

## JUST the TIP



#### Level up your social media in 10 minutes



With RAVI ROTH

@RaviRoundTheWorld



## What's Your WHY



Understanding our WHY as a business lets our audience know exactly who we are

WHY now
WHO cares?

## We gotta get Specific AF

#### WHY YOU?

I am the voice of the LGBTQ future, I embody Millennial and Gen Z travelers with my innate curiosity while brands & DMOs around the world hire me to tell their story through my lense.

#### WHY NOW?

There are 69 countries where homosexuality is illegal so until we have equality for all we do not have equality at all.

#### **WHO CARES?**

Women, gay men, straight men who want to laugh, baby boomers who want to travel, Gen Z to learn about destinations and brands.



## What is a fab 5?

5 super-specific qualities that represent your social media online presence.

#### GENERAL

- Funny
- Aspirational
- Warm
- Over it
- Bold



#### SPECIFIC AF

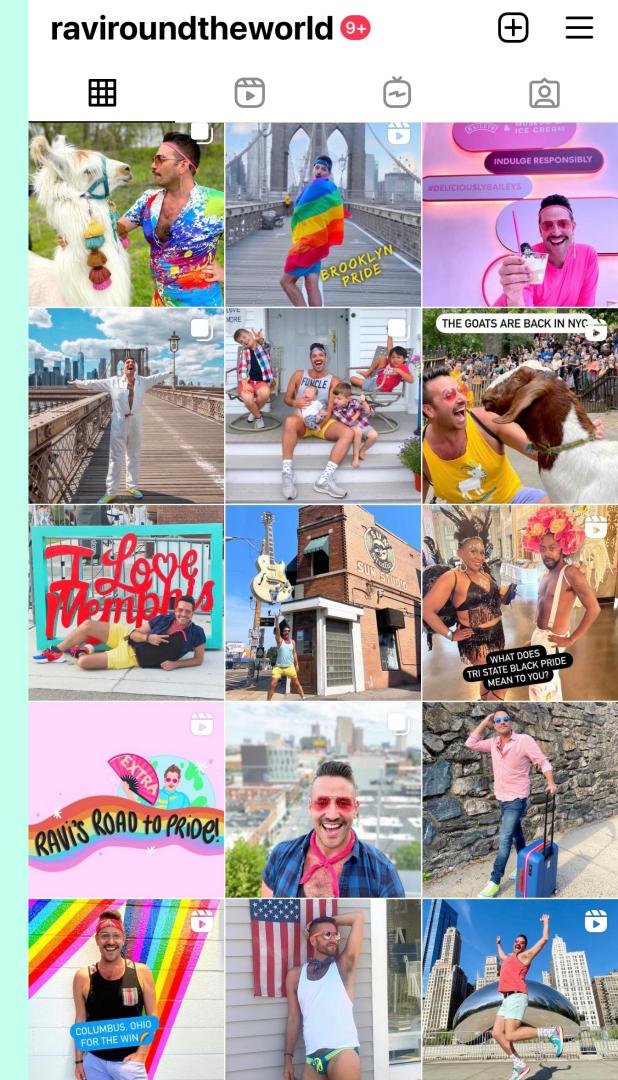
- Hilarious
- Vulnerable
- Uplifting
- Self Depricating
- EXTRA AF



#### EXAMPLES

if someone screenshots your social does your fab 5 read?

- Hilarious
- Vulnerable
- Uplifting
- Self Depricating
- EXTRA AF



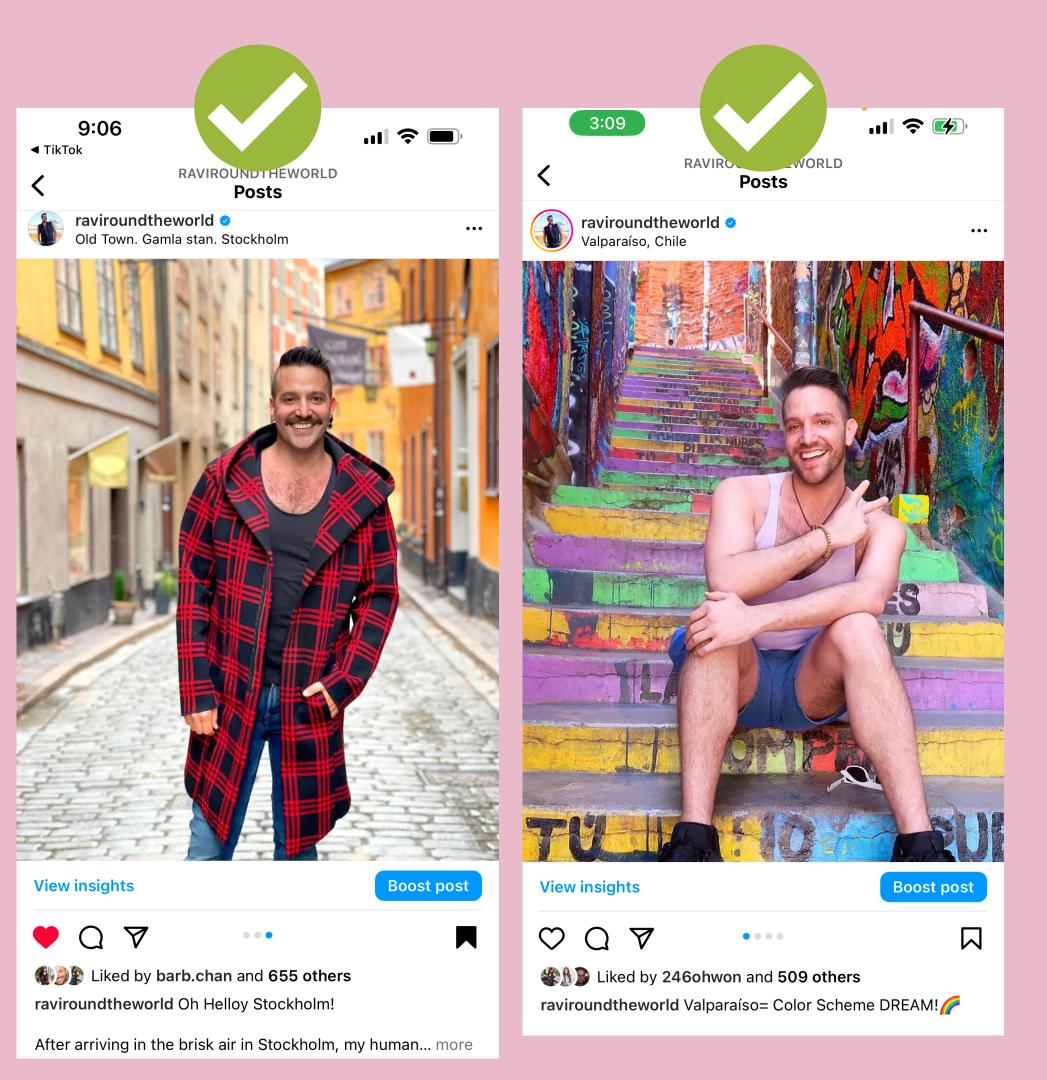
## What is in your FAB 5?

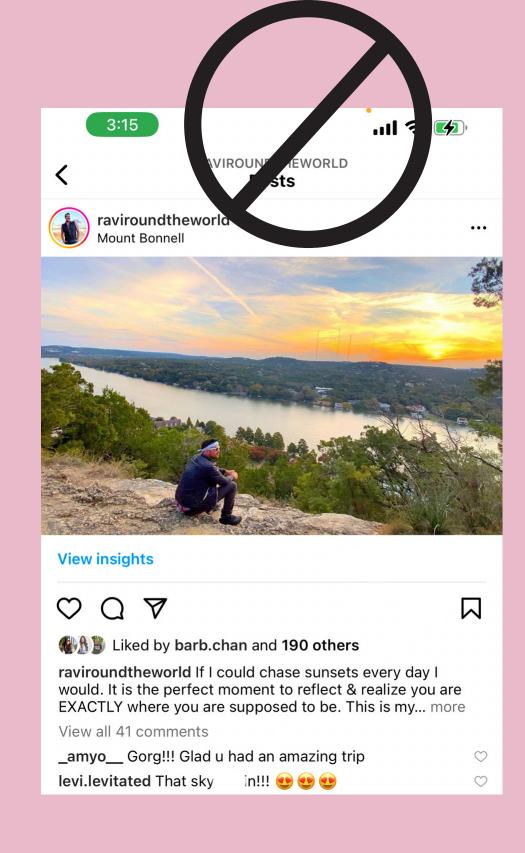
#### **Be Specific**

- Online Personality = what you want the world to see
- If unsure ask a member of your team
- Will someone book a tour after looking at your social?
- If someone took a screen shot of your IG would your fab 5 reflect your company?

#### INSTAGRAM GRID PIX

- **Vertical** over *horizontal*. Do not play the YouTube Thumbnail Game.
- WHY? Sharing to stories is awkward with so much dead space
- TAKE UP REAL ESTATE HENNY!
- Grid Aesthetic Authentic OVER Aesthetic
- SS Sharable Savable
- CALL TO ACTION Ask a question in every post. Make it about US not just YOU!
- Caption Be mindful- be engaging- don't be self indulgent! Always leave a CALL TO ACTION
- Hashtags 5-8 super specific





## Don't be like this YOUTUBE THUMBNAIL

#### CAPTIONS & INTERACTIONS

- What is your CALL TO ACTION
- Is your post giving the SS Savable, Sharable
- Is your post adhearing to your fab 5
- Does your post reflect your WHY
- Be unique in sharing your Company/Story
- Giveaway/Partner with influencers to grow
- ENGAGE with COMPETITION, NON-followers

### REELS/TIKTOK

- You DON'T NEED TO DANCE you DON'T NEED TO TWERK
- Shoot Vertical not YouTube Thumbnail
- GIVE VALUE: Educational, Informational, trends, tips, market, advertise BUT be weary to advertise ON THE NOSE. Think Outside the box
- For Ideas go to Title-Generator.com and type in your niche
- BE CREATIVE \* GET TO THE POINT
- ALWAYS add a cover photo on IG
- Find native sounds in each APP
- Add in Closed Captions if speaking

- Are you adhearing to your fab 5?
  Is your WHY still process.

#### title-generator.com

- 2 Ways You Can Use GAY TRAVEL To Become Irresistible To Customers
- It's All About (The) GAY TRAVEL
- Use GAY TRAVEL To Make Someone Fall In Love With You
- Why You Never See GAY TRAVEL That **Actually Works**
- You Can Thank Us Later 3 Reasons To Stop Thinking About GAY TRAVEL
- The GAY TRAVEL Mystery Revealed
- Should Fixing GAY TRAVEL Take 60 Steps?
- What You Can Learn From Bill Gates **About GAY TRAVEL**
- Top 10 Tips To Grow Your GAY TRAVEL
- **GAY TRAVEL Iphone Apps**
- The Ultimate Guide To GAY TRAVEL
- How To Start GAY TRAVEL With Less Than \$100
- 14 Days To A Better GAY TRAVEL
- What Alberto Savoia Can Teach You About **GAY TRAVEL**
- Why I Hate GAY TRAVEL



# Slide in my DM's

Was this overwhelming? Remember you do not have to do this. It is all a suggestion. You can also outsource to someone who can help grow your social presence. Do you want more? Slide in my DM's to schedule a consult. If our brands align who knows? We may be able to create magic!

Regardless keep kicking ASS!



@Raviroundtheworld





