



11 Principles to Craft Your Local Body's Social Media Strategy

1. **Start with Why.** In everything we say and do, consider why we're doing it.
2. **Get People's Attention.** We're on social media because that's where people's attention is.
3. **Repeat = Defeat.** Dump your style guide. Mix up your styles.
4. **1 in 5.** No more than 20% in-person advertisements. Create social-media specific content.
5. **Start Meaningful Conversations.** Make connection your priority.
6. **Promote Spiritual Practice.** Get people to do magick, meditation, or prayer right where they are.
7. **Tell Your Local Body's Story.** Bring your people and your story to the forefront.
8. **Go deep, then wide.** Pick one platform, and dedicate yourself to it for at least a year.
9. **Public to Private.** Relationships are the foundation of what we do.
10. **Document Every Win.** Keep track and double down on what works.
11. **Experiment.** Make these principles the driving force of your social media activity for the next year.