

# HOW TO GET STARTED ON SOCIAL MEDIA

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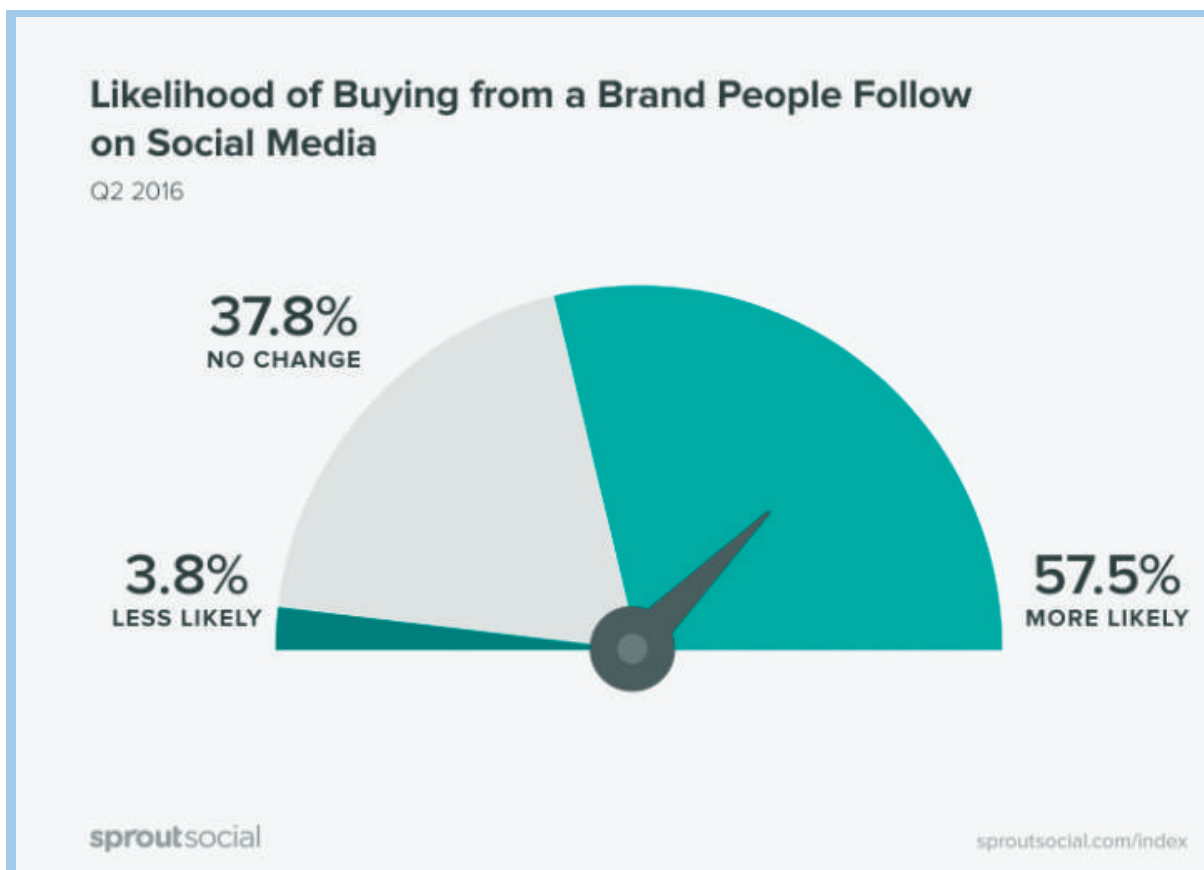
**IB Edition**

# Why social media matters

Whether you're well-versed in social media or new to this exciting world, chances are you understand the importance of being active on platforms like Facebook and Twitter.

Social platforms like Facebook, Twitter and Instagram that started out as hubs for sharing news updates and staying in touch with colleagues, friends, and family, have evolved into tech behemoths any business (and company) must add to their marketing mix.

If you think social media is 'nice to have', think again. This survey by Sprouts Social shows that over 57% of individuals are more likely to buy from a brand they follow on social media. Furthermore, 71% are more likely to buy after a positive social experience.



This guide will present a simple step-by-step process that will help you set up your social media presence as an Introducing Business, get some following, and start marketing your services. Let's get social!

# Set your social goals

If you want to succeed in social media, you need to set SMART goals. (SMART = specific, measurable, achievable, realistic and timely).

Here's an example of a well-defined goal:

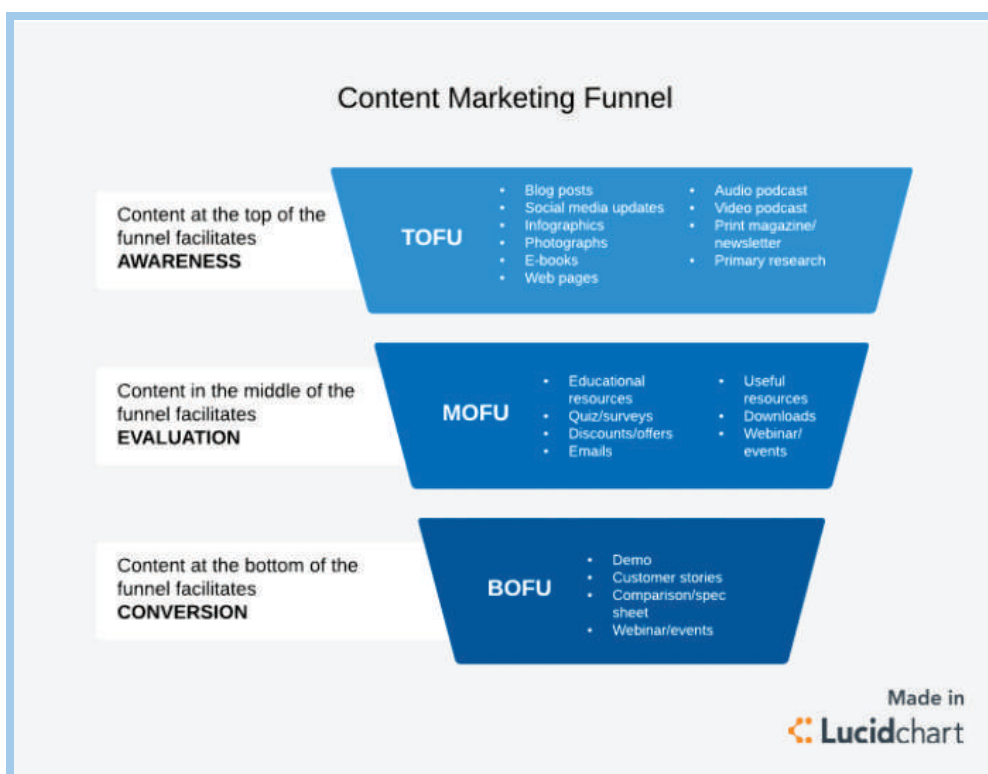
'By next December I will have a large following on Twitter, at least 50K followers, that will visit my website, engage with me and spend at least \$10K per month on my programs.'

And here are three great ways to set social goals:

## 1. According to your content funnel

Content marketers (including you!) like to take users through various stages of engaging with the content: Awareness (top of funnel), evaluation (middle of funnel), and conversion (bottom of funnel). The deeper a user is down the content funnel, the more targeted the content will be. Based on this funnel you can create goals like:

- ◆ Move users from awareness into evaluation.
- ◆ Move users from evaluation into conversion.



# Set your social goals

## 2. Study the competition

You're certainly not the only IB on social media, so go ahead and research your competitors. Look for the successful ones who have a large following and many comments, likes and shares. What platforms do they use? How often do they post? What does their bio say? What do they talk about? What are they trying to achieve? Study them, get inspired, and make a better plan.

The image displays two side-by-side screenshots of social media posts. The left screenshot shows a post by 'Thulane Forex Vilakazi' dated July 21, 2021. The post features a photograph of a man in a patterned jacket standing next to a black SUV. The text of the post reads: 'Dreams are free bringing them to reality needs mental muscle, a thinker and believer.' The post has 474 likes, 14 comments, and 4 shares. A comment from 'Thabang Hlungwane' says 'From what i know,nothing is impossible with you...danko grootman'. The author replies: 'Thabang Hlungwane hola my dawg'. The right screenshot shows a post by 'Forex Trading' dated June 20, 2021. The post title is 'FOREX STRATEGY : forex trading a trend following system anyone can learn'. It includes a video of a candlestick chart with a blue shaded area and a downward-sloping trend line. The post has 107 likes, 401 comments, and 161 shares. A comment from 'Ken Thuraira Ken' asks 'How do I start trade on forex?'. The post interface shows options to Like, Comment, and Share, and a 'Most relevant' filter.

# Set your social goals

## 3. According to your industry

Each industry presents different social media challenges and goals. Real estate agents may want to engage with prospective buyers, while hotels would strive to attract guests. In the financial industry you'll need to consider the rules and regulations of each social network according to your country. You may also want to:

- ◆ Build an engaged community
- ◆ Humanise your brand and increase member loyalty and trust
- ◆ Generate positive reviews
- ◆ Build your brand and show yourself as an industry expert
- ◆ Network and build professional connections
- ◆ Build your list by offering free content, webinars etc.
- ◆ Sell courses, seminars, training etc. (advanced)

So go ahead and write down 4-5 main goals you'd like to reach with social media.

**How to write SMART Goals**

<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
<b>Specific</b>	<b>Measurable</b>	<b>Achievable</b>	<b>Relevant</b>	<b>Time-bound</b>
Provide a clear description of what needs to be achieved.	Include a metric with a target that indicates success.	Set a challenging target, but keep it realistic.	Keep your goal consistent with higher-level goals.	Set a date for when your goal needs to be achieved.

perdo

# What to post about

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The content you will post about should be aligned to your goals. For example, if your goal is to grow a community, focus on posts that start conversations and spark reactions and comments.

While you can see what happens and just talk about what comes to mind, it's better to plan. Come up with about five topics, or content types. For each one, prepare a list of post ideas. This way, you'll never run out of things to write about.

Examples:

1. **Educational:** *How to, trading stats, biggest mistake traders make, trading sessions*
2. **Personal:** *Introduce yourself, fun facts about me, behind the scenes, meet the team, your wins*
3. **Community:** *Ask questions to get comments, ask for advice, survey, play a game, help people*
4. **Promotional:** *Webinars, live training, product tutorials, tips and tricks, giveaways, coming soon*
5. **Client focused:** *Client photos, testimonials, before and after, success stories*
6. **Entertaining:** *Holidays and events, memes, video trends, this time last year, quotes*

Content types can also be according to medium – video, photo, live broadcast, screen-cast, survey, text-based post.



# Choose your social platforms

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There are various social platforms available, and you may feel like being EVERYWHERE. It's not a bad idea if you have a social media team that can handle it. Social media marketing is time consuming, so if you're a one-man band though, you will need to focus on 1-2 platforms.

Here are a few questions that will help you choose the right social platforms:

- ◆ Am I comfortable with this platform?
- ◆ What's the learning curve, or how long will it take me to get results?
- ◆ Have I achieved results in the past using this platform?
- ◆ Have I got significant following/many contacts in this platform?
- ◆ Is the platform a good fit for my audience in terms of popularity, demographics, content type, general sentiment etc.
- ◆ What advertising options are available on this platform?

Here are the social platforms that work well in the trading/financial/forex industry:

# Choose your social platforms

Social platform	Active users	By gender	By age	Marketers need to know
LinkedIn	<b>+790.4M</b> SA 7M NG 3.9M KE 1.7M	56.6% male 43.4% female	20% 18-24 <b>60% 25-34</b> 17% 35-54	Best for connections, networking, and lead generation. High engagement, advanced learning and publishing tools.
Facebook	<b>+2.8B</b> SA 21.3M NG 27.1M KE 7M	56.5% male 43.5% female	18% 18-24 26% 25-34 <b>32% 35-54</b>	User growth is winding down. Robust advertising platform (includes Instagram). Powerful Group & Page tools for branding and growing a community.
Instagram	<b>1.22B</b> SA 6M NG 6.4M KE 2.2M	51.6% male 48.4% female	<b>31% 18-24</b> <b>31% 25-34</b> 16% 35-44 8% 45-54	Highly visual and aesthetic. High engagement and selling potential. Post short reels & stories at least once a day.
Twitter	<b>211M</b> SA 9.3M NG ~40M KE 1M	70% male 30% female	17% 18-24 <b>38% 25-34</b> 21% 35-49 17% 50+	News orientated, fast paced. Simple and liberal. Many traders use it. High engagement, immense potential for organic growth, requires 5+ posts per day. Advanced monetization tools.
YouTube	<b>2B</b> SA 16M NG 5.3M	56% male 44% female	14% 18-24 21% 25-34 16% 35-44 12% 45-54	A search engine at heart. Mega popular. Use it for brand authority and to display your longer videos. Must be instrumental in your video strategy.
Telegram	<b>550M</b>	59% male 41% female	22% 18-24 <b>31% 25-34</b> 21% 35-44 18% 45-64	A private, powerful messenger. Rapidly growing. Create channels and groups with unlimited members. Many traders use Telegram to broadcast signals and show off their trades.
TikTok	<b>1B</b> SA 9M NG 9M	44% male 56% female	<b>45% 18-24</b> 32% 25-34 13% 35-44 10% 45+	The short-video app is spreading like wildfire, overshadowing Instagram and Facebook. Although the core users are Millennials, 30+ users are also discovering the app. It requires creativity but rewards with high engagement and selling potential. Strict guidelines for financial products.

Sources: Statista.com, influencermarketinghub.com, blog.hubspot.com, hootsuite.com/resources/digital-trends



# Get inspired

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Here are some inspiring examples of trading social accounts to whet your appetite:

[Forex Leverage: 90% Of Beginners Make This Mistake When Trading With Margin...](#)



[Day Trading Strategies for Beginners: Class 1 of 12 by Ross Cameron](#)



# Get inspired

<https://www.facebook.com/tradingview/>

**TradingView** February 10 at 4:14 PM · 🌐

Interest Rates (white) vs Inflation (red)  
uhhhh




925 41 Comments 278 Shares

Like Comment Share

<https://www.facebook.com/BinanceAcademy>

**Binance Academy** July 30, 2020 · 🌐

What Is Technical Analysis?  
Technical analysis (TA), often referred to as charting, is a type of analysis that aims to predict future market behavior based on previous price action and volume data.  
See More: <https://academy.binance.com/.../what-is-technical...>



ACADEMY.BINANCE.COM

**What Is Technical Analysis? | Binance Academy**  
Technical analysis (TA), is a type of analysis that aims to predict futu...

40 13 Comments 9 Shares

# Get inspired

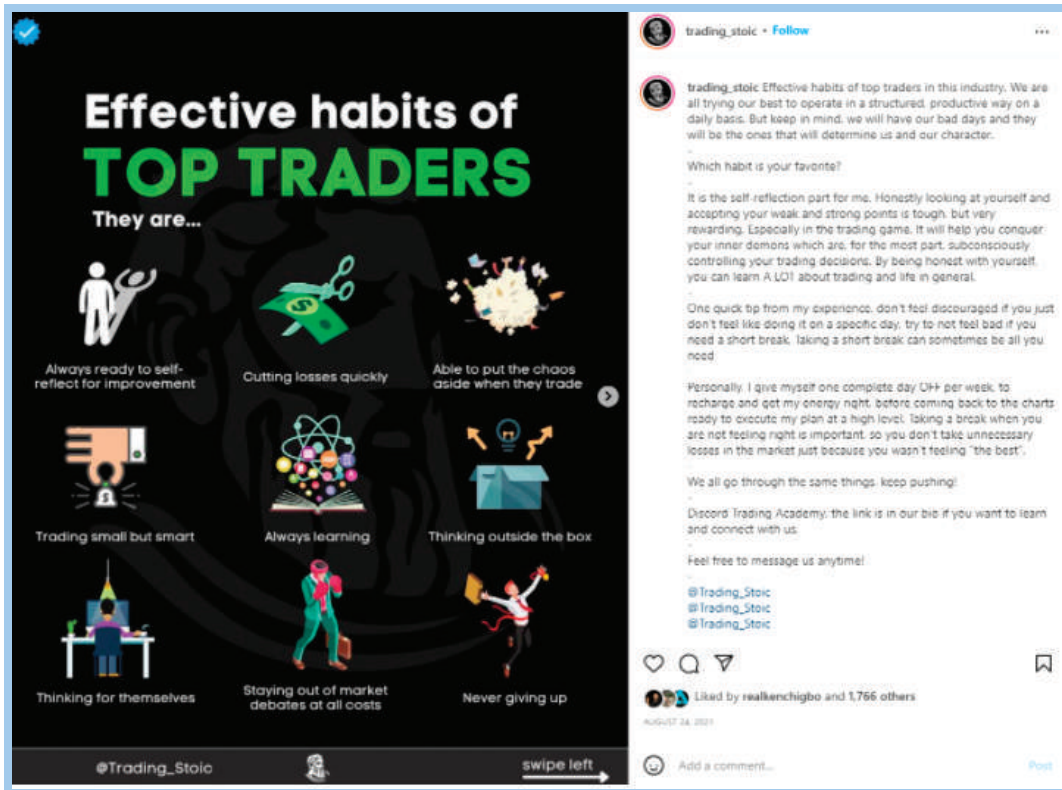
<https://www.instagram.com/tradingwalk/>





# Get inspired

[https://www.instagram.com/trading\\_stoic/](https://www.instagram.com/trading_stoic/)



**Effective habits of TOP TRADERS**  
They are...

- Always ready to self-reflect for improvement
- Cutting losses quickly
- Able to put the chaos aside when they trade
- Trading small but smart
- Always learning
- Thinking outside the box
- Thinking for themselves
- Staying out of market debates at all costs
- Never giving up

@Trading\_Stoic swipe left

trading\_stoic • Follow

trading\_stoic Effective habits of top traders in this industry. We are all trying our best to operate in a structured, productive way on a daily basis. But keep in mind, we will have our bad days and they will be the ones that will determine us and our character.

Which habit is your favorite?

It is the self-reflection part for me. Honestly looking at yourself and accepting your weak and strong points is tough, but very rewarding. Especially in the trading game. It will help you conquer your inner demons which are, for the most part, subconsciously controlling your trading decisions. By being honest with yourself, you can learn A LOT about trading and life in general.

One quick tip from my experience, don't feel discouraged if you just don't feel like doing it on a specific day, try to not feel bad if you need a short break. Taking a short break can sometimes be all you need.

Personally, I give myself one complete day OFF per week, to recharge and get my energy right, before coming back to the charts ready to execute my plan at a high level. Taking a break when you are not feeling right is important, so you don't take unnecessary losses in the market just because you wasn't feeling "the best".

We all go through the same things, keep pushing!

Discord Trading Academy: the link is in our bio if you want to learn and connect with us.

Feel free to message us anytime!

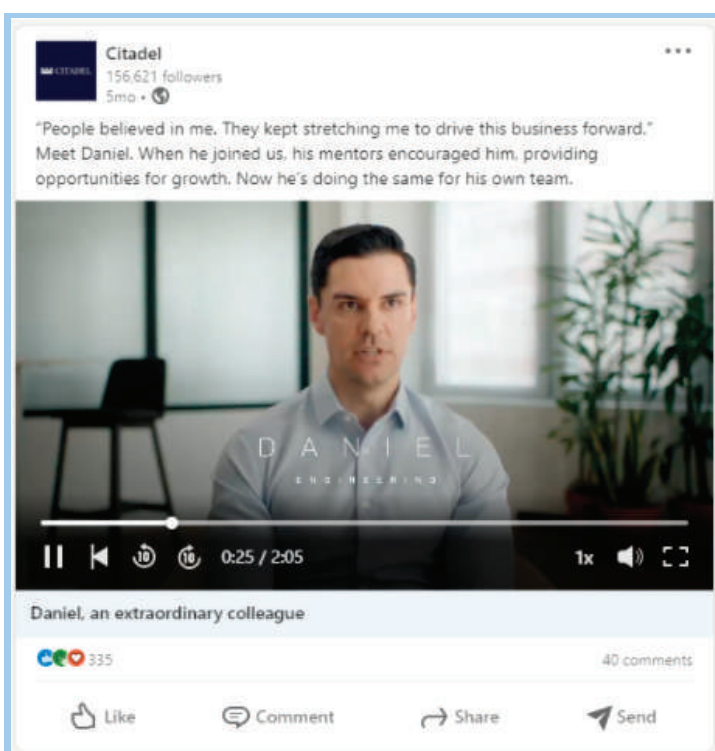
@Trading\_Stoic  
@Trading\_Stoic  
@Trading\_Stoic

Liked by realkenchigbo and 1,756 others

AUGUST 24, 2021

Add a comment...

[https://www.linkedin.com/posts/citadel-llc\\_daniel-an-extraordinary-colleague-activity-6843558619074609152-75ca](https://www.linkedin.com/posts/citadel-llc_daniel-an-extraordinary-colleague-activity-6843558619074609152-75ca)



**Citadel**  
156,621 followers  
5mo •

"People believed in me. They kept stretching me to drive this business forward." Meet Daniel. When he joined us, his mentors encouraged him, providing opportunities for growth. Now he's doing the same for his own team.

DANIEL  
ENGINEERING

0:25 / 2:05

Daniel, an extraordinary colleague

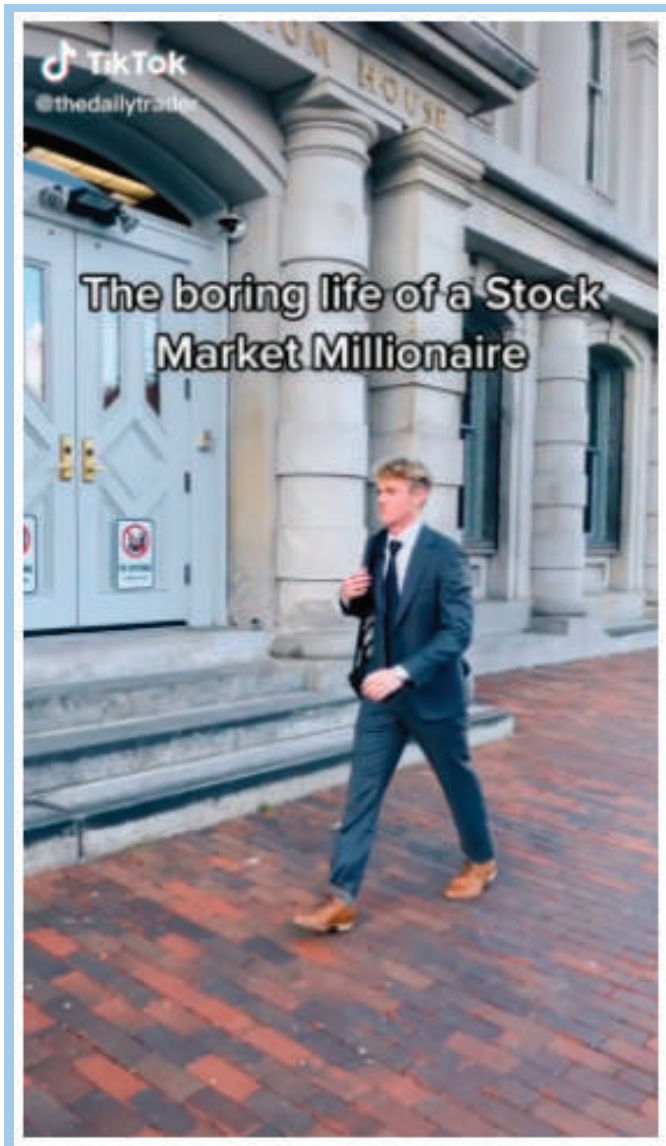
335 40 comments

Like Comment Share Send

# Get inspired

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[https://www.tiktok.com/@thedailytraer/video/7029311666529668399?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id7064269808640378369](https://www.tiktok.com/@thedailytraer/video/7029311666529668399?is_from_webapp=1&sender_device=pc&web_id7064269808640378369)



[https://www.tiktok.com/@thedailytraer/video/7029311666529668399?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id7064269808640378369](https://www.tiktok.com/@thedailytraer/video/7029311666529668399?is_from_webapp=1&sender_device=pc&web_id7064269808640378369)



# The social game

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Each social platform has a different dynamic, but they all share similar rules and a code of conduct. Understand them and you'll succeed:

1. **Be a 'good citizen'.** You're part of a community so listen, respect others, engage, comment, share, and do your best to help your followers. Use #hashtags wisely to increase your exposure.
2. **What's in it for them?** Do your best to provide value. Any post should give some value, by educating, entertaining or inspiring your audience.
3. **Don't sell.** Use social media to build connections, generate leads, and attract people to your blog, site etc. Selling will be done further down the line when people know you, like you and trust you.
4. **Show up!** While each platform has a different pace, you will need to be consistent with your posting. Otherwise, the algorithms will minimize your exposure, your growth will be stalled, and your followers will soon forget about you.

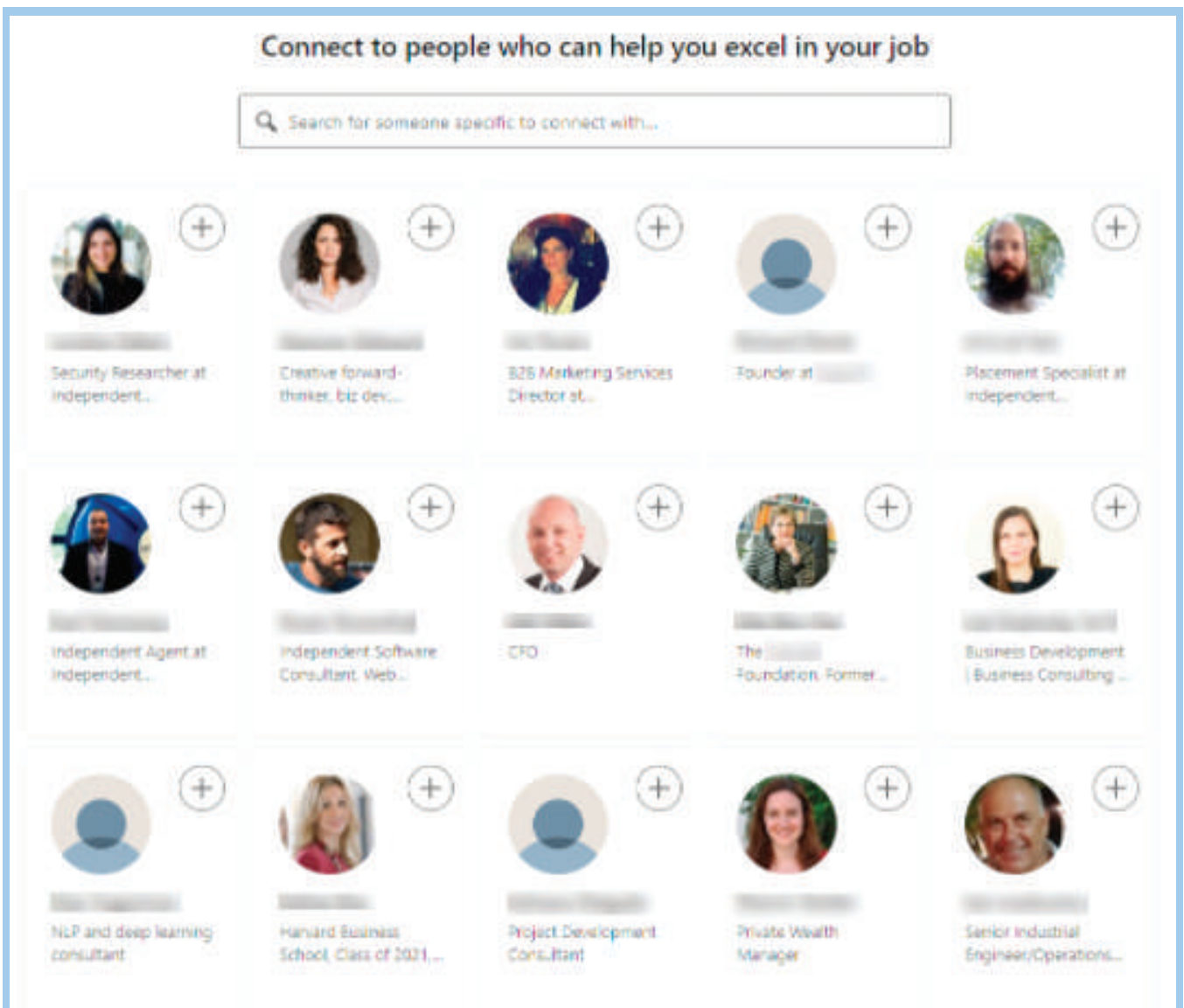


# The social game


## LinkedIn



1. Start/improve your profile. If you're just getting started LinkedIn will help you get your first connections and follow relevant companies, groups and #hashtags. Existing LinkedIn accounts will see connection recommendations on their home page.




# The social game



"Personal Brand Evangelist" | help...

1.7M followers


Follow



Computer Software

75.8K followers


Follow



#automotive

227.1K followers


Follow



#hiring

2.7M followers

Follow




#automotiveindu...

4.1M followers

Follow


### Popular courses for Foreign Exchange Manager at Independent Consultant



Nano Tips for Using Excel with Miss Excel

60.4K views


Save course



Speaking Confidently and Effectively

405.1K views


Save course



The Six Morning Habits of High Performers

3.8M views


Save course



Project Management Foundations

773.4K views

Save course




15 Secrets Successful People Know about Time Management...

337.1K views

Save course


### Popular on LinkedIn



CEO, Innovation and Growth at [redacted]

3.8M followers


Follow



LinkedIn  
Internet

21M followers


Follow



Amazon  
Internet

24.1M followers


Follow



#leadership

3.2M followers

Follow



#job

1.2M followers

Follow

# The social game

The screenshot shows the 'Edit intro' dialog box on a mobile device. The background is a blurred view of a LinkedIn profile for 'Joe', a Foreign Exchange Manager at an independent consultant in Haifa, Israel. The dialog box is white with a close button (X) in the top right corner. It contains several input fields and sections:

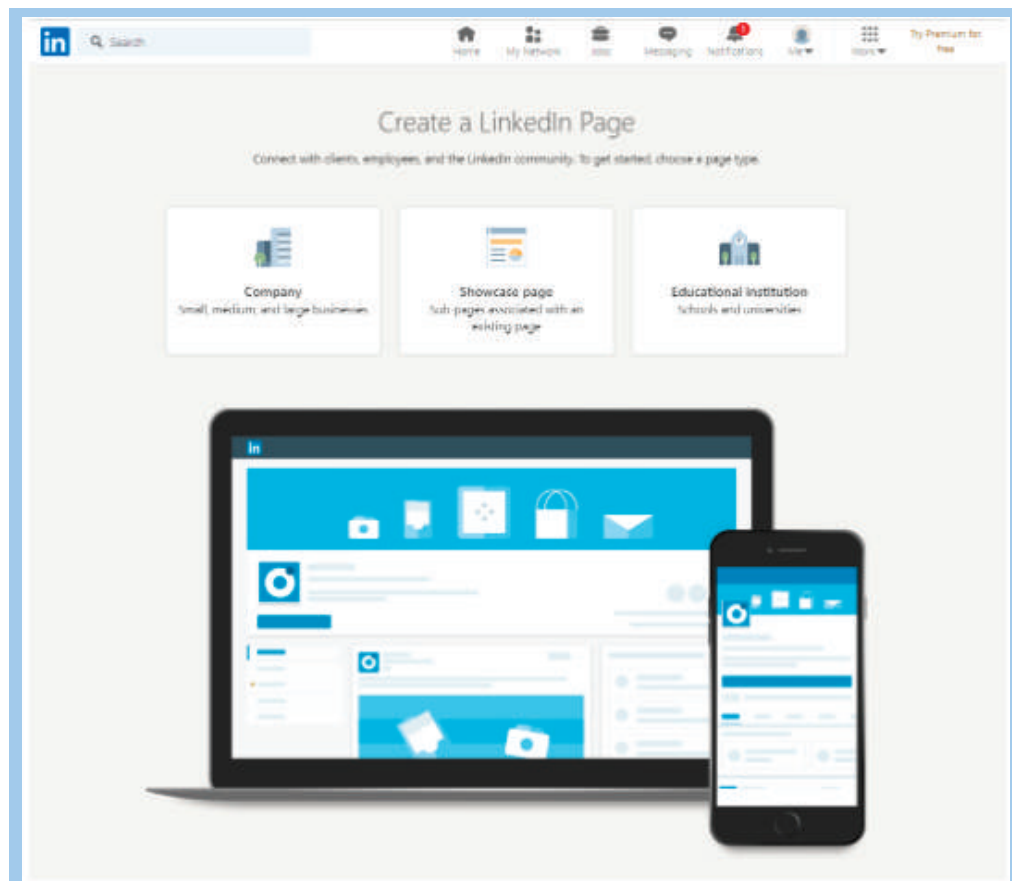
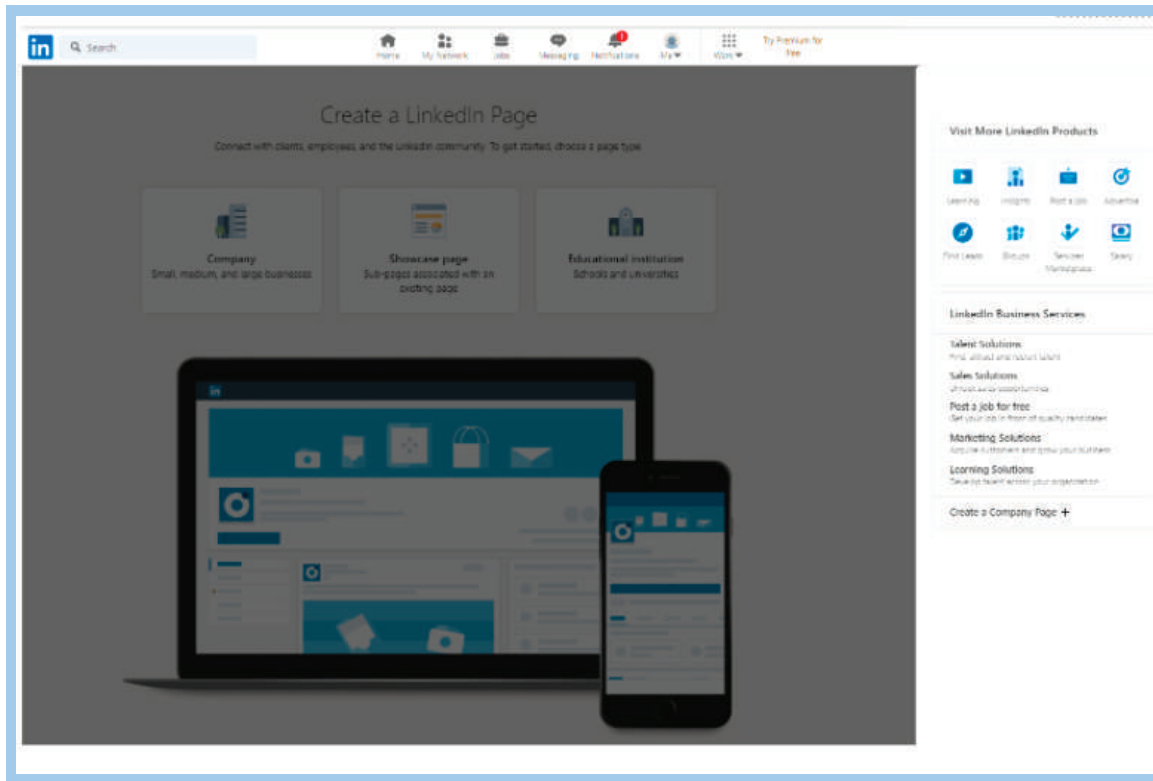
- First name\***: A text input field containing 'Joe'.
- Last name\***: A text input field containing 'Smith'.
- Additional name**: An empty text input field.
- Name pronunciation**: A section with a note: 'This can only be added using our mobile app'.
- Headline\***: A text input field containing 'Foreign Exchange Manager at Independent Consultant'.
- Current position**: A dropdown menu showing 'Foreign Exchange Manager at Independent Consultant' with a plus icon and the text '+ Add new position' below it.
- Show current company in my intro**: A checked checkbox.
- Industry\***: A text input field.
- Education**: A section header at the bottom.

The screenshot shows the 'Add to profile' dialog box on a mobile device. The background is a blurred view of the same LinkedIn profile for 'Joe'. The dialog box is white with a close button (X) in the top right corner. It is organized into sections:

- Core**: A section header with an upward arrow. Below it is a note: 'Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know'.
- Add profile photo**: A text input field.
- Add about:**: A text input field.
- Add education**: A text input field.
- Add position**: A text input field.
- Add skills**: A text input field.
- Recommended**: A section header with a downward arrow.
- Additional**: A section header with a downward arrow.

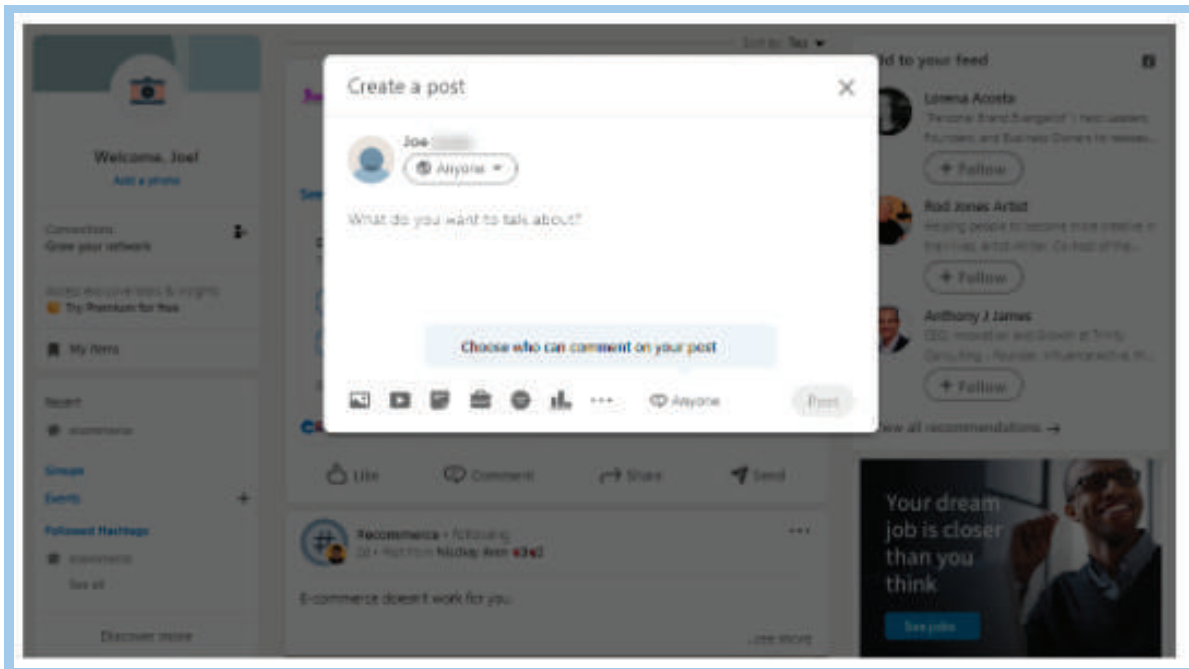
# The social game

## 2. Create a company page

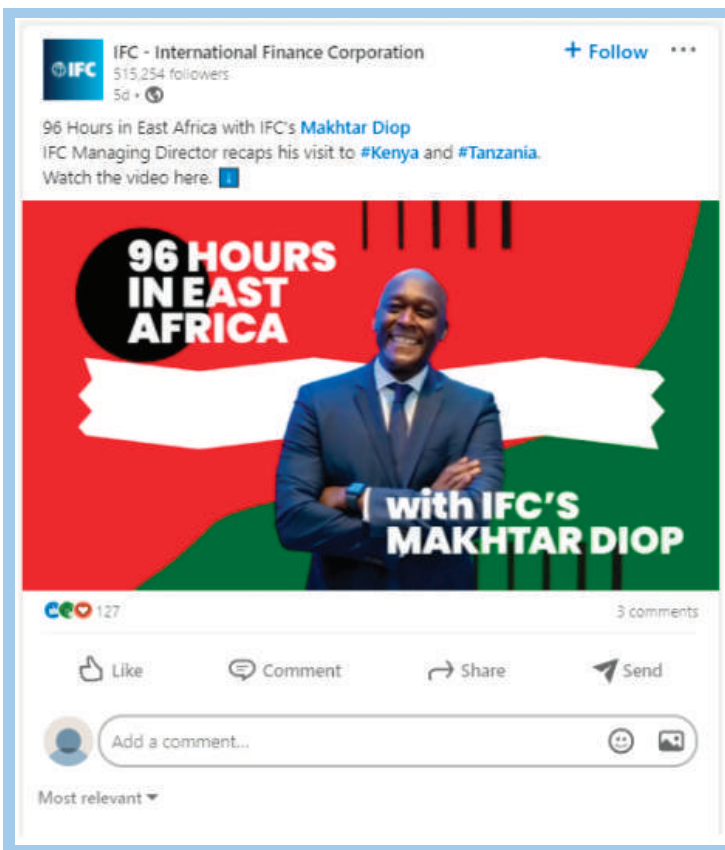


# The social game

## 3. Start posting



## 4. Engage

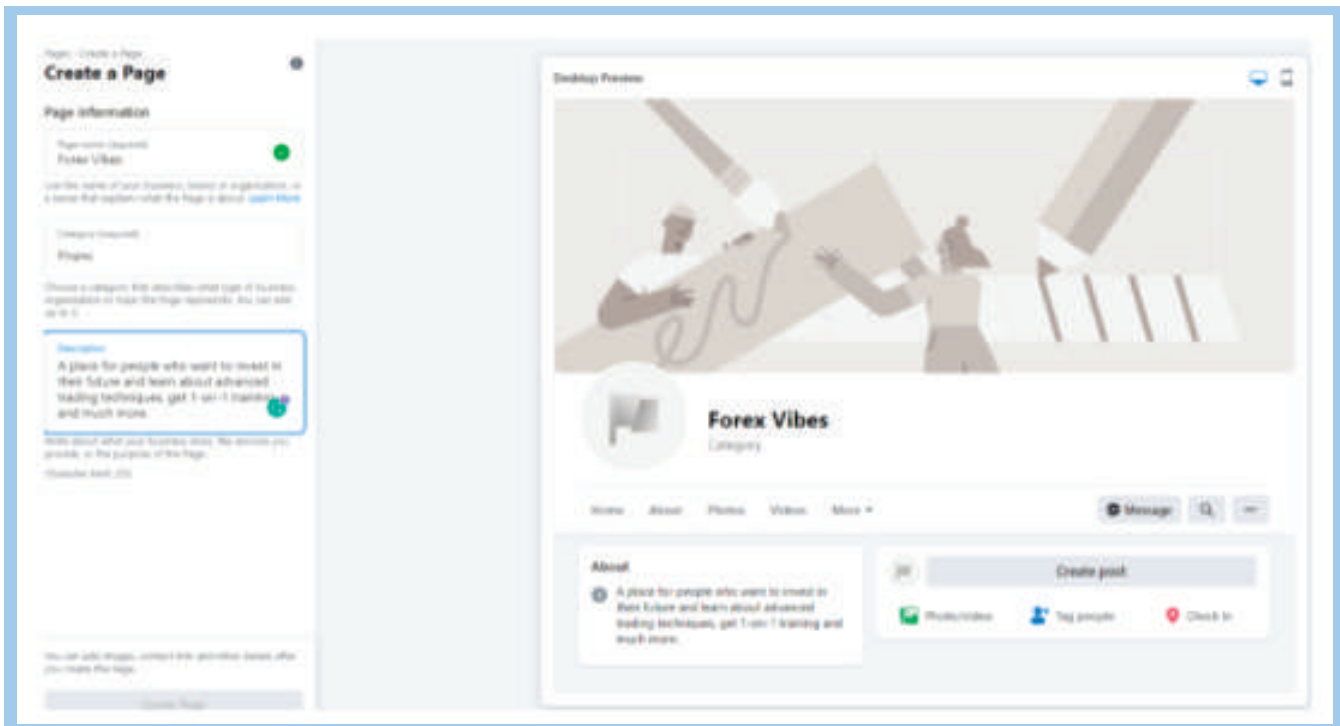


# The social game

## Facebook



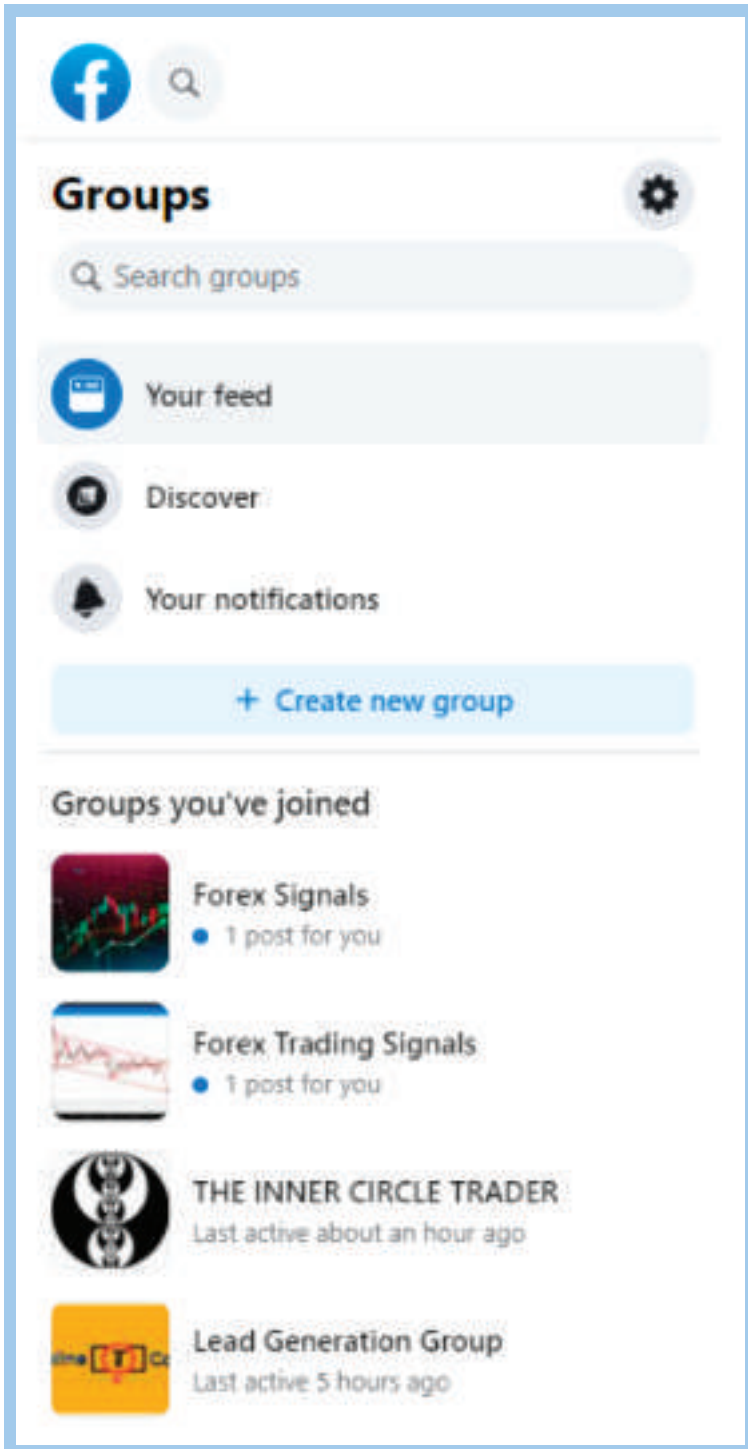
### 1. Create a page



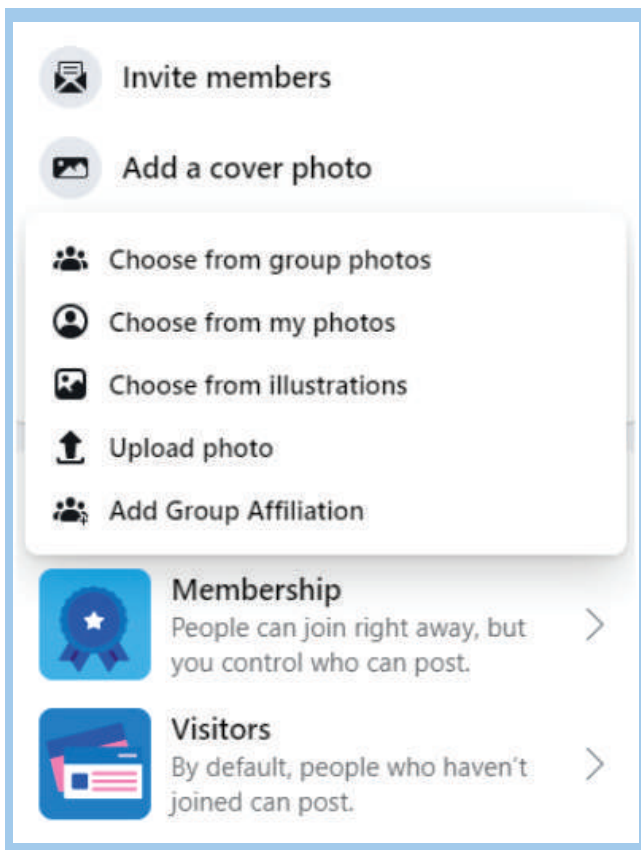
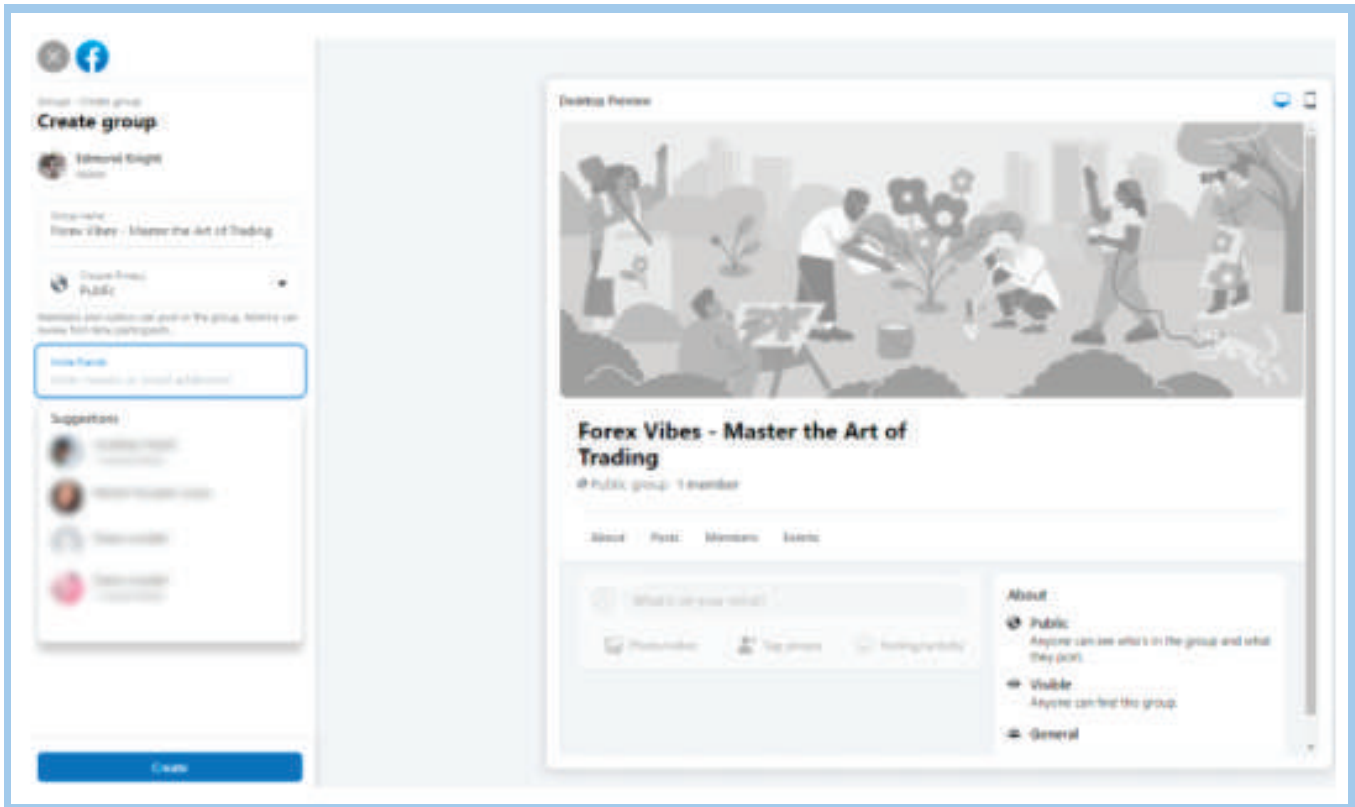


# The social game

## 2. Create a group and invite friends

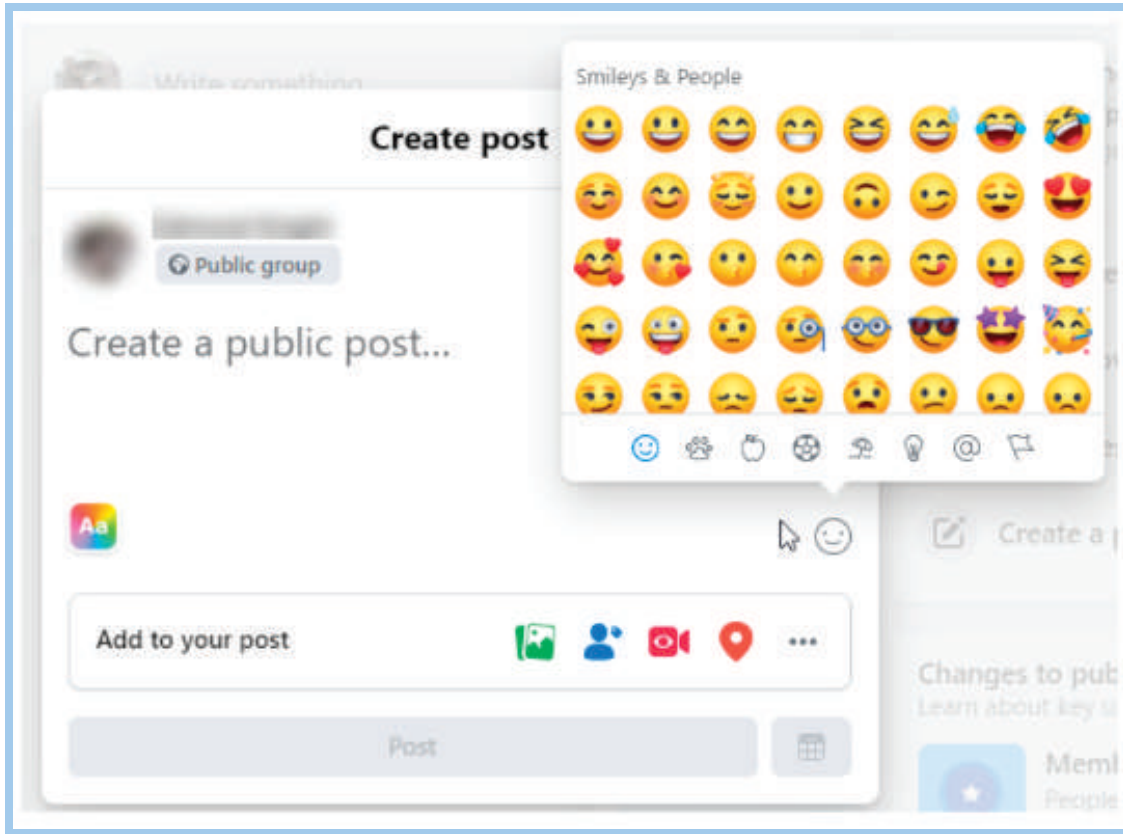


# The social game

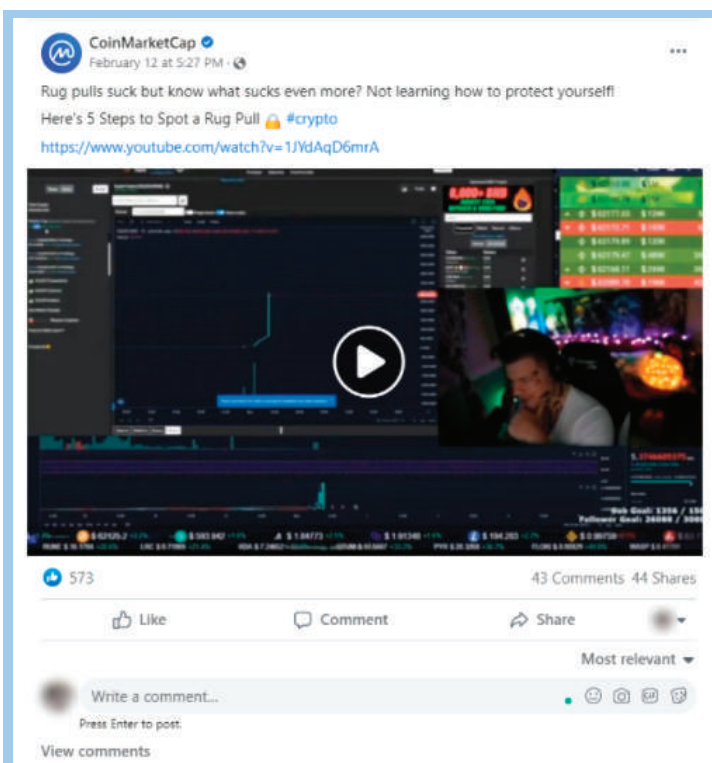


# The social game

## 3. Start posting



## 4. Engage



# The social game

## Instagram



### 1. Create a business profile


**Edit Profile**

- Change Password
- Apps and Websites
- Email and SMS
- Push Notifications
- Manage Contacts
- Privacy and Security
- Login Activity
- Emails from Instagram
- Help

[Switch to Professional Account](#)

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**Meta**  
**Accounts Center**  
Control settings for connected experiences across Instagram, the Facebook app and Messenger, including story and post sharing and logging in.

 [Change Profile Photo](#)

**Name**  ⓘ  
Help people discover your account by using the name you're known by: either your full name, nickname, or business name.  
You can only change your name twice within 14 days.

**Username**   
In most cases, you'll be able to change your username back to ready.setad for another 14 days. [Learn More](#)

**Website**

**Bio**

**Personal Information**  
Provide your personal information, even if the account is used for a business, a pet or something else. This won't be a part of your public profile.

**Email**

**Phone Number**

**Gender**


**Similar Account Suggestions**  
 Include your account when recommending similar accounts people might want to follow. [?]


[Temporarily disable my account](#)

# The social game

1

## Which Best Describes You?

  
**Creator**  
Best for public figures, content producers, artists and influencers.

  
**Business**  
Best for retailers, local businesses, brands, organizations and service providers.




Next

2



## Business

Best for retailers, local businesses, brands, organizations and service providers.

-  **Learn About Your Followers**  
Get insights about your followers and see how your posts are performing.
-  **Reach Your Customers**  
Create promotions on Instagram to reach more customers and build your business.
-  **Get New Contact Options**  
Add a contact button to your profile to make it easier for people to get in touch with you.

Back

Next

3

## Select a Category

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

Show category on profile

trading

- Financial service
- Investing Service
- Sports & recreation
- Real Estate
- Legal
- Restaurant

Back



Done

4



## Your Instagram Business Account is Ready

You now have more tools to connect with your audience on Instagram.

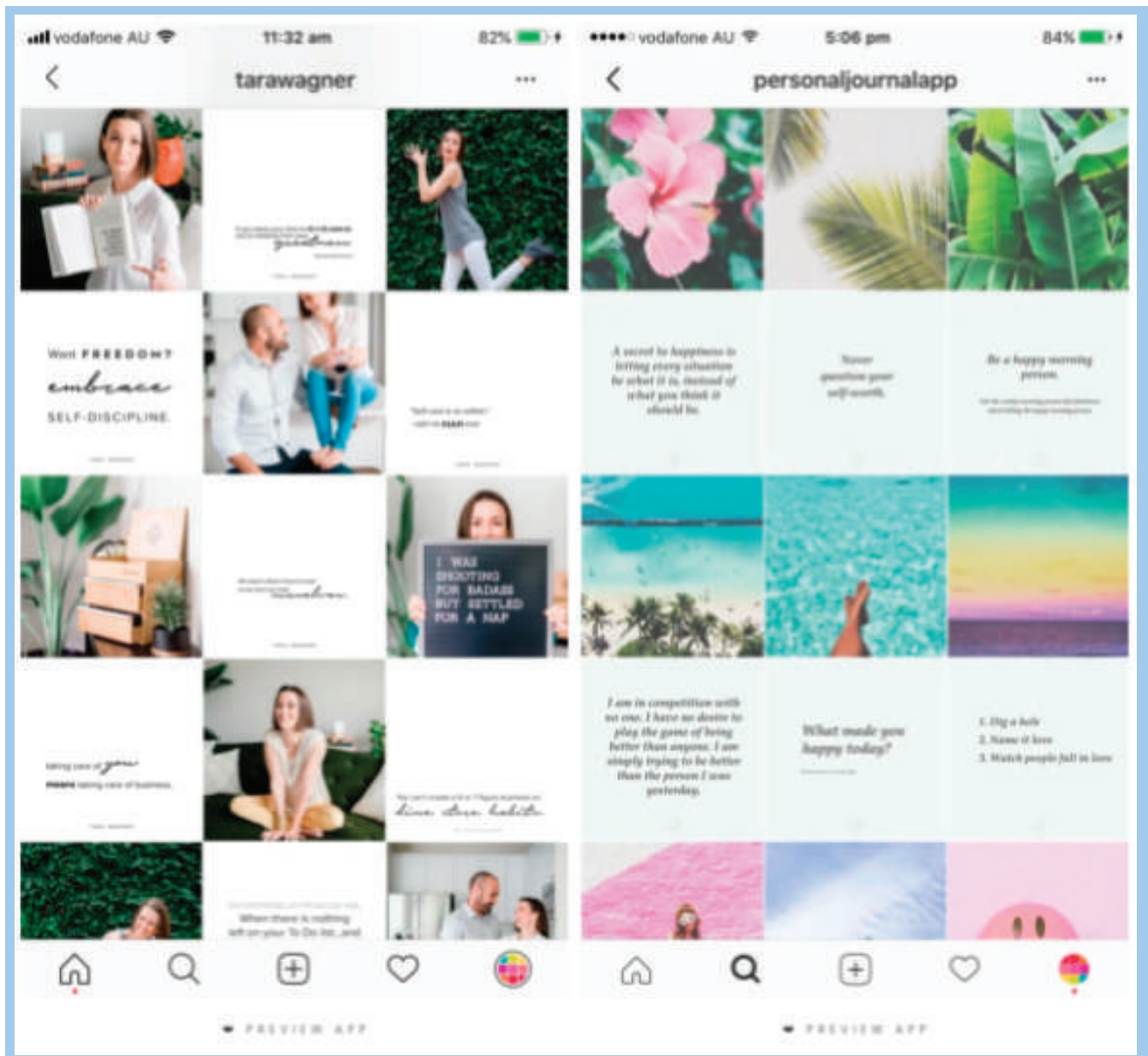
-  Go to the mobile app to learn about ready.set.ad's followers with insights, display and edit contact buttons, reach customers with promotions and more.
-  Manage your new business account on desktop with Business Suite or Creator Studio.

Done



# The social game

2. Plan your profile. Choose a layout and a colour palette that fits your brand. Use Instagram's tools and filters or a third-party planner such as Preview App.

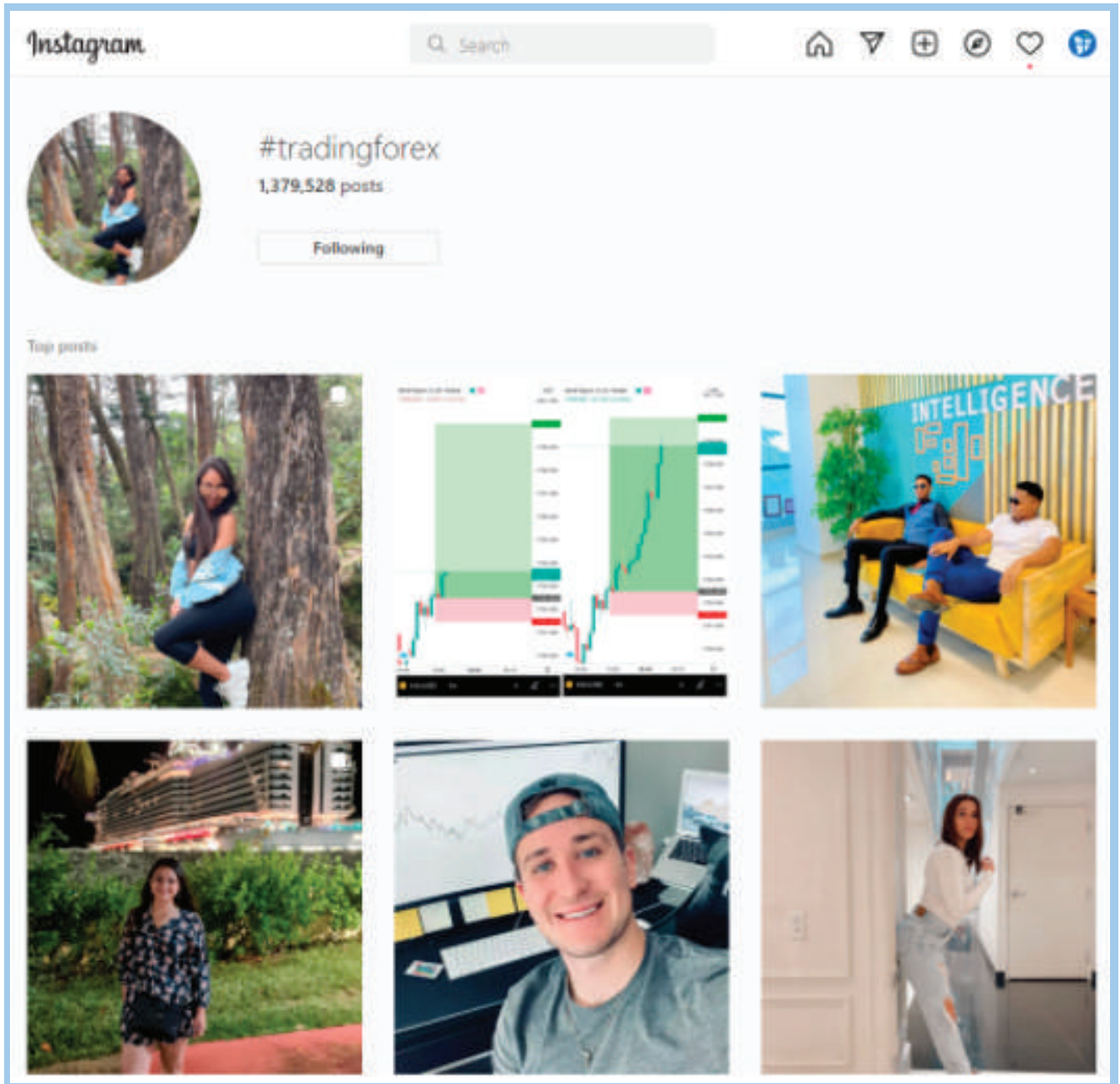




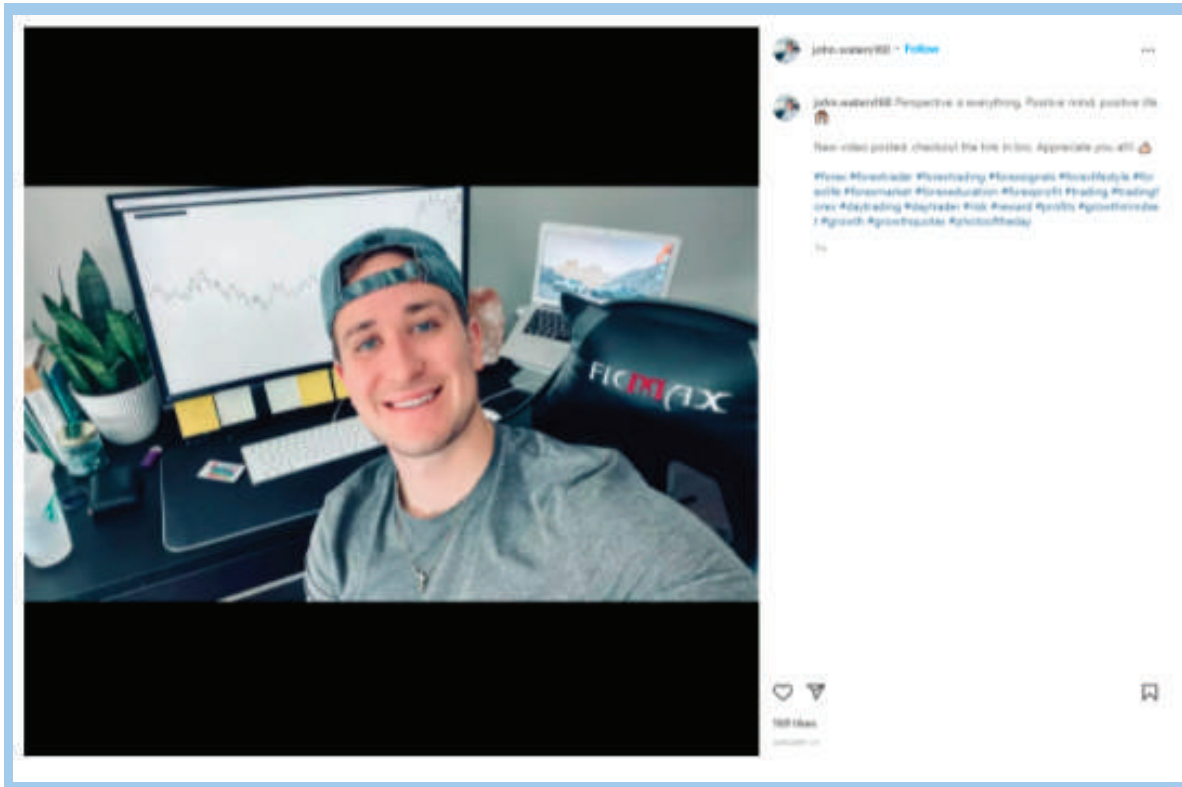


# The social game

## 3. Start getting followers



# The social game



## 4. Start posting





# The social game

## 5. Engage

The image shows a social media post with a video thumbnail on the left and a list of related content on the right. The video thumbnail has a black background with a yellow banner at the top that reads "XAUUSD WEEKLY ANALYSIS" and a pink banner below it that says "IN MULTIPLE TF". The main part of the thumbnail shows a man's face on the left and a candlestick chart on the right. At the bottom of the thumbnail, there is a white box with "14th-20th FEB" and a yellow box with "SWIPE LEFT TO WATCH" and a yellow arrow pointing left.

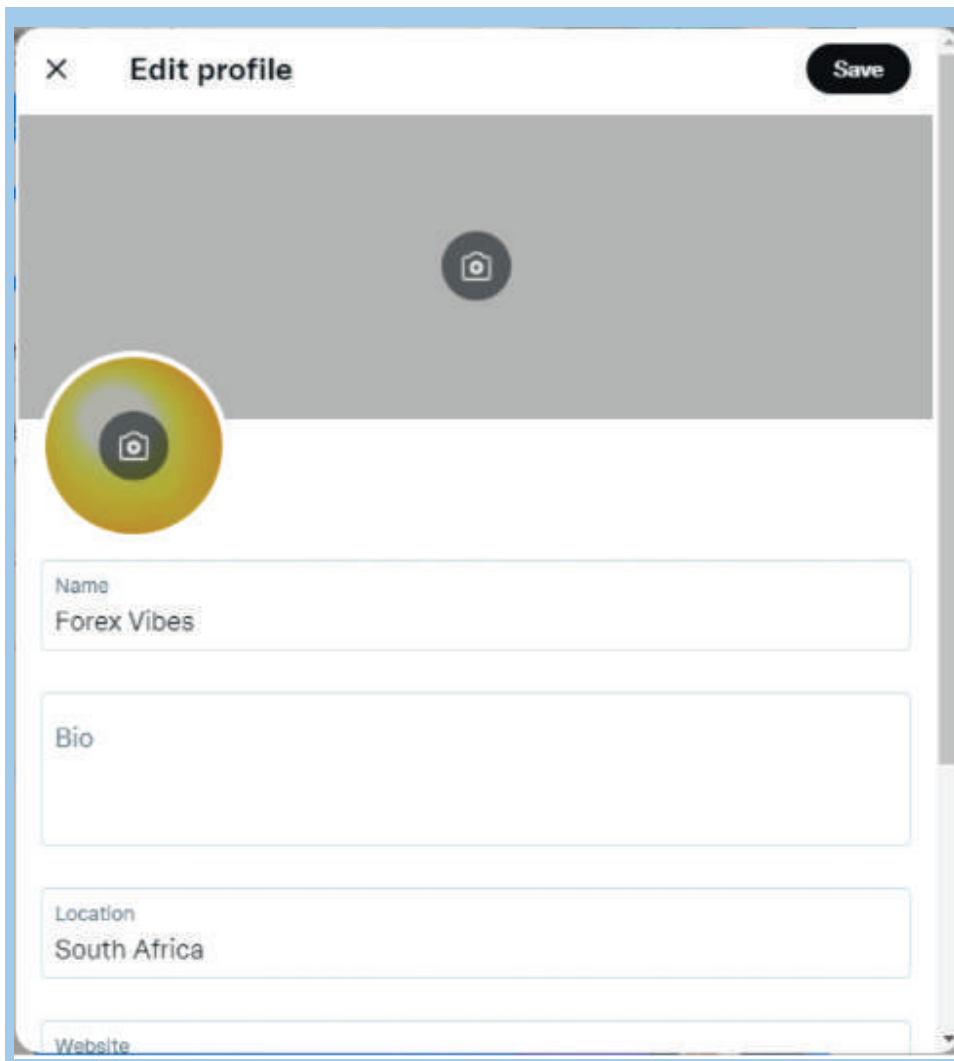
The right side of the image shows a list of related content. The first item is a video titled "XAUUSD Weekly Chart Analysis | 14th FEB to 20th FEB 2022 | GOLD Analysis Today". Below the title are links for a chart, YouTube channel, and Telegram group. The second item is a list of hashtags including #ForexTrading and #Analysis. The third item is a video titled "Forex Training and Analysis" with a list of related content.

# The social game

## Twitter



1. Create your professional profile

A screenshot of the Twitter 'Edit profile' interface. At the top, there is a close button (X) and the title 'Edit profile', with a 'Save' button on the right. Below the title is a large grey rectangular area for a profile picture, with a camera icon in the center. To the left of this area is a circular profile picture placeholder with a camera icon. Below the profile picture area are four text input fields: 'Name' with the text 'Forex Vibes', 'Bio', 'Location' with the text 'South Africa', and 'Website'.

# The social game

## 2. Start getting followers

Professional & ONLY checked Forex EA Expert Advisors | EA's | Robots | for MT4 MetaTrader4 || Fully Automated Trading Systems || [forex-expert-advisor.com](http://forex-expert-advisor.com)

- TradingView** @tradingview  
Where the charts, chats and trades markets
- Forex Trading News** @ForexTweets  
Your First Stop for Forex Trading News.
- ForexTrading** @ForexLiveInfo  
Start trading Bitcoin HERE! [ow.ly/reig30i2PA](http://ow.ly/reig30i2PA) Trade #Forex 50% Bonus Up To \$2000! [ow.ly/8mxV303EofF](http://ow.ly/8mxV303EofF)
- Orion Trading** @Orion\_Trading  
Actionable Buy & Sell Cryptocurrency Market Trades From a Former Institutional Sell-side Crypto Research Analyst. DYOR-Not Financial Advice.
- TradingMzansi** @TradingMzansi  
South African Stocks Trading Community #JSE \$JSE - aggregating tips and advice to help people learn to trade and invest
- SalsTrades** @SalsTradingOTC  
Swing/Momentum Trader; All posts are my opinion, not a financial advisor. #NASDAQ #PennyStocks nothing into something

**Trading Composure** @TradingComposur

Followers you know | Followers | Following

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- 24K Magic** @ZAR\_Chez  
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- GenZInvestor** @GenZInvestor4  
Teen investor | I mentor people on their investment journey | Stock market enthusiast | Tweets are not advice | Educating 1 tweet at a time |
- The other Jaco** @Jaco4President  
About 1990 hours into the 10 000 hours required to become master of the financial markets - Follow the Journey
- NAS100** @KofiRamseyArth  
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**Who to follow**

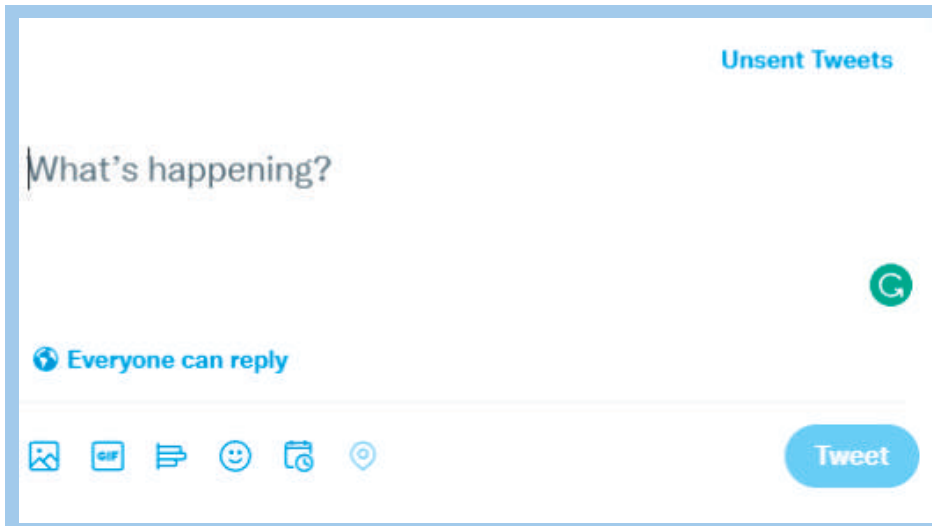
- Promoted**
- AltCoinTrader** @AltCoinTraderSA
- The Wolf Of All Str...** @scottmelker

Show more

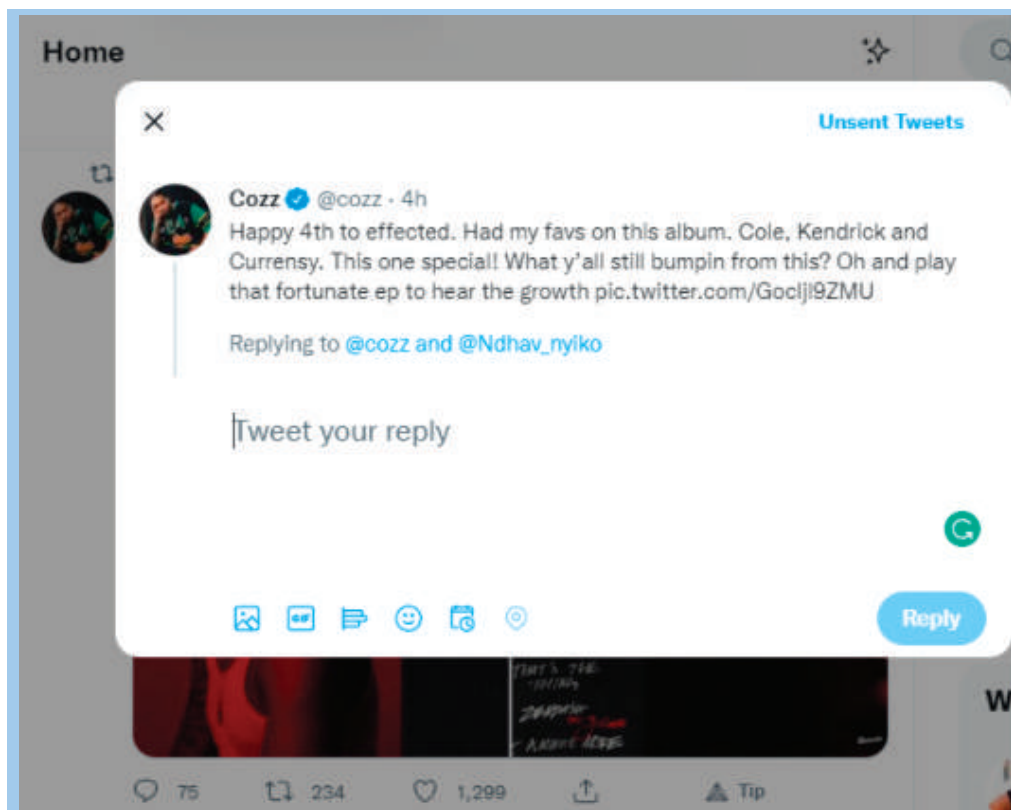


# The social game

## 3. Start posting



## 4. Engage



# The social game

## YouTube



1. Create a YouTube Channel



# The social game

## 2. Upload videos

signals life is for living H Saved as private

Details **Video elements** Checks **Visibility**

### Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

TO US

### Playlists

Add your video to one or more playlists. Playlists can help viewers to discover your content faster. [Learn more](#)

Select

### Audience

Is this video 'Made for Kids'? (required)

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are 'Made for kids'. [What is 'Made for Kids' content?](#)

Features like personalised ads and notifications won't be available on videos 'Made for Kids'. Videos that are set as 'Made for Kids' by you are more likely to be recommended alongside other children's videos. [Learn more](#)

Yes, it's 'Made for Kids'

No, it's not 'Made for Kids'

Checks complete. No issues found. **NEXT**

signals life is for living H Saved as private

Details **Video elements** Checks **Visibility**

### Visibility

Choose when to publish and who can see your video

**Save or publish**  
Make your video **public, unlisted** or **private**

**Private**  
Only you and people who you choose can watch your video

**Unlisted**  
Anyone with the video link can watch your video

**Public**  
Everyone can watch your video

Set as Instant Premiere

**Schedule**  
Select a date to make your video **public**

**Before you publish, check the following:**

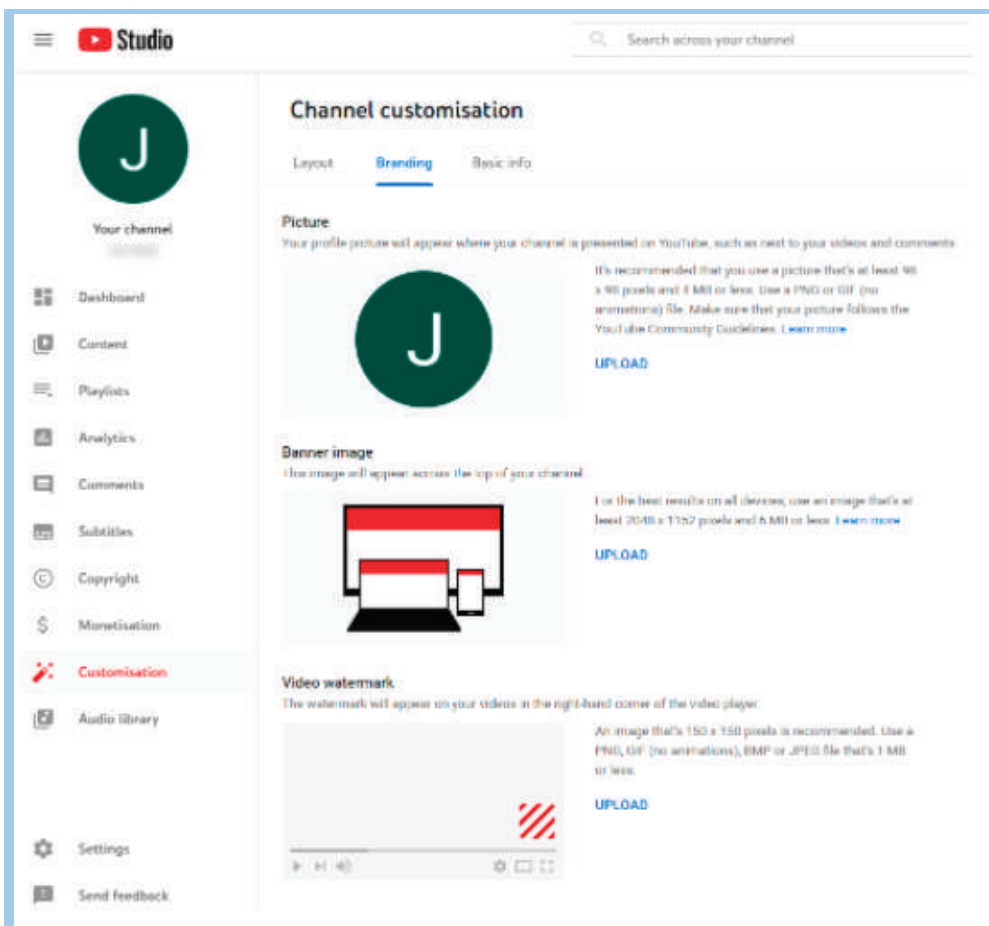
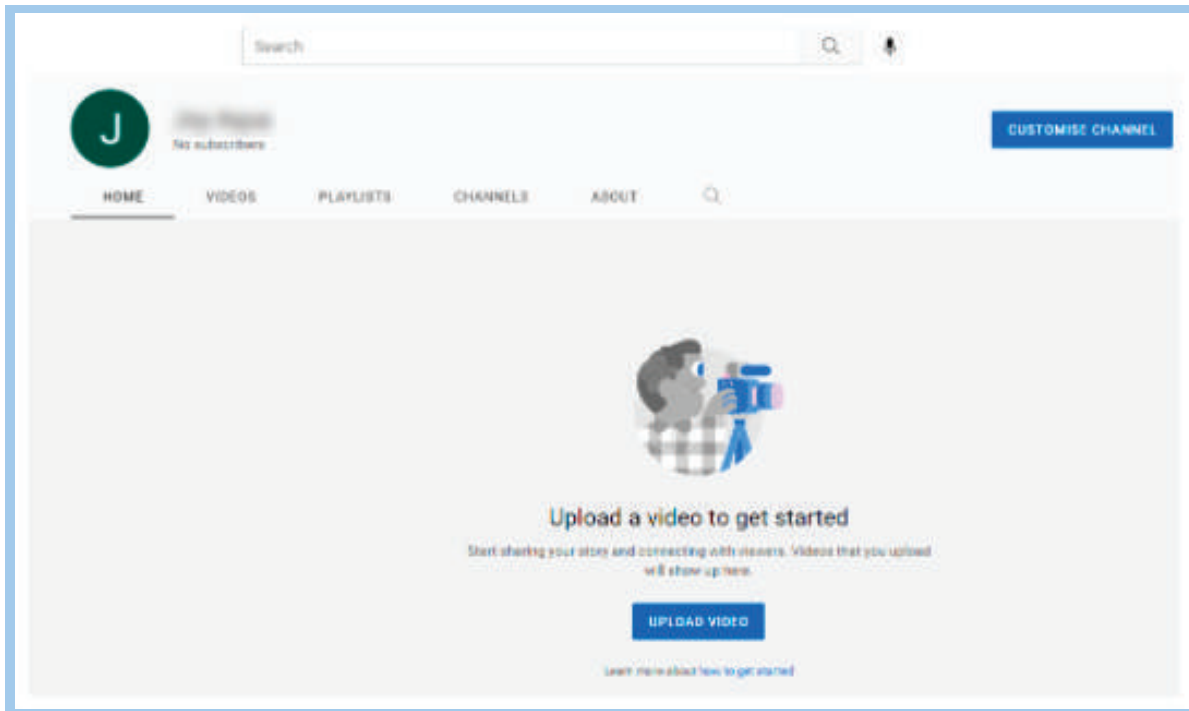
Do children appear in this video?  
Make sure that you follow our policies to protect minors from harm, exploitation, bullying and relations of employment law. [Learn more](#)

Looking for overall content guidance?  
Our Community Guidelines can help you to avoid trouble and ensure that YouTube remains a safe and vibrant community. [Learn more](#)

Checks complete. No issues found. **BACK** **PUBLISH**

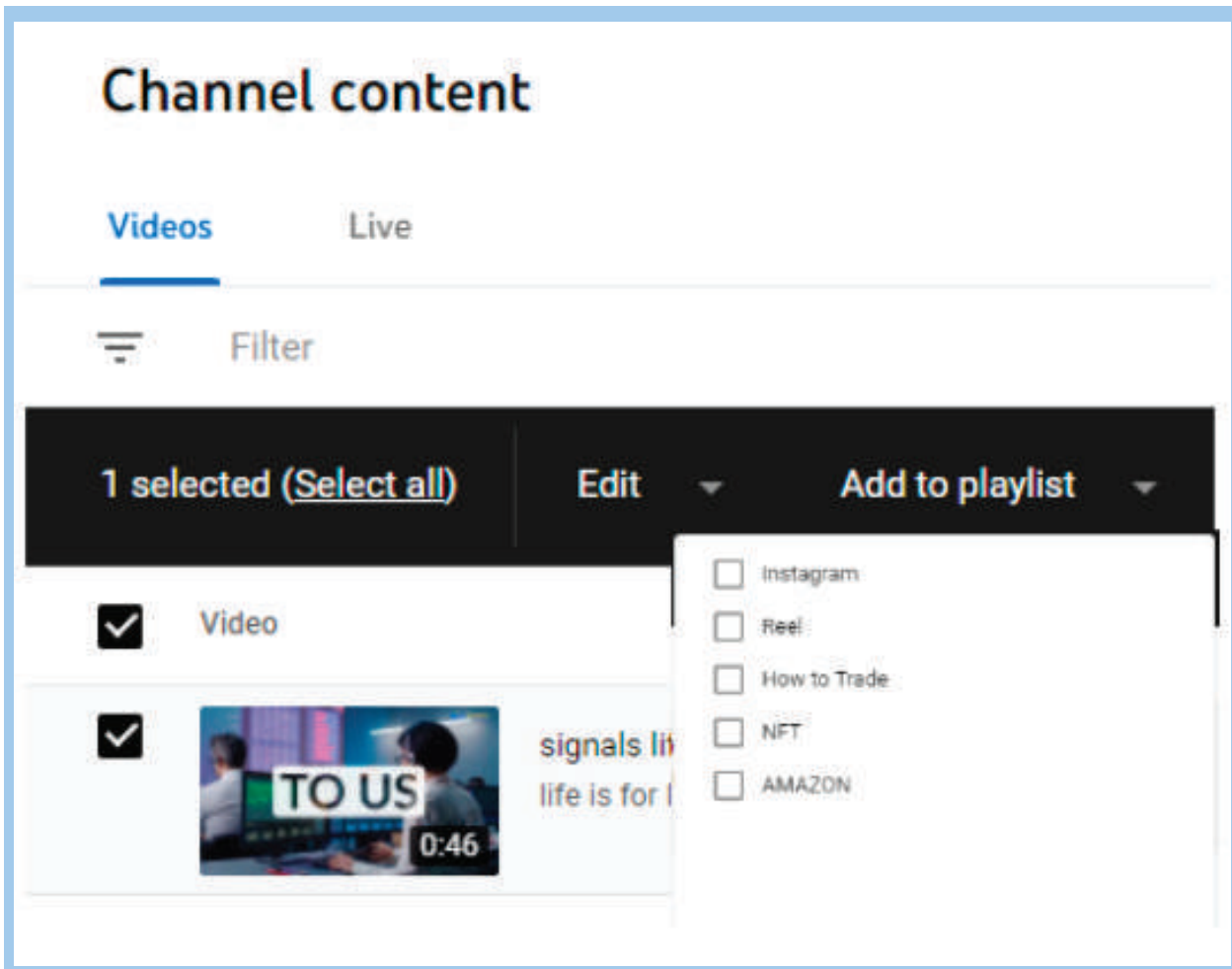
# The social game

## 3. Brand your Channel



# The social game

## 4. Create playlists





# The social game

## Telegram



1. Download Telegram to your phone

The screenshot shows the Telegram app page on an app store. At the top left is the Telegram logo. To its right, the app name "Telegram" is displayed, followed by the developer "Telegram FZ-LLC" and the category "Communication". The app has a 4.5-star rating and 10,265,131 downloads. Below this, there is a "Parental guidance" warning, a note that the app is available for the device, and an "Add to wishlist" button. A prominent green "Install" button is on the right. Below the main information are four feature highlights: "Fast" (simple, reliable, synced), "Powerful" (rich media, stickers, voice), "Secure" (end-to-end encryption), and "Private" (secret chats, self-destructing). At the bottom, there is a descriptive paragraph and a "FAST" section.

Telegram

Telegram FZ-LLC Communication

★★★★☆ 10,265,131

Parental guidance

This app is available for your device

Add to wishlist

Install

**Fast**  
Simple, reliable, and synced across all your devices.

**Powerful**  
Rich media, stickers, voice, and more.

**Secure**  
All of our end-to-end chats are protected with strong encryption.

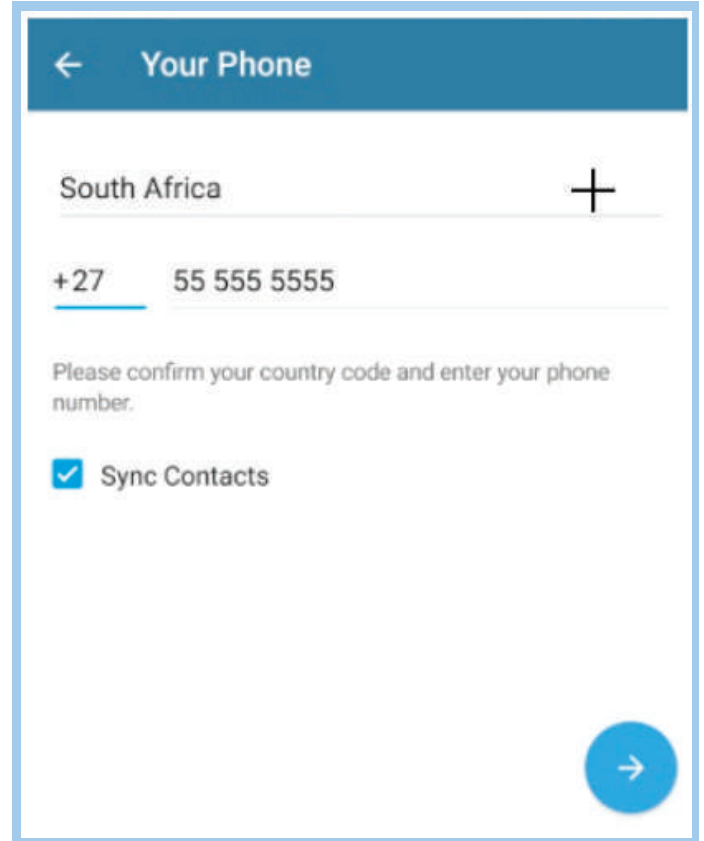
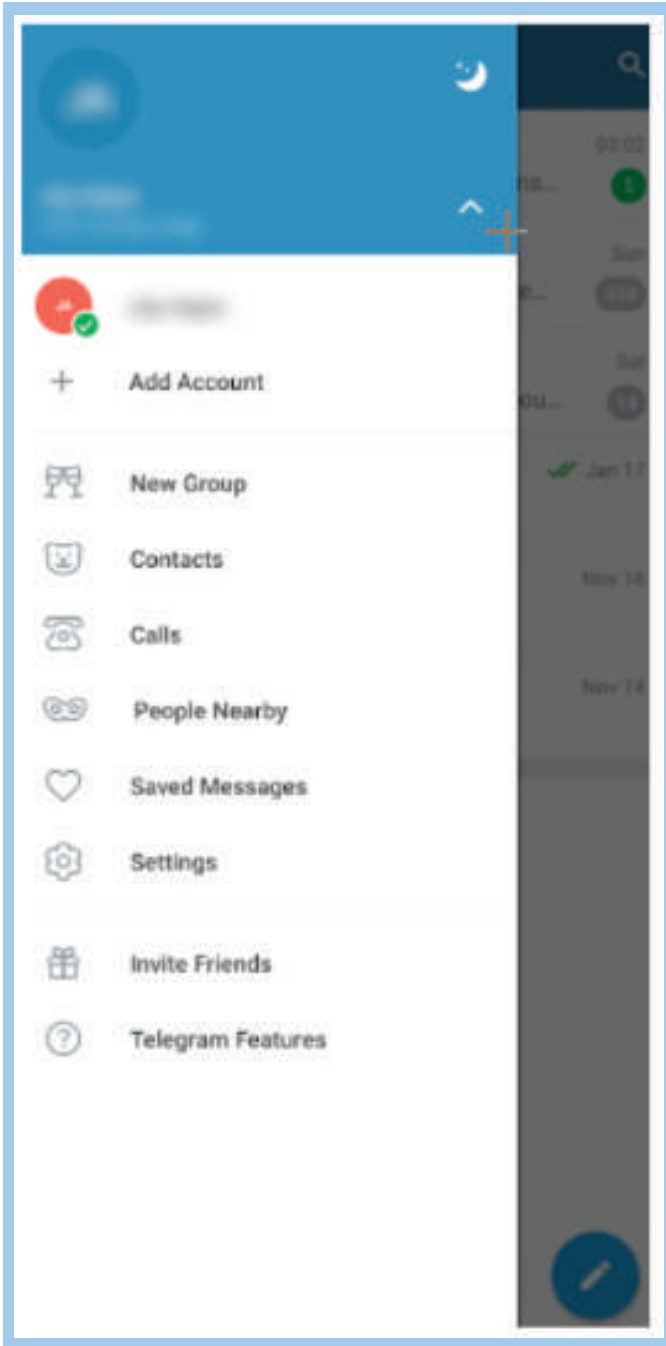
**Private**  
Secret chats, self-destructing, and more.

Pure instant messaging — simple, fast, secure, and synced across all your devices. One of the world's top 10 most downloaded apps with over 500 million active users.

**FAST:** Telegram is the fastest messaging app on the market, connecting people via a unique, distributed network of data centers around the globe.

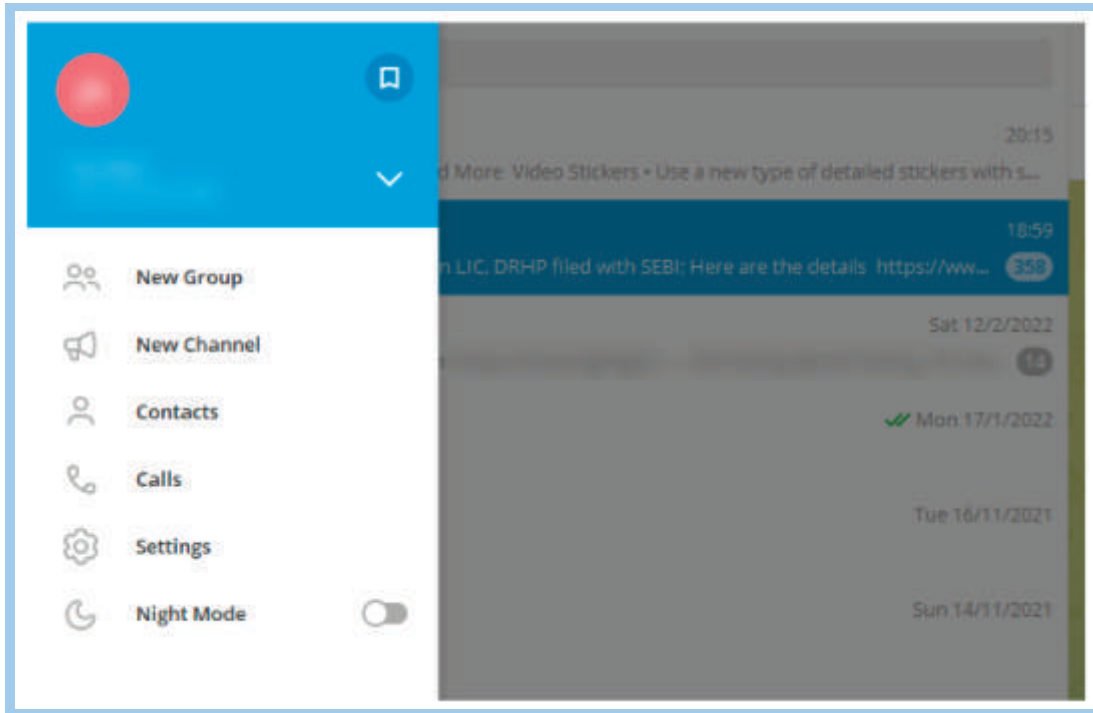
# The social game

## 2. Create a Telegram account

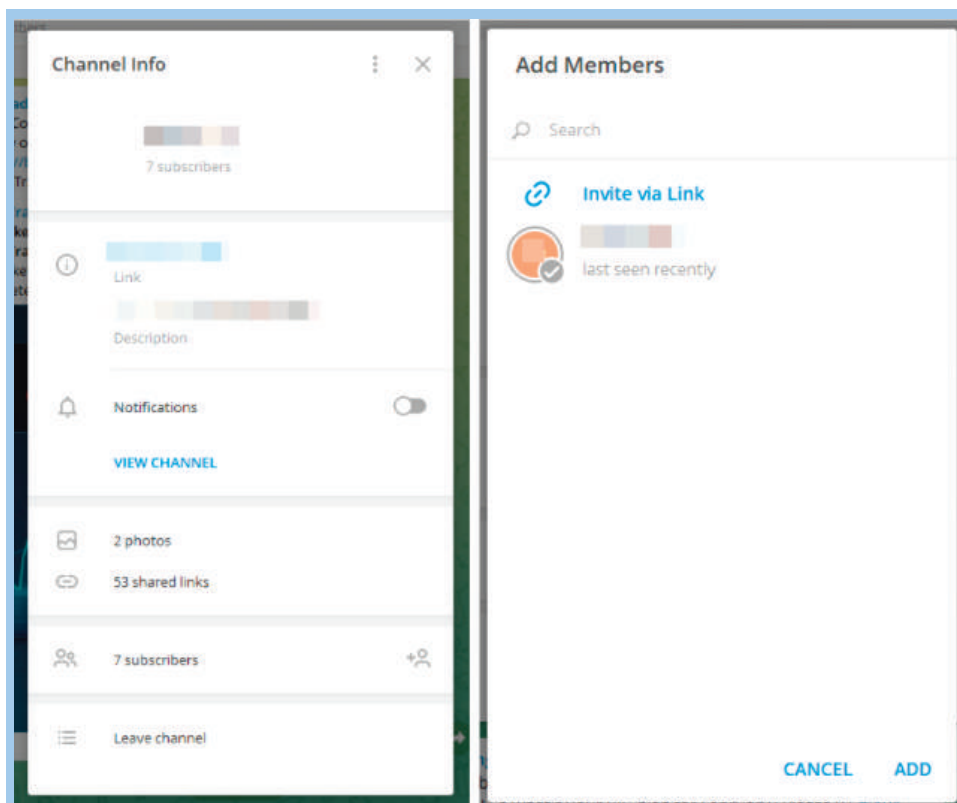


# The social game

3. Create a new Channel  
(You can now use Telegram on your phone or download the desktop app).



4. Invite people to your channel



# The social game

## 5. Start posting

The image shows a social media post with a technical analysis chart for Gold. The chart is titled "Gold intraday: the RSI is overbought" and includes a link to a Bitly URL. The chart displays price movement from Feb 10 to Feb 12, with a focus on Feb 11. It features several indicators: MA 20 + Bollinger Bands (red), MA 50 (blue), RSI (red), and MACD (blue) with MACD Signal (green). A price spike is highlighted with a blue arrow pointing to a price of 1868.50. The chart also shows a price of 1855.50 and a price of 1858.00. The post includes a "Broadcast a message..." button at the bottom.

Gold intraday: the RSI is overbought <https://bit.ly/3gDqgOs>

(@ [username]) Feb 11, 2022

Twitter

Gold intraday: the RSI is overbought

Gold 30 MIN

Friday, February 11, 2022 11:29:19 PM CET

MA 20 + Bollinger Bands MA 50

Research © 2022 Trading Central

1868.50

1858.00

1855.50

RSI

MACD MACD Signal

Feb 10 Feb 11 Feb 12

4 0:39

Broadcast a message...

# The social game

## TikTok



1. Download TikTok to your phone

The screenshot shows the TikTok app page on an app store. At the top left is the TikTok logo. To its right, the app name "TikTok" is displayed, followed by the developer "TikTok Pte. Ltd." and the category "Social". A star rating of 4.5 and a user count of 45,441,432 are shown. Below this, there are icons for "Parental guidance", "Contains ads - Offers in-app purchases", and a note "This app is available for your device". There is an "Add to wishlist" button and a prominent green "Install" button.

Below the app information are four preview cards for videos:

- Card 1: "Make Your Day" featuring a person looking out a window.
- Card 2: "The more you watch, the better it gets" featuring a cartoon drawing of a girl with glasses.
- Card 3: "Be the first to discover" featuring a close-up of a dog's face.
- Card 4: "Instantly e..." featuring a person in a white shirt.

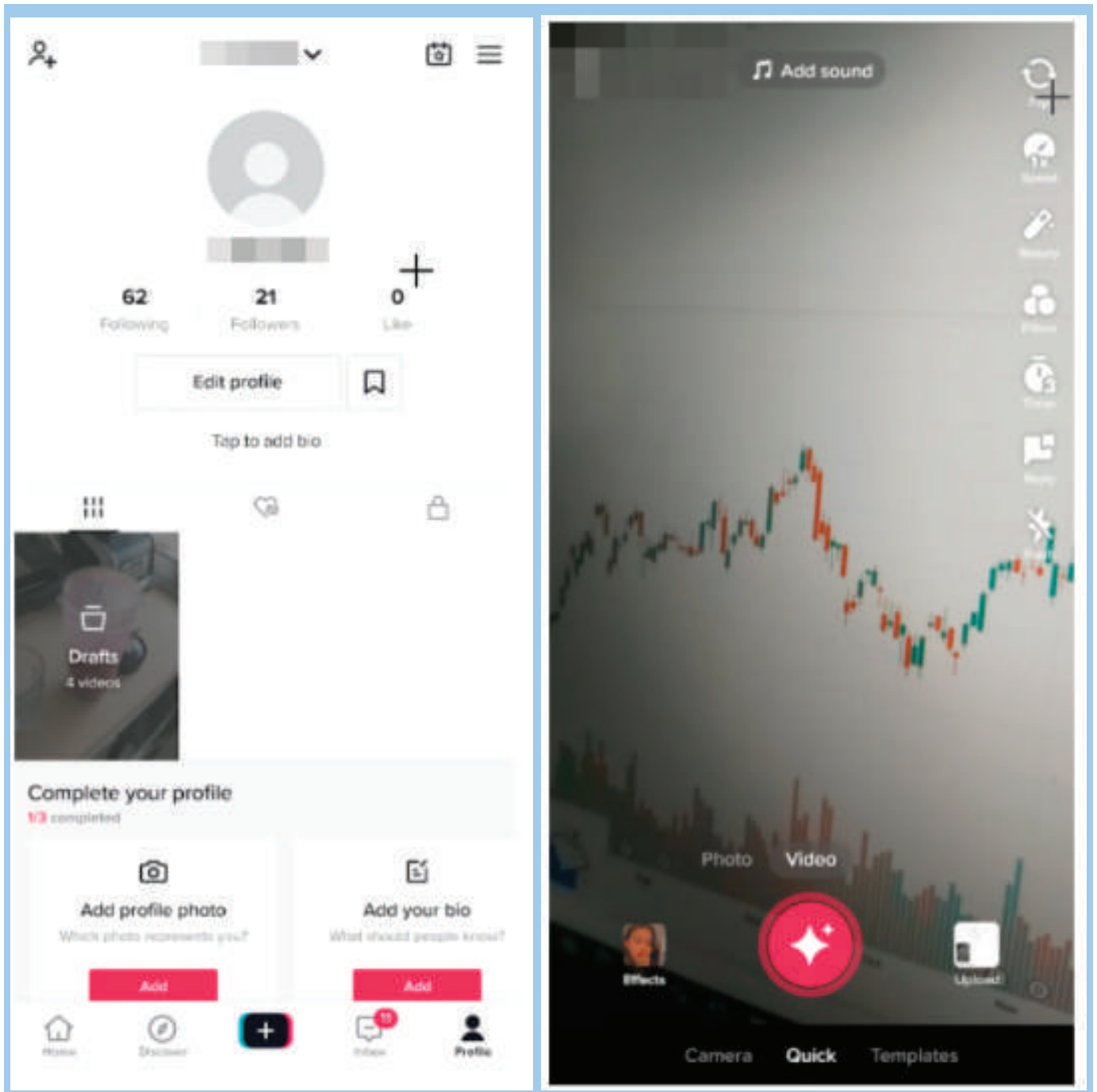
At the bottom of the screenshot is a promotional text block:

TikTok is THE destination for mobile videos. On TikTok, short-form videos are exciting, spontaneous, and genuine. Whether you're a sports fanatic, a pet enthusiast, or just looking for a laugh, there's something for everyone on TikTok. All you have to do is watch, engage with what you like, skip what you don't, and you'll find an endless stream of short videos that feel personalized just for you. From your morning coffee to your afternoon errands, TikTok has the videos that are guaranteed to make your day.



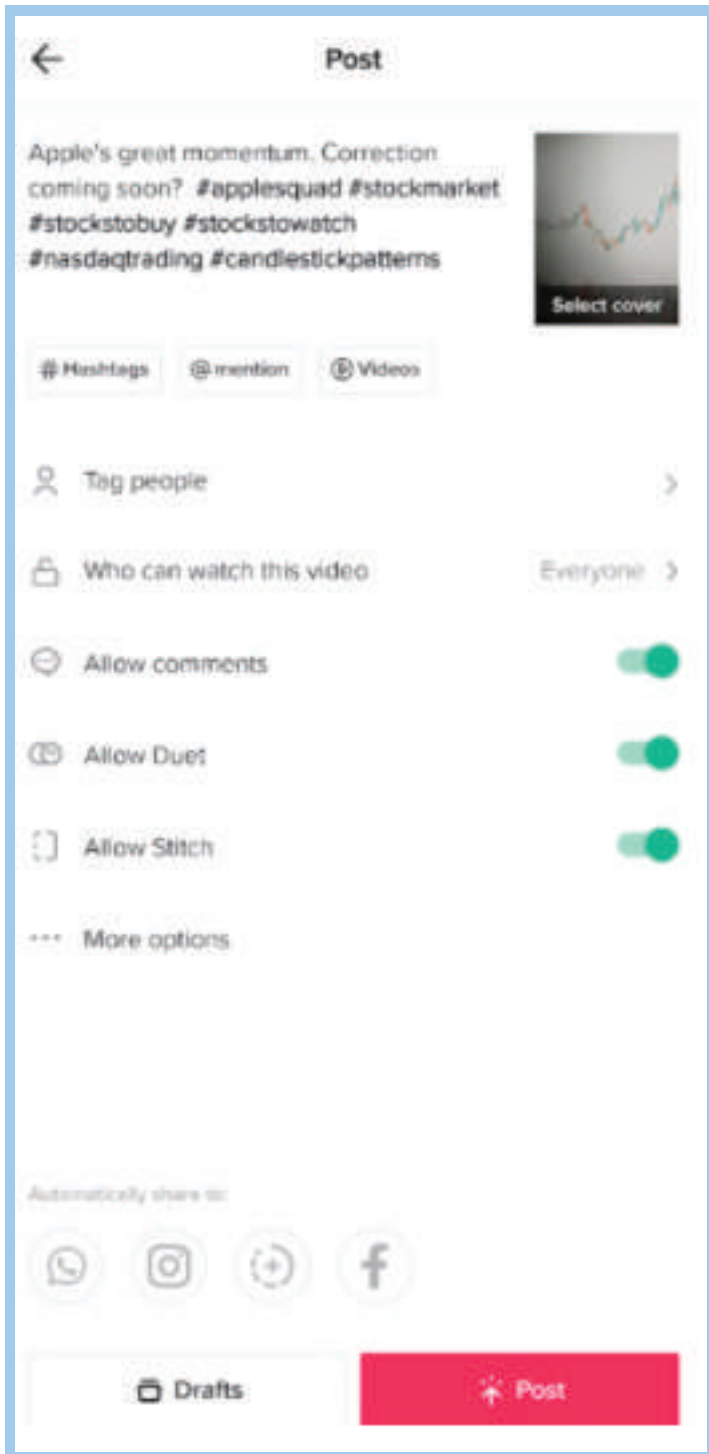
# The social game

## 2. Shoot/upload a TikTok video



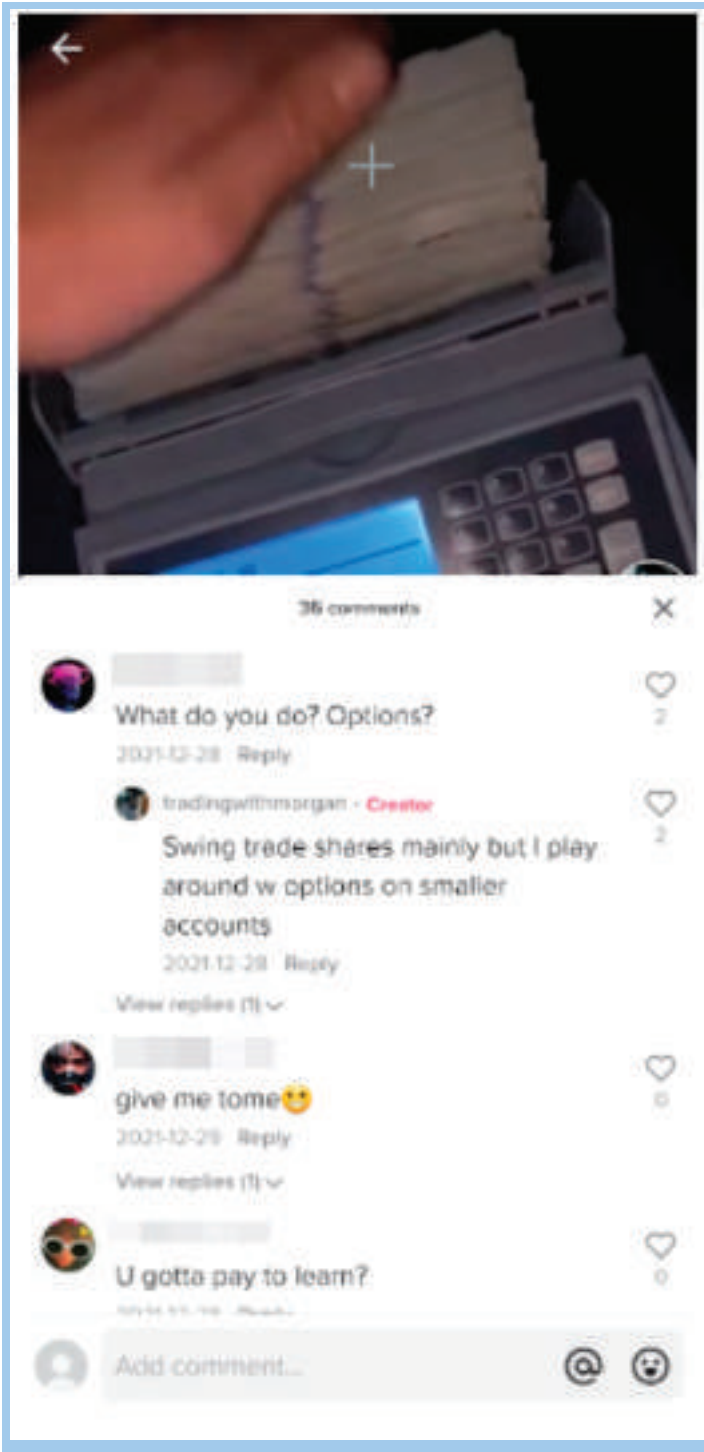
# The social game

## 3. Create an enticing description and add hashtags



# The social game

## 4. Engage

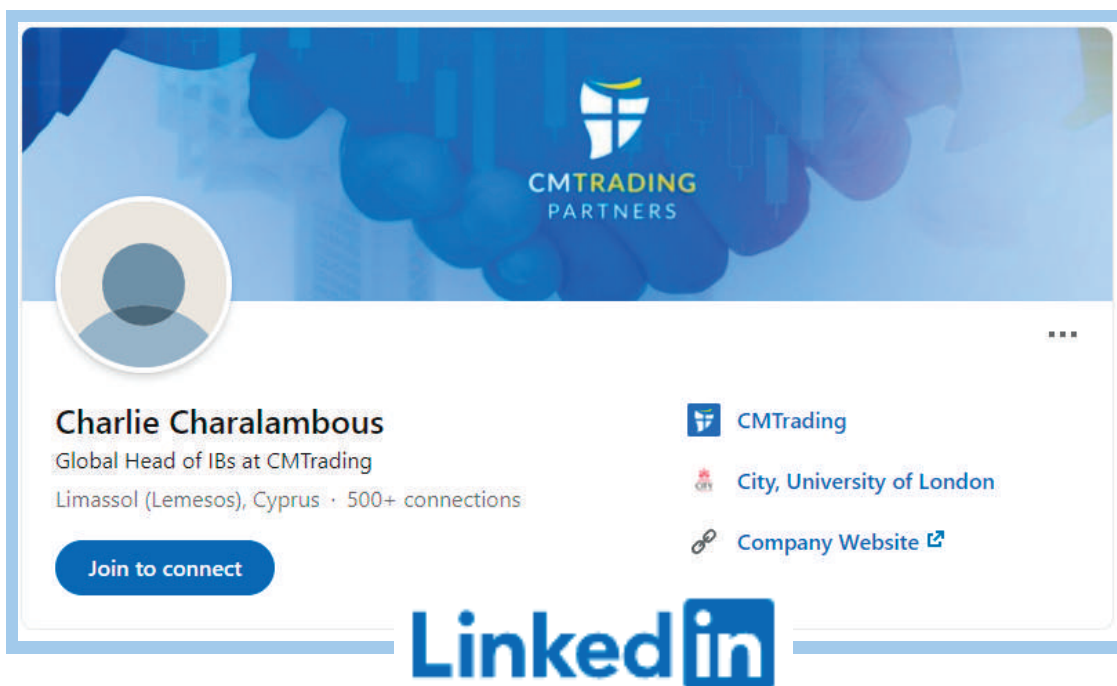


# Conclusion

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As you can see, social media marketing is a whole new world. Remember: The most important thing is to show up. You don't have to be perfect, but you do have to get started and never stop.

So, get started by adding **Charlie Charalambous, Global Head of IBs at CMTrading**, as a LinkedIn connection.



## ANY QUESTIONS?

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**PLEASE DROP US A LINE!**

Looking forward to getting social with you,

**CMTrading Partners**

