Maximise Your Visibility without Spending All Day on Social Media with Rebecca Hawkes

Frances Barrett: [00:00:00] Visibility. Right? We all know how important it is to be visible for our business, but what happens if you are only using social media to be visible and you have had enough social media? And I, I can completely appreciate that. My name is Frances. I am the Head Brain from The Social Brain. I help businesses like yours get seen across their social media platforms, and today I'm going to be joined with by my very, very good friend, Rebecca Hawkes.

So what's great, and I'm gonna let Rebecca, , introduce herself in a second. , what's great about Rebecca is that she a visibility coach, so hi.

Rebecca Hawkes: Hi. I'm good. How are you doing?

Frances Barrett: I'm good, I'm good. Thank you. I was a bit of, a little bit of a stall cause I was like, oh my god, I don't see you yet. So welcome to our live today. If you wouldn't mind just [00:01:00] explaining a little bit about you and how help people, that would be amazing.

Rebecca Hawkes: Yeah, absolutely. So I'm a Vibrant Visibility Coach and I help entrepreneurs maximize their online presence without having to spend all day every day on social media.

Cause social media is amazing. It's amazing to get out in front of people. It's amazing to build your community, but it's also exhausting, not just creating the constant content that you've gotta create, the engagement that you have to do. But then also what I find is people get sucked into the scroll and find themselves comparing themselves and so much time and energy gets kinda sucked from them because of social media.

So one of the key things that I focus on is helping people be as visible as possible without actually being visible every day. So running things in the background, like your website, maybe having a podcast, maybe writing for Medium, something like that. Lots of different visibility strategies to suit each individual in each business because as we know, not every strategy works for every [00:02:00] person.

And one of the key things that I help people do as well is feel confident showing up on socials. So whether that's being on video, creating reels, doing a live like we are right now, I really like to focus on the confidence side of things as well.

Frances Barrett: Yeah. Amazing. Amazing. And you know, you mentioned a few things there, like websites and podcasts and, and lives and stuff like that.

If, and, and I know a lot of people can, a lot of business owners can relate to that, what, you know, how do you overcome that feeling of, oh my God, I have to be visible for my business. Because it can be quite daunting, right? It can be like, oh my God, I have to show up. I have to be seen. You know, people aren't gonna know my brand unless I'm online, or unless I'm doing this, or doing that, or, or the other.

So what would be kinda your advice to somebody who's, who's got those mind monkeys in their head?

Rebecca Hawkes: First of all, it's completely normal. Like as you say, so many of us have those fears. And I remember back when I started my business, so I originally started out as a social media manager and I used to preach to my clients all the time.

You've gotta be visible, you've [00:03:00] gotta get on video, you've gotta do lives, and I was hiding.

But I, I would like preach to people about showing up and showing people your personality and connecting with people, but I was absolutely terrified, so I would hide as well. So I've really had to force myself outta my comfort zone. And it does take practice. I think that's the first thing, like really understanding that the more you do it the easier it becomes, practice makes progress.

It's never gonna be perfect. Not every single video video you do is gonna be perfect as we've already seen. I fluff my lines, my dog gets involved. I forget what I'm saying mid sentence. Like, that's just who you are. And I think it's important that people see who you are because it helps humanize your brand and it helps people connect with you more.

Another thing that I wanted to mention was really getting clear on why you need to become visible and understanding the impact that it's gonna have on your business, like the positive [00:04:00] impact of being able to create those genuine relationships, being able to increase your income, growing your mailing list, all those kind things.

And look at the fear of being visible, and then find an alternative fear that's greater than that fear. So the fear of being visible is huge. It's very real for a lot of us. But the alternative fear that you could look for is if I don't show up and if I'm not visible and I'm not connecting with my community, I'm not going to have a business and then I might have to go back to a nine to five, or I might have to find another way to make money that I'm really not gonna enjoy, that is gonna mean that I'm not living the life I want to live. And really kind use a different fear to your advantage to overcome the fear of being being visible.

Frances Barrett: I think that's a really great strategy for yourself anyway, in anything. And if, whenever you feel the fear, it's like, feel the fear and do it anyway. Because what's gonna, what's gonna happen if you, if you don't do it, you know this, you're gonna restrict your business, you're gonna hit that [00:05:00] ceiling. You, you are only gonna get so far on word of mouth.

So I think that's a really, really great tip to go away, to feel the fear. Do it. Just do it anyway. Rip that bandaid off. And you know, we aren't born knowing this stuff. It's taken me and I know that I'm, I'm pretty visible when it comes to my face on stories and on reels and on this, and it's taken me some time to get here and I'm, I like, I'm quite open in that, you know.

I had an incident last year when I was announcing my rebrand and the live froze. It absolutely broke and it's taken me this long to be like, well actually, you know, this is gonna be something that that helps my clients and going live quite regularly can also help me to grow as a brand as well. So its that, you know, just, just take the leap and then you, hopefully you, you will learn. It'll be practicing and getting used to it and moving forward.

So I actually wanted to talk to you personally because last night you put out a blog post on Medium with regards to your new strategy and the different things you're [00:06:00] gonna do, and what surprised me about that is social media wasn't really on there at all.

So do you wanna talk a little bit about that and, and how you came about to that?

Rebecca Hawkes: Yeah, I think it really started, I mean, it's kinda been in the works for quite a few months now. I was working with a client short term at the start of the year, managing their social media and they are such a big brand, it was exhausting for me to have to be on social media so much and to create so much content and have this constant churn, and it really made me neglect my own profile.

So I didn't post on my own social media profiles for months, but, I was still getting people join my list. I was still driving a hell of a lot of traffic to my website. I was getting sales of my digital products come through. I was getting inquiries for social media management and I don't promote myself as a social media manager anywhere.

I was still getting inquiries coming in and I think between like May and July I posted twice on, twice on Instagram and I saw that, I kind of analyzed that and I was [00:07:00] like, if I'm not showing up on social media and I'm still visible every day and I'm still growing my business every day, then how can I do more of this behind the scenes stuff and less of the social media that I do find exhausting and that does burn me out?

How can I really like, maximize my online presence without doing the things that can be quite stressful? Mm-hmm. So I kinda started to look at all the different things that I really enjoyed doing. I started to focus more on long form content, like blogging for my own website. I've got my podcast The Confidence Show so uploading websites, uploading websites, uploading episodes regularly to the podcast, writing targeted blog posts using something called Medium to write articles as well, which also it's a platform that you can be more visible on because a lot of people on Medium like tapping into a whole new audience, which is wonderful to start with, but also with something like that, there's also the potential for you to earn an extra income as well.

And it's not like [00:08:00] a huge income overnight, but over time, as you grow your following, as you publish regularly, you can earn some money there. And one thing that I really wanted to focus on was bringing in more income streams that could generate consistent, steady income without me having to be on all the time.

So my plan is to really still use social media, but use it in a way that feels really good for me. So, for example, I'm trying out this new strategy and again, like strategies are things that we have to try as you talk about all the time. Like we can try these things out. We need to leave it for a period to analyze whether it's working and then we can tweak it as necessary.

But the current Instagram strategy that I'm trying out is just a grid full of nine posts that are a combination of valuable tips for people in terms of like strategy, in terms of confidence being visible, things like case studies, my services, an introduction post about me, but just 9 main grid posts that's gonna act as almost like my landing page or website, if you like.

So anytime someone comes to my profile, [00:09:00] they see everything they need to know about me, about my business, and about how I can help them, and then off the back of that, I can just stick to doing like maybe a weekly reel. Or a couple of reels a week, or I could maybe go live once or twice and keep those off of my profile so that I'm still increasing my visibility, I'm still increasing my reach because as we know, reels last a lot longer, and you can still get traction from them like months down the line. So I'm still being visible in that respect, but I'm not doing it in a way where I've got to show up everyday on social media. I've gotta spend hours and hours creating content. I've gotta exhaust myself doing the thing that I'm not as excited about.

I much prefer creating these long form blog posts and recording the podcast episodes, and that's what really works for me. So it's all about finding and deciding on a strategy that you think is gonna work for you, putting it into practice, and seeing the results that you get. And obviously, I can't tell you those results yet because it's, it's only something that I'm doing at the moment, but I feel really good about it.

I think it's so important to feel good about what you are doing. Cause then it's easy for you to show up for [00:10:00] yourself every single day. If you give yourself a strategy that is exhausting, that you like, dread, or makes you feel overwhelmed, you're not gonna implement it anyway. So there's no point you putting it in place in the first place.

Frances Barrett: Absolutely. And you know, I think that's really, really important and the fact that, and I've known Rebecca for about four years now, and, and seen you, you do your shift from social media manager to helping social media managers and, and confidence and, and move into this whole visibility thing, which I think absolutely sums you up completely.

But you could just tell from how you were talking then like there's a fire in your eyes and you're so passionate about this cause you aren't burnt out doing all of the things. And I can, obviously, my specialty is social media marketing and, and, and kinda getting the traffic through that way. But you do need the other streams as well because, you know we can't depend completely and utterly on these platforms.

So it's really important to diversify into podcasting, blogging, Medium, I've not actually checked out yet, so I need to have a look at that. And you [00:11:00] also mentioned websites and, and, and stuff like that in that blog. And I, will kind divert people over to, to your profile so people can have a read of it themselves.

Cause there might be something there that they can take away. So yeah, I think, I think that's really, really good. What we should say as well is you did have that social media management manager client or management client, but you actively were not advertising social media marketing, right? So the fact that you are still visible and known for that is really kinda, what's the word I'm looking for? It's, it's, it's really powerful, the fact that you still got that client, that big client though, weren't advertising social marketing.

I suppose you, we've kind of covered this a little bit, but what other ways would you say that people can maximize their visibility? Now, we've talked about blogging. We've talked about podcasting. We've talked about kinda just do the thing anyway and see how it goes, [00:12:00] but are there any, any other ones that you have found useful in, in regards to strategies that you might have used that our, our viewers might find it interesting to go and investigate for themselves?

Rebecca Hawkes: Yeah, I think there's a few that really stand out for me in terms of online cause also I think we have to think about like online visibility and offline visibility. Cause there is so much in like attending networking events, going to co-working spaces, hanging out with people in real life. Like it's huge to be able to meet people there.

And I've had quite a few clients come from referrals where I've met offline events as well. So never discount an offline visibility strategy as well. But in terms of online things like Pinterest, like the majority of my traffic to my website comes from interest, and I spend maybe two, three hours a month doing it.

And I still, I mean, my, my, views at the moment are climbing because I actually sat down at the start of July (inaudible).

When I had that break, I was like, oh, actually this is a really good thing to use. Yeah. But [00:13:00] something like Pinterest, like driving traffic to your website, your lead magnets, I drive traffic to my Instagram profile, to my Instagram post to grow my profiles there. Driving traffic to like digital products, your services, all that kinda stuff.

Pinterest is amazing for that and I often get like dms from people that found me on Pinterest and they're like, oh my God, this was so helpful. So Pinterest is huge. Podcast, blogging. Oh, what were the other. I've recently joined a new platform called Substack where you grow your newsletter, and one of the things

that I'm really enjoying there is the platform actively promotes your newsletter to other people.

So again, you can be visible every day because the platform's promoting you and you don't have to go on, I mean, obviously it's helpful to share your newsletter across all the social medias, have it on your website, et cetera. But the platform promotes you as well. So even if you do nothing you can still grow your list there, which is amazing.

What was the other thing? Oh, be a guest. I think this is a huge one, like use tap into other people's people's [00:14:00] networks because when you are a guest, like I recently had you on my podcast. Yeah. I've started opening up my podcast to guest expert, or I say guest experts, but it's more about like interviews in the conversations we have like over there.

But being a guest in other people's audiences, because when you go into somebody else's audience, their audience already trust the person whose audience it is initially. So for example, your audience already trusts you. So when you bring somebody in they are more likely to trust the guest because they trust you.

Yeah. So it builds trust much quicker. And when you go in and you talk about things to like the ways that you can help people, when you show up for the value with no expectation for anything in return, it attracts more people to you and it helps you grow your community much quicker. Let's say for example, you were gonna do a guest interview slot with someone and their audience was like a hundred people, even if 10% of that audience came to you, you've gained an [00:15:00] extra 10 people in your community and then you can continue to get to know them there.

And I think you do that for 10 other people. You've gained an extra hundred loyal people that trust you into your community, and you've only gotta do like one live a week without having to create millions of social media posts I say millions, massive exaggeration. But you know what I mean? Like it's, it's a really nice way, and not only that, this is so much fun. Like me having this conversation with you is so much more fun than me sitting on my own creating 20 social media posts for the weekend. Yeah. So much more enjoyable.

Frances Barrett: Yeah, absolutely. People feed off of that regardless of what platform you're on so say if you were writing a blog post or writing out a newsletter, or you're doing a live like this, people feed on other people's energy and your energy really comes across when you are enjoying what you are doing.

And I think that's so, so important. Now there was question I did wanna ask and it might be a well, how long's a piece of string type of answer, but I just wanted [00:16:00] to ask for, for the benefit of everybody really.

So we've talked about quite a few, , different platforms, different strategies, different things that we can get involved. How many should you start with? How many should you use? You know, what, what, what's kinda your guidelines when it comes to that?

Rebecca Hawkes: Well, I feel like I've ignored all the advice I've ever given by saying like, focus on one thing.

I'm focusing on lots of things at the moment. But that's working for me because I'm somebody that likes variety. I get bored very easily. I like to be able to do lots of things at once, so it's working for me. I'm currently focusing on the podcast, creating a new website for the podcast, blogging on my personal website.

I'm writing on Medium, oh, and the newsletter. So I've got like five things that I'm focusing on and for me that allows me, like if I'm doing podcast stuff and I'm like, oh, I just can't today, like it's just I don't have the energy or I've not inspired enough, then I can [00:17:00] be like, okay, I'll go to my website and I'll update my old blog post.

I'll add in like the Adsense there, that sort of thing. Or if I'm writing on Medium and I'm just like, I don't really know what to write today, then I'll be like, you know what? I'm gonna record a podcast and I can jump around and that works really well for me. Mm-hmm. If you're somebody that struggles with being everywhere and like, like trying to do all the things at once, then just choose one thing and just focus.

I mean, it may be that in two months time I realize that trying to do all the things at once is a little bit too much. So I might slow down and be like, ok, this is my focus but I think as well for me all the things I'm doing at the moment intertwine to each other. So I like cross promote my Medium articles.

I'll promote my podcast. In my podcast, I'll talk about my newsletter. In my newsletter, I'll talk about my blog post on my website. So everything is all very mixed and very intertwined. Anyway, so that is working for me very well at the moment. But I, I did the same with my social media like everyone says I mean, now my advice might change a bit, but everyone says [00:18:00] like, focus on one social media platform, grow that, and then move on to the other.

When I started as a social media manager back in 2016, 2017, I set up all the profiles and I was visible on all the profiles straight away. Because in my mind I'm like, the more places that I can show up, the more content I can create, the more people are gonna find me.

And that was really important to me, and that worked for me then. Now my main social media focus is just gonna be probably Instagram and a bit of TikTok at the moment, whilst I do all the long form stuff in the background. Mm-hmm. That might change again in future. And I think remembering that everything can flow and working out what works best for you and your business is the most important thing.

That can take some trial and error, like it can take trial and error. You might do something for a month, and I think there's a difference between trial and error in terms of like working out what feels good to you. And trial and error in, you've got to give your strategies long, a long enough time to see if they work.

So don't just be a month and be like, oh, I'm not getting enough likes, or I'm not getting enough followers. [00:19:00] I'm gonna jump to something else. Like, no, you have to give it time, but also you also need to be honest with yourself and say, is this actually working for me? Like, is posting twice a day exhausting me? I'm not gonna do that.

Frances Barrett: Yeah, absolutely. And this is why like, and there are a lot of them, and I know that there are some people who are watching who have probably done these before, but this is the reason why 30 day reel challenges just don't work because they are a, they, they, 30 days is just not long enough for strategy anyway. You know, it needs to be a minimum. Three months to really see if it's working. And people go all in on these reels, right?

They, they think they need all these transitions and all of singing, all of the dancing reels. And it doesn't be ends up in burnout and resenting the platform. You know, I, I believe that we should focus on solely on one platform, but repurpose that content to other platforms work in a smarter way.

There's no, and, and [00:20:00] if you've been watching my stories, you'll know that I've been repurposing all of my Instagram reels over onto TikTok, and that has been slowly, slowly growing my following over there. It's getting quite a few likes and stuff like that, but I just think that, you know, 30 day reel challenges just generally, it's, it's just not long enough. If you give people first day prompts, it's just not long enough to really see that it's working for them, and they expect thousands of followers and all of the likes. So yeah, I think

that's a really, really important point to make. And, you know, always make it about what you can handle with your workload. Don't stop answering the phone to create a reel or to write a blog.

It's always, it's always down to what your workload is and, and, and trying to fit that marketing strategy around there as well. So where can people find you if they're looking for you, where can people find you? Medium? Your website?

Rebecca Hawkes: I'm everywhere. Well mostly at the moment probably, I say focusing on [00:21:00] Instagram. I've just like updated my Instagram profile and I've got a lot of resources on there. So things like confidence tips for being visible. I've got some case studies for one of my clients, how we got her from being like too afraid to show up to going live in a Facebook group of over a hundred thousand people and like i, I've literally put a case study out to walk, like walk people through the exact process that we followed. And even I, like, I was so blown away by her results cause I was like, even, I dunno if I would be able to do that, but it's fine. So on my, yeah, on my profile, I've got resources there and you can find me on The Confidence Show podcast.

My website's rebeccalucyh.Com. I'm on social media @rebeccalucyh everywhere, and then I've just set up new socials for The Confidence Show if that's something that you wanna follow as well.

Frances Barrett: Thank, thank you so, so much. Rebecca. Thank you so much for joining me today. I hope that you enjoyed it because I know you don't come on lives very often.

Thank you so much for being a guest and giving those tips Rebecca. And please [00:22:00] do follow Rebecca @rebeccalucyh. Loads and loads of value over there. And keep staying visible.

My next live is with another Rebecca, Rebecca Wise Funnels. She's a funnel expert and we're gonna be talking about the relationship between funnels and social media marketing, so I can't wait to get my into that one.

Thank you so, so much to Rebecca for joining me today, the Vibrant Visibility Coach, and I shall see you guys very soon.

Rebecca Hawkes: Thanks for having me. Bye.

Frances Barrett: No problem. Bye.