



# AUTHENTIC STORYTELLING



"Be authentic on social media" is a phrase we have all heard. But what does this actually mean? And how do you achieve it? Here are some helpful tips to creating an "authentic" narrative on social media.

The first golden rule is, if you are going to use other people's imagery, quotes or words - credit them. Using someone else's work in your socials without crediting them is probably the first deal breaker when it comes to being un-authentic.

Remember your actions will speak louder than your words. Meaning, you can write and record as many verbal promises and stories as you want but if people don't see it backed up with examples of your great work, product or service it becomes just that, words.

Being authentic isn't always easy, as it does require you to be vulnerable at times.

This may mean people seeing you without filters or having a look into the less glamorous side of your business or perhaps you need some down time for yourself, being a clear communicator is a big part of being authentic.

A good way to remain authentic is to set boundaries early on in your journey. If you want to promote your business but you don't want people to see certain aspects of your life (kids, home, animals, partners, etc) then don't post about them. You are asking your audience to buy into you and your business they naturally become curious and feel like they "know" you. If you want this to be strictly business it's up to you to keep it that way.

## REMEMBER

1. Your actions: are a lot LOUDER than your words.
2. Word of mouth: what others say about you will be believed more than what you say about yourself.
3. Anchoring your story in truth and giving truthful examples, is what people want to see.

