

The



A to Z

of

SOCIAL

# A

## Attraction

' the action or power of evoking interest in or liking for someone or something.'

You can achieve this by being you, sharing and engaging with your content.

# B

## Belief

' trust, faith, or confidence in (someone or something).'

You can achieve this by just getting started or having a chat with someone you trust that can make the move to social easier.

# C

## Content

**' something expressed through medium, as speech, writing, or any of various arts.'**

**This is the GOLD that elevates your presence on social. This gives you value and your audience information.**

# D

## Desire

' a longing or craving, as for something that brings satisfaction or enjoyment.'

This can be achieved by creating content to your network that they enjoy seeing. This is two-way as you also crave content

# E

## Engage

' the act of engaging or the state of being engaged; involvement.'

This is what you do with your active social presence. You network and engage with people that interest you.

# F

## Flow

' a smooth even  
movement : stream  
the flow of conversation  
a flow of information.'

As you develop skills in content creation and curation, the strategy and flow of what you produce will become easier to define.

# G

## Giving

**' cause or allow  
(someone or something)  
to have or experience  
(something) you provide'**

**This is about providing your network with  
you, your knowledge, help and support  
through discussion and engagement.**



# H

## Human

**' representative of or susceptible to the sympathies and frailties of human nature.'**

**H2H is what social media is about. Be kind, compassionate, empathetic and build relationships by engaging with people.**

# I

## Insight

' an understanding of relationships that sheds light on or helps solve a problem'.

Your content should be able to give insight and knowledge to your network, friends, prospects and buyers. Business & Personal.

# J

## Jungle

' a confused or disordered mass of objects or complex character : jumble.'

**Social media is a noisy and crowded place. Strategy, coaching, with focus on behaviours and habits can help you stand out.**

# K

## Kevin

' a male name of Irish origin that means Handsome, Beautiful.'  
Irish spelling Caoimhín.

Hi I am Kevin Milne. Social Selling Coach.  
You can choose to believe the above if you wish. Google said so, so it must be true.

# L

## Listen

**' to hear something with thoughtful attention : give consideration.'**

**A key skill in your social media armoury. Always be listening to others, your network and show and interest in what they say.**

# M

## Message

**' a discrete unit of communication intended by the source for consumption.'**

**On social media, your message in how you portray your content and yourself is vital. To understand what you do and who you are.**

# N

## Network

**'interact with others to exchange information and develop professional or social contacts.'**

**Your network is the key to making your social media time worthwhile. A trusted network can elevate and support you.**



## Omnichannel

**' a multichannel approach, focusing on providing seamless customer experience.'**

**Your content strategy and message should be fit for purpose and built to work across multiple social media sites.**



# P

## Prospecting

' is defined as the process of initiating and developing new revenues.'

This is fundamental of digital sales and social selling. If you provide useful content, and prospect at scale, conversations happen

# Q

## Quality

' the standard of something as measured against other things of a similar kind; '

You content and delivery on social should be clear, with a good message and quality context behind it. Your network will engage and want to see and hear more.

# R

## Respect

'have due regard for (someone's feelings, wishes, or rights of others).'

Social media has over 756 million subscribers. We all have a place and being respectful on the platform is required.

# S

## Sales

' a contract between the buyer and the seller of the particular good or service in question '

At the heart of Digital and Social Selling is Commercial interactions, Revenue and Partnerships. Relationships are formed. We don't sell on social, we tell.

# T

## Trust

**' firm belief in the reliability, truth, or ability of someone or something.'**

**Trust is vital as you grow your network of contacts on social media. They have to lean into you, your knowledge and personality.**

# U

## Unity

' being together or at one with someone or something; word for togetherness.'

If you make this platform your choice of to engage with prospects and build a trusted network, then they will form that.

# V

## Video

' the recording,  
reproducing, or  
broadcasting of moving  
visual images.'

Videos are a great way to show people who you are, what you are about and get to know about your visual identity in person.

# W

## Willpower

' ability to control yourself : strong determination allowing you to do something '

Social Media can be a noisy, large and scary place. Stay in your lane and be yourself, with control, consistency and pace. Keep at it.



# X

## Xenail

' constituting relations  
between host and guest  
and persons of different  
cities '

**Social Media is a global phenomenon. It has changed the world. You can meet anyone, anywhere, anytime on social. Respect all.**

# Y

## Yourself

' to behave in your usual manner, not in a way you think other people might like '

You must try to be yourself on social media. This way we can lean into you as a person and not someone false. This gains trust.

# Z

## Zoom

' a platform for having in person digital and commercial conversations '

If you follow the steps outlined in the first 25 letters of the Social A-Z then this is what you will be doing next. Revenue is the GOAL.

# The End



The **A-Z** of Social