much as possible. And the happier they are, the more referrals you will get, the more money you can make...

6

MARKETING ON THE CHEAP



When you are starting your own business, you want to spend as little as possible. The good news is that as a social media manager, you generally don't have to spend a lot of money in order to get started. Many people have started with a basic free website builder (i.e. Blogger or WordPress blogs), promoted themselves on a library computer, and then when they starting making money they started buying the tools they needed.

Marketing for your celebrity also doesn't have to cost a lot of money. In fact, most of the social media marketing tools online are free of charge, so long as you have a valid email address and are willing to give up some personal information as well as receive some spam emails.

It's not a bad trade. And the more you can market through these free sites, the more likely you are to get buzz generated for your celebrity, which is going to make them successful, which is going to make you successful.

FINDING FREE WAYS TO SPREAD THE WORD

The Internet is interested in making sure that you can market online without paying any money up front. Why? Because when you post items to their sites and these items become popular, the advertising dollars spent on the websites go up.

And the websites make more money.

To find new ways to market without spending any money, you should start by mastering the tools you already have. Once you are comfortable with those, when you can begin to create a web of marketing that will take over the internet, or at least it will seem to.

RESEARCH OTHER CELEBRITIES

Of course, if you want to learn how famous people got famous, you will want to watch what they have been doing (or what their social media manager has been doing, that is). Take some time to pick a few celebrities and then research everything they've ever done. Look at their social media applications to see what they post, how often they post, etc.

This is sort of like the study of an animal in the wild. You should be taking notes on what they're doing that you're not doing and then see whether the things they are doing work for them.

For a few months, look at three celebrities in the same arena as your celebrity to see how you can adjust the campaigns you have working out and then see if those tactics work too.

You might want to set up Google Alerts or have ways to follow all of these celebrities so that you can see what they're doing in nearly real time. Of course, if you've set things up right, you will already be following these other celebrities in Facebook and in Twitter, so this won't be any extra work for you.

Once you get an idea of what others are doing, then start signing up for the free marketing tools these celebrities use. And then you will see for yourself if things are working for you.

ASK VIA YOUR SOCIAL MEDIA NETWORKS

If you've already built up a healthy following on your own social media networks, then it's time to turn to the people to see what they have to say. Just post the question of what their favorite Internet marketing tools or social networking tools are and why.

People love to talk about what they do, so you're certainly to find out a lot about the tools you haven't tried yet, tools you haven't even heard of, as well as some complaints about tools that aren't worth your time.

Try to post this question and questions like this on your sites once a week to continue to get new answers about what else you can do for your celebrity to post information others need to know in order to keep your celebrity in the mind of as many people as possible.

RESEARCH ADVERTISING MAVENS

While you're already following other celebrities, you also want to look at what larger advertising companies and campaigns are doing. You want to look at the folks like Nike and LiveStrong to see how they manage their social media and how they use it to spread the word about their products and services.

These mavens are some of the biggest companies in the world and they didn't get to being so by just printing some advertisements in the local newspaper. They got big because they were willing to expand their reach in new ways, via the Internet.

Start researching these bigger companies to see what you can learn from them. You might want to start using these techniques that are currently being pushed in the social media outlets:

- Support charitable causes.

- Offer free videos, music, etc.
- Offer free guides and books.
- Hand out free pictures.

All of these add up to more exposure for your celebrity and they're generally free to offer out to others. And people like free stuff, so the more you can give out, the more they will want to come back to find out what else you have to offer them.

SITES YOU SHOULD BE USING

Now, the site for social media marketing tools you should and could be using right now shifts and changes every day. And it should. When there are millions upon millions of marketers online, there are bound to be millions of new ideas coming up at any particular time.

However since you want to take action as soon as you're done with this book, the best way to get started is to have a list of the places you should definitely use and sign up for in order to help your celebrity get noticed.

You might find that some tools are easier to use than others and some really don't help you out at all. No matter the case, it never hurts to have as many possible venues for spreading the news about your celebrity. You never know what's going to catch on fire and spread around the globe, securing the love and the devotion of your celebrity to your marketing genius, hopefully anyway.

Here are some sites you should use for marketing:

- Plaxo.com
- FriendFeed.com

- [Meetup.com](https://www.meetup.com)
- [Foursquare.com](https://www.foursquare.com)
- [Gowalla.com](https://www.gowalla.com)

These sites are much like Facebook in the way that you can connect with other users in order to share ideas, news, and other information. These can work well when you want to create a group of celebrities who can work to support each other.

When you want to create a more intimate setting than Facebook and these other network sites, you might want to go to [Ning.com](https://www.ning.com) and setup a group that others can join. These Ning groups can be set up in just a few moments and allow you or the celebrity to discuss things with other fans. Just checking into the user-friendly site once a day will help to create a closer connection to fans in the local area or just fans who want to keep their obsession with a celebrity off of the more public sites.

Having a blog is another way to create an ongoing conversation between the celebrity and their fans. Most blogging platforms are simple and they are free.

- [Blogger.com](https://www.blogger.com)
- [LiveJournal.com](https://www.livejournal.com)
- [Wordpress.com](https://www.wordpress.com)
- [Posterous.com](https://www.posterous.com)
- [Tumblr.com](https://www.tumblr.com)
- [Weebly.com](https://www.weebly.com)

On these blogs, you can create simple posts about what's going on in the life of the celebrity and THEN you have a blog link that you can then post in all of

the different marketing tools you already have setup. It's a simple way to link back and forth across the internet, for free.

These blog postings can also be used to create content for article sites. If your client is an expert at something, for example, they can extend their reach by submitting (well, you can submit them) their articles to a number of free article sharing sites:

- Ezarticles.com
- Akgmag.com
- Squidoo.com
- Hubpages.com

These articles will then have their own permanent links which you can post whenever you feel your celebrity needs a boost in their PR department.

When your celebrity wants to showcase more than just their thoughts, you can use these sites for different purposes:

- **Twitpic.com**
Photos for Twitter
- **Flickr.com**
Photo sharing
- **Picasa.com**
Photos
- **12seconds.tv**
Sharing 12 second videos
- **Blip.fm**
Sharing music clips

These sorts of sites will help you showcase your celebrity in different ways, which often results in the links being shared among different platforms by other people.

And you can pass these links around all of the social networking tools you already have working for you.

BALANCING MORE MARKETING VENUES

Of course, you can see where you might begin to get swallowed up by all of the marketing venues that are available. To help you balance out the work you have to do, there are a number of tools which can help you monitor all of these sites to ensure that you are posting all you need to post and that you are responding to responses.

- Tweetdeck.com
- Hootsuite.com
- EasyTweet.com
- Socialloomph.com

This is just a small sampling of the ways that you can watch and update all of the various Twitter accounts, Facebook accounts, and other places where you are marketing. Managing them all at once will save you time, effort, and energy.

7

MANAGING THE CAMPAIGNS AND GETTING PAID



Once you have your clients and you're setup with all of these Internet marketing accounts, how do you balance it all? That's the million-dollar question. In the beginning, you may not manage it well, you may find yourself staying up late in the night, trying to keep up with everything.

And then you'll begin to realize this isn't a sustainable way to run a business, any business.

You need to learn the secrets right now of you to manage this workload in such a way that you can be creative, energetic, and motivated each and every day. You want to live the life of your dreams, not complain about your work because you're not managing your campaigns well and you're not getting paid what you're worth.

ON YOUR OWN

At first, when you only have one client, it's going to make the most sense to try to manage your clients on your own. After all, you want to learn as much as you can about marketing and hands-on training is the best way to do it.

This will also help your client trust you and your work as they see that you are the one in charge of all of the details.

When you're on your own, however, you might want to find ways and systems to ensure that you are managing your work well and not setting yourself up for burnout or for disorganization.

Here are some tips to ensure you are balancing everything well when you don't have help:

- **Create spreadsheets**

On a basic spreadsheet, you will want to keep track of all of your passwords, accounts, as well as anything else you need to know. On one page, have this information, then on the next page, have a list of the links you have posted, where you posted them to, etc. And on another page, create monthly charts of how many followers you have day today.

- **Use calendars**

Yes, it's time to get organized when you're working with a high level client. You need to create a calendar system on which you can place certain events and activities you want to promote, when you want to start promoting them, etc. You might also want to keep track of special dates (other celeb birthdays, for example) to ensure these don't get missed.

- **Pre-write marketing messages**

If you have taken advantage of a blog and you want to create small tweets and links to post on sites, write these as soon as the articles and other links are created. This way, all you have to do is to cut and paste them into your accounts.

Having the weekly summary to send to your client each week will also help you keep track of what you are doing and how you can do better each week.

Some social media managers also like to include a list of goals on this weekly summary so they have a direction to take the following week, based on what's happened the previous week.

WITH FREELANCERS

If you're finding you can't keep up with the pace of your social media marketing campaigns, it's time to bring in help. You can find a number of freelance writers who will be able to help you with your work. Go to sites like these to find people to work for you:

- Guru.com
- Elance.com
- Freelancer.com
- oDesk.com
- ExquisiteWriting.com

Post a job description (leaving the name of your celebrity out of the ad) and see if you can find people to take on some of the more menial tasks for you. For example, you might create all of the links and the postings, but then have freelancers actually post them for you.

When the freelancer has proven they can do this without issue, then assign more and more tasks, freeing up more of your time to bring in new clients and to make more money.

Just be certain, as you would have with the celebrity yourself, to have all of your freelancers work as independent contractors so that they have to handle

their own taxes and insurance, at least until you can pay them for these costs or have a payroll department.

Have the independent contractors sign a non-disclosure agreement that will legally bind them to keep the identity of their employer a secret. This will stand up in court should the freelancer decide to spill the stories at a later time.

Here are some things to look for in a good freelancer:

- Someone who is interested in celebrities.
- Someone who has a social media presence.
- Someone who is available and communicative.
- Someone who is willing to learn.

The relationship between yourself and your freelancers can be an easy one or it can be difficult. It never hurts to have a trial period to see if you can work with someone else or if you need to think about another situation.

You can also manage your co-workers via online systems like Basecamp (37signals), Google calendars, and other scheduling systems. You will be able to share tasks with the writers and then see their progress without having to email constantly or pick up the phone.

PRICING YOUR SERVICES



But what do you charge a celebrity for your services? If you're not sure about this part, you're not alone. Many new social media managers under price themselves as a result – and you don't want to do that.

Ideally, you will price your services at an hourly rate. Some feel that \$25 an hour is reasonable to start out, but as the

celebrity gets more popular and the campaigns get more successful, it's not unreasonable to charge \$100 an hour.

Think about all of the tasks that you will be doing and list them out for the celebrity, along with the estimated times per day you will do each one. These tasks might include:

- **Communication**
Emails, message boards, etc.
- **Consulting**
Direct communication with celebrity.
- **Social media**
Tweets, posts, link sharing, etc.
- **Blogs**
Creating blog posts, sending out links, responding to comments.
- **Videos and Music**
Creating the downloads, then uploading them to the sites.
- **Reputation management**
Watching for things that need to be controlled online, i.e. rumors, fiascos, missteps, etc.
- **Spam Management**
Getting rid of spam messages and other spam content.

As you can see, there are a number of tasks you will do which can add up to thousands of dollars, if not more, in wages for your celebrity. They are getting a lot for the money they are paying.

Here are some ideas as to what you might charge:

- \$250 for a consultation to see what the celebrity wants.

- \$150 to setup the networks and \$500 for management of one network.

It makes sense to charge more if you have more networks to manage since it will take more time and it will cause you to work harder to manage them all at the same time.

It makes sense to create a tiered system:

- 1 network: Setup fee + monthly management fee.
- 2 – 3 networks: Setup fee + doubled fee for monthly management

The more networks you manage and the more updates the celebrity wants on a daily basis, the more you should charge. This will allow you to weed out people who aren't able to pay the money, and it will add value to your services since you do charge a premium rate.

Don't be surprised if you have only a few clients at first, slowly as your work gets results, you will begin to see more networks being added to your daily schedule.

INVOICING YOUR CLIENTS

To invoice clients, it's a good idea to establish this system right from the start. Paying via PayPal or check are the most popular ways to manage money, but you might opt for another payment system if it works better for you.

You should setup a simple contract at the beginning of your services, outlining what you will do, when you will do it, and when you expect to be paid. For example, you might state that you will be paid on the 1st of the month for the previous month's services.

It will be clear from the start that this is the arrangement. Have you and the celebrity sign this, or a representative for the celebrity. You will then have the document in hand should anything go wrong in the future. You should have a copy and the celebrity should have a copy.

Now you know everything you need to know to get started working for the stars! Good luck, we wish you great success, and most importantly, have fun with your new job.