



WWW.PLUGANDPLAYSM.COM

# Getting "Reel"

WITH SOCIAL MEDIA

**Deborah Byrd**

CEO & FOUNDER OF PLUG AND PLAY SM



@PlugandPlay\_SM | @DeborahAByrd





WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

## Today's **Current** Market:

- Higher Interest Rates
- More Competition
- Low Inventory
- Fewer Teammates
- 28M Want to Buy a Home
- 3-4M WILL Buy in 2023

- 63% of Mortgaged Homes Have an Interest Rate Less Than 4%
- 80% Have Less Than 5%

**\*\* This has Created *accidental landlords & Household Hostages!!***



## What's Your Plan?



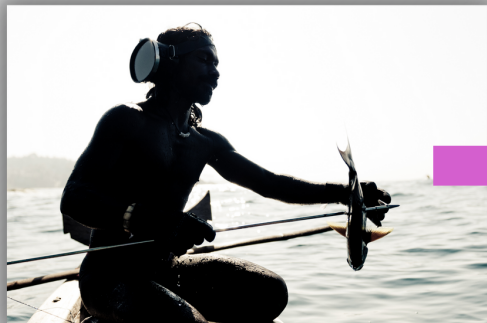
WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

CAST A WIDER NET LEVERAGING **SOCIAL  
MEDIA & STAY TOP OF MIND** BASED ON  
WHERE **HUMAN ATTENTION** IS

# MUST SHIFT THE STRATEGY



WHAT **MISBELIEFS** DO WE  
NEED TO **RESHAPE**?





WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# INCREASE TRUST, GAIN INSTANT CREDABILITY ALL BEFORE THE PHYSICAL OPPORTUNITY COMES!

If I were referred to you RIGHT  
now, and googled you or  
landed on your Social feed...  
what judgments would I make  
about you?

**"CONTROL THE NARRATIVE"**







WWW.PUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# WHY BEFORE THE WHAT OR HOW: WHAT USED TO WORK NO LONGER DOES...

**1880's**

- Products seemed to be magical
- Built off deception
- No agencies to regulate ads

**1704**

- First American Newspaper

**1892**

- Sears was the first to personalize mailers

**1905**

- Article written to push for Legislation

**1920's**

- 1st World War = Redeemed Ad Agency

**1922**

- 1st Ad on the Radio

**1930's**

- Ads became BIGGER
- Invented public fears to sell a product (subconscious anxiety)
- We used to HAVE to watch ads if we wanted to watch shows

**1935**

- George Gallup learned to collect statistical data to make radio ads more personal.

**1938**

- The Federal Trade Commission (FTC) was allowed to regulate "unfair or deceptive advertising."

**1941**

- First Commercial on T.V.

**1950**

- "Lazy Bones" invented to skip commercials

**1970's**

- VCR was invented to record shows and fast forward

**1975**

- HBO - the first network nationwide without ads

**1978**

- Email Marketing / Spam 1st Used

**1997**

- Pop Up Ads / Netflix was Launched

**1998**

- Google Launched Online Search

**2006**

- Ad Blocking for Web

**2007**

- Behavioral Targeting



## We are currently experiencing a **Marketing Rebellion** due to 3 **BIG CONSUMER SHIFTS!**

### 1. The End of Lies

a. "Snake Oil" FTC / (1880 - 1935)

### 2. The End of Secrets

a. "First McDonalds Loss due to Rumors" 1935 - 2005

### 3. The End of Control

a. Young are immune to ads / seek emotional attachment



#SocialGood #SocialCare



Keeping it  
**REEL**

WWW.PUGANDPLAYSM.COM

ON SOCIAL MEDIA

# WHY SOCIAL MEDIA? Human Connection Time Spent **Per Day** ON SOCIAL MEDIA:

An average social media user uses 7.2 different social platforms every month.

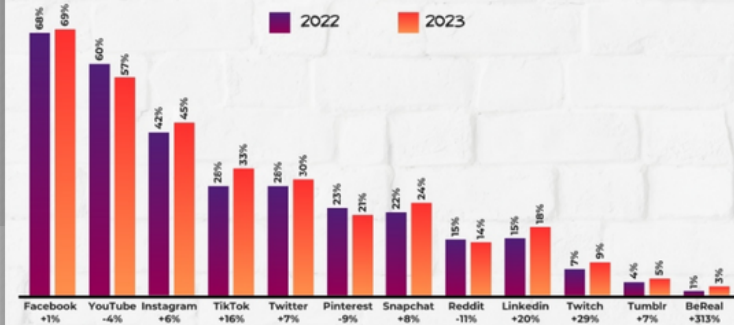


## Time Spent on Social Media by Age

Age Group	Average Time Spent on Social Media per Day (2022)
16-24	5 hours and 49 minutes
25-34	5 hours and 31 minutes
35-44	4 hours and 49 minutes
45-54	3 hours and 57 minutes
55+	3 hours and 3 minutes

Rankings:  
#1 = Facebook  
#2 = YouTube  
#3 = Instagram  
#4 = TikTok

USAGE OF SOCIAL MEDIA PLATFORMS BY U.S. ADULTS ( MAY 2022 VS JAN 2023)



Hubspot Blog Research, Consumer Trends 2023 Report  
Bi-Annual survey of 600+ U.S. adults in May 2022 and Jan. 2023  
\*Which of these social media platforms have you used in the past 3 months?  
Percentage shown are rounded to the nearest whole number

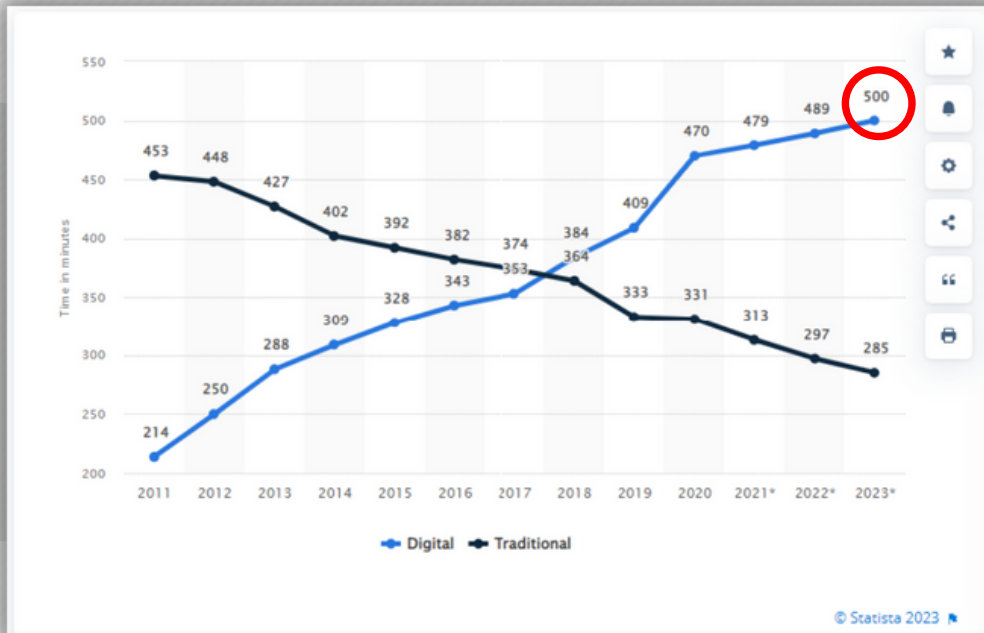


Keeping it  
**REEL**

WWW.PLUGANDPLAYSM.COM

ON SOCIAL MEDIA

# Time Spent **Per Day** With Digital vs. Traditional Media In The U.S. From 2011 - 2023 *(in minutes)*



500 Minutes a  
day = 8.33 hours





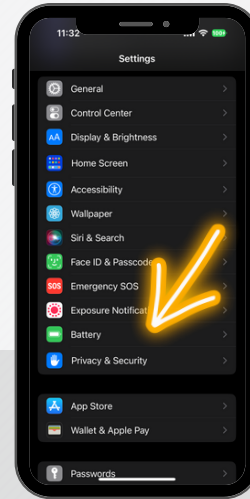
WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# EXCUSES OF WHY WE AREN'T USING SOCIAL MEDIA MORE:

1. Time
2. Don't Know What to Say
3. Don't Know How to Say It
4. Fear / Approval





Keeping it  
**REEL**

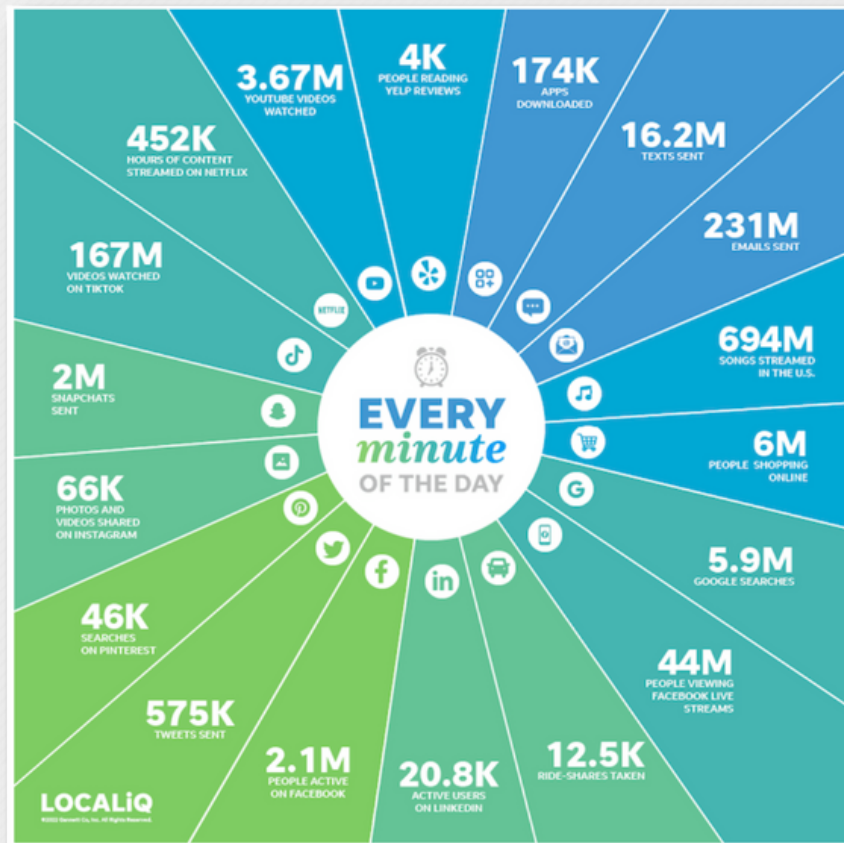
WWW.PLUGANDPLAYSM.COM

ON SOCIAL MEDIA

# What Happens **Every Minute** On The Internet:

- 231M Emails Sent
- 167M Videos Watched on TikTok
- 16.2M Texts Sent
- 5.9M Google Searches
- 3.67M YouTube Videos Watched
- 2.1M People Active on Facebook
- 66K Photos & Videos Shared on Instagram
- 20.8K Active Users on LinkedIn

**Trust me, no one wants another spam email!!**



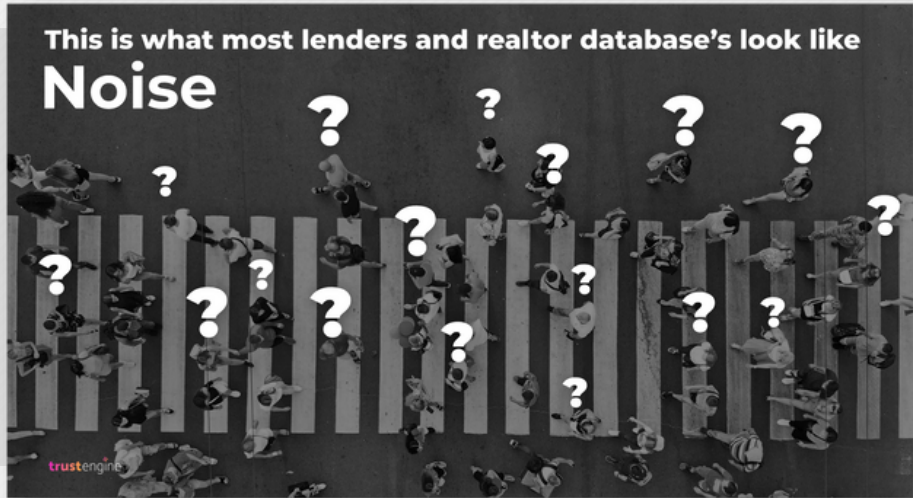


WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# Build a Wall Around Your **Database** & Stay Top of Mind By Using the Best Piece of Real Estate Today: **The Phone**







WWW.PUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# LEARN TO USE SOCIAL MEDIA AND NOT BE USED BY IT

## H2H Marketing

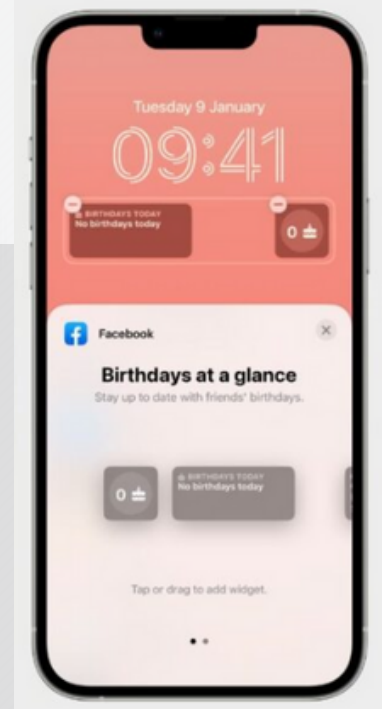
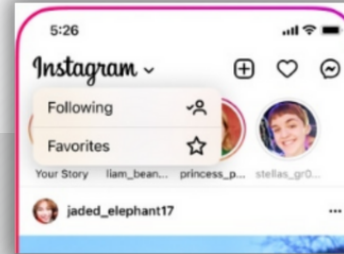
Engage with others = Competitive Advantage

### DAILY NON-NEGOTIABLES

- Follow 20 New Accounts
- "Like" 20 Posts
- "Comment" 20 Posts
- DM or Story Comment 20 Accounts
- Send "Thank You" to New Followers
- Respond to All DM's
- "Like" & "Respond" to All Comments on Your Posts
- Add Value to FB Groups You are In

Add FB Birthdays to  
Lock Screen with iOS 16

Set Up: Favorites Feed





WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# HUMAN CENTRIC MARKETING

Questions

↳ Conversations

Relationships

↳ Opportunities

Actions

## H2H Marketing

- 1. Who are the people you need to be asking more questions of?**
- 2. What conversations do you need to revisit to continue to progress?**
- 3. Where do you have relationships that contain unrealized opportunities?**
- 4. What opportunities are awaiting your input to agree on the next action?**



WWW.PUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# INSTAGRAM: ACCOUNT SET UP BASICS

**Account Settings in IG:** Click on settings > account > Data Usage > Turn On Upload Quality Settings.

**Account Type:** Should be a **Professional or Creator Account** so you can look at your analytics and insights. Settings > account > switch account type > switch to business or creator account.

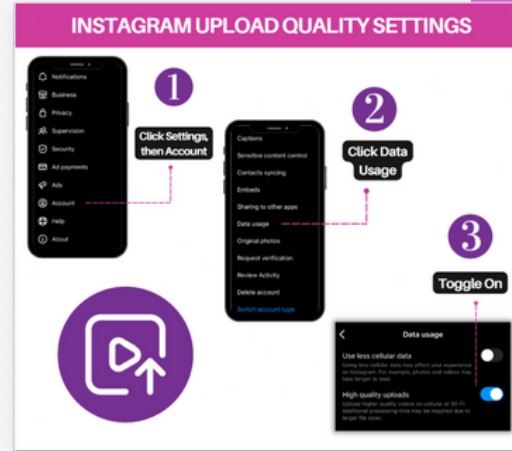
**Video Recording Settings:** 1080p or HD / Higher Resolution (helps for when you zoom in). Shoot Vertically if recording for Reels / Stories.

**Optimize Bio:** See image on the RIGHT. (Consider LinkTree link)

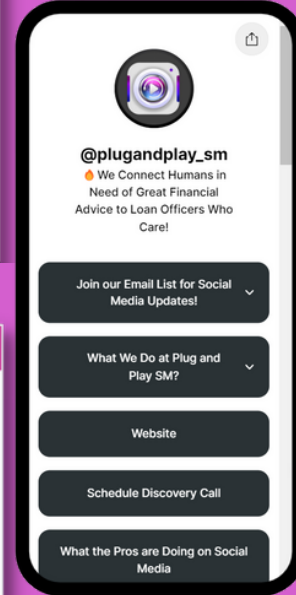
**Hidden Gem for IG:** There are **6 Traffic Sources** through Social Search:

- Home feed
- Reels
- Hashtags
- Trending Sounds / Location Tagged
- Profile
- Explore Page

## IG Quality upload In-App Settings:



## Optimizing Your Bio:







WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# WHO ARE YOU AND WHY DO YOU MATTER?



**Top 3 Reasons Why People Should Work with You?**

(write these down)





WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# SOCIAL MEDIA BUSINESS PLANNING - MUST BE IN ALIGNMENT TO BUSINESS

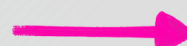


## STRATEGY:



- PURPOSE: WHY?
- VISION: BIG GOAL?
- VALUES: HOW?
- COMMITMENTS: WHAT?

## PROCESS:



- SYSTEMATIC PROCESS TO CREATE, CONSUME, AND ENGAGE
- LEVERAGE & AUTOMATE: THE LOWEST \$ ACTIVITIES

## SYSTEMS:

- TOOLS: PLUG AND PLAY SM SCHEDULING TOOL
- VIDEO EQUIPMENT
- GRAPHIC DESIGN
- BATCH CONTENT
- MONTHLY VALUE SERIES

"Create a high trust & relational social media business plan that generates the right kind of connections, from the right kind of accounts, backed by a valuable content strategy AND sales process... which produces the maximum conversations & conversion for my time (even while sleeping)."



WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# THE PROCESS

## PLAN & SYSTEMATIZE

### Ideation:

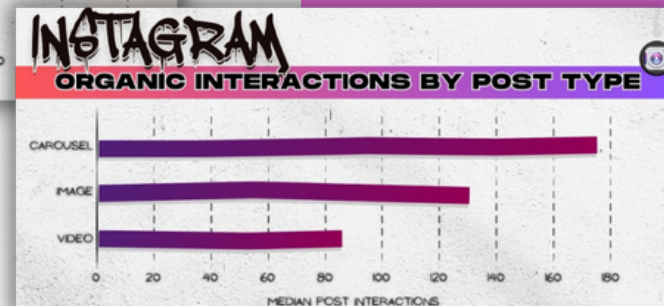
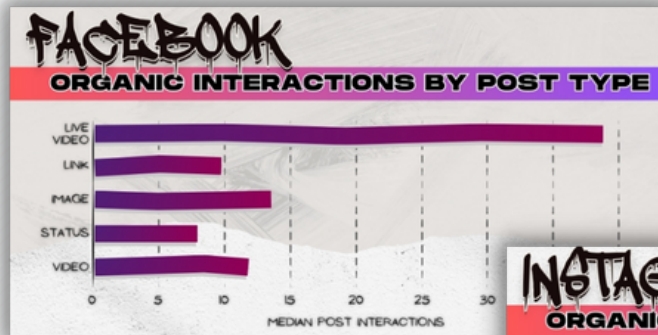
- Refinement
- Shoot
- Edit
- Distribute
- Engage

### Topics:

- F.A.Q
- Problems you Solve
- Relevant News
- Success Stories
- Home Tours
- Financial Literacy

### Resources:

- Answer the Public
- Google Trends
- Social Listening
- YouTube
- Keeping Current Matters
- Housing Wire
- BuzzFeed







WWW.PLUGANDPLAYSM.COM







Keeping it  
**REEL**

ON SOCIAL MEDIA

# INCREASING VISIBILITY TO REACH OUR IDEAL AUDIENCE



"Not being known is a bigger problem than being broke." - Grant Cardone

<p> <b>CLIENT STORY:</b></p>	<p> <b>DEMOGRAPHIC</b></p> <ul style="list-style-type: none"> <li>○ Age:</li> <li>○ FTHB?</li> <li>○ Job Title?</li> <li>○ Married?</li> <li>○ Kids?</li> <li>○ House to Sell?</li> <li>○ LTV:</li> <li>○ FICO:</li> <li>○ Gift Funds / Assets?</li> <li>○ Where would they hang out?</li> <li>○ Hobbies?</li> </ul>
<p> <b>THE SYMPTOMS</b> (FELT NEED OF CLIENT)</p>	<p> <b>THE TRIGGER(S)</b> (ROOT CAUSE THAT CAUSED CLIENT TO TAKE ACTION)</p>
<p> <b>GOALS:</b> (Monthly Payment Sensitive? Rate? Fees?)</p>	<p> <b>THE SOLUTION / OUTCOME WE PROVIDED</b> (TCA, Lender Credit, UF MI, etc.)</p>



WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# MORE VALUE, LESS NOISE A REEL STRATEGY:

## Prior to recording:

- Who is it for?
- What do they need? (Not what you think they want)
- Content / Reels are for your audience (not self serving).

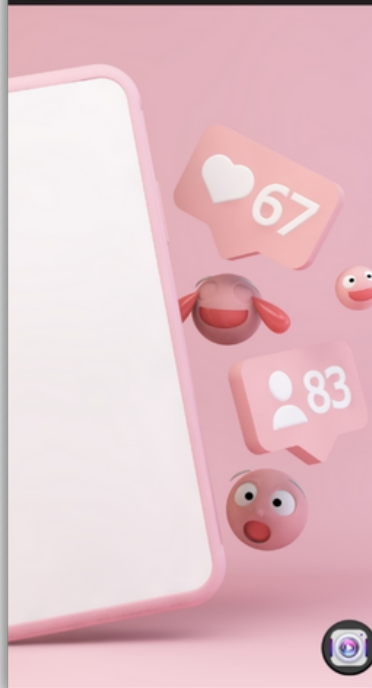
**Content Pillars:** Create themed days centered around pain points of your audience, while including trust building and connection posts (relatable content, memes, inspiration) to keep your content diversified.

- *Ex: Husband lost his job, kid going to college, relocating, divorce, etc.*

## The 3 C's for Your Brand's Identity:

- Consistency
- Clarity
- Congruency

## Questions to Create Viral Content:



1. Will I want to **SAVE** this post?
2. Will I want to **SHARE** this post?
3. What **SPECIFIC PROBLEM** it solves?
4. How can I make it so **SIMPLE TO UNDERSTAND** even for a 10 year old?
5. Does the headline make me so **CURIOUS** that I have to click?



@plugandplay\_sm



WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# START WITH 30,000 FT ABOVE VIEW

**JULY 2023**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26 <b>LONG TAIL VIDEO:</b> Lesson #8: Prep Work for Quarterly Events for Both Partners & Clients	27 <b>PROVE YOU ARE A STRATEGIST</b>	28 <b>LIVE</b> Interview: Host Your Show Day - VALUE POST CLOSING	29 <b>STORY TIME</b> Partner Story / Problem you Solved (U) Database Calls	30 <b>"BTS" Reel</b> Humanize Your Brand	1 Personal Post
2	3 <b>LONG TAIL VIDEO:</b> Lesson #9: Affiliability Prep Work for Meet & Greet for Weekly Show	4 <b>PROVE YOU ARE A STRATEGIST:</b> TCA - Move Up (Part X)	5 <b>MONTHLY SALTOR</b> MAGAZINE	6 <b>STORY TIME</b> Partner Story / Problem you Solved (U) Database Calls	7 <b>"BTS" Reel</b> Humanize Your Brand Send Mass Email Work of Art Associate Day	8 Personal Post
9	10 <b>LONG TAIL VIDEO:</b> Lesson #10: Home Value or Crash? Tea & Treats / Lunch / Goal Tracking	11 <b>PROVE YOU ARE A STRATEGIST:</b> TCA - Move Up with Student Loans	12 <b>LIVE</b> Interview: Host Your Show Day - VALUE POST CLOSING	13 <b>STORY TIME</b> Partner Story / Problem you Solved (U) Database Calls	14 <b>"BTS" Reel</b> Humanize Your Brand Send Mass Email	15 Personal Post
16 Happy National ICE CREAM day	17 <b>LONG TAIL VIDEO:</b> Lesson #11: Today's Opportunity Meet Day - Client Monthly Newsletter, Birthday Cards, & Annual Mortgage Reviews	18 <b>PROVE YOU ARE A STRATEGIST</b> TCA - March 2020 vs. Today (LIVE)	19 <b>LIVE</b> Interview: Host Your Show Day - VALUE POST CLOSING CLIENTS (LIVE) (20:30)	20 <b>STORY TIME</b> Partner Story / Problem you Solved (U) Database Calls	21 <b>"BTS" Reel</b> Humanize Your Brand Send Mass Email	22 Personal Post
23	24 <b>LONG TAIL VIDEO:</b> Market Update Pop-Bys (Builders, Attorneys, CPAs, etc.) (LIVE)	25 <b>PROVE YOU ARE A STRATEGIST</b> TCA: Move Up (Boomers) (LIVE)	26 <b>LIVE</b> Interview: Host Your Show Day - VALUE POST CLOSING	27 <b>STORY TIME</b> Partner Story / Problem you Solved (U) Database Calls	28 <b>"BTS" Reel</b> Humanize Your Brand Send Mass Email	29 Personal Post
30	31 <b>LONG TAIL VIDEO:</b> Market Update Prep Work for Quarterly Events for both Partners & Clients	1 <b>PROVE YOU ARE A STRATEGIST</b> TCA - Cash Out Credit Consolidator (LIVE)	2 <b>LIVE</b> Interview: Host Your Show Day - VALUE POST CLOSING	3 <b>STORY TIME</b> Partner Story / Problem you Solved (U) Database Calls	4 <b>"BTS" Reel</b> Humanize Your Brand Send Mass Email	5 Personal Post

**DAILY NON-NEGOTIABLES**

- Follow 20 New Accounts
- "Like" 20 Posts
- "Comment" 20 Posts
- DM or Story Comment 20 Accounts
- Send "Thank You" to New Followers
- Respond to All DM's
- "Like" & "Respond" to All Comments on Your Posts
- Add Value to FB Groups You are in
- 4-6 Story Posts each day

**PERSONAL BRANDING OPPORTUNITIES**

National Ice Cream Month

- July 1: National Postal Worker Day
- July 1: International Joke Day
- July 1: Canada Day
- July 2: World UFO Day
- July 3: International Plastic Bag Free Day
- July 4: Independence Day
- July 7: World Chocolate Day
- July 10: National Piñata Colada Day
- July 11: Cheer Up the Lonely Day
- July 12: Malala Day
- July 12: National Simplicity Day
- July 15: Give Something Away Day
- July 16: National Ice Cream Day
- July 17: World Emoji Day
- July 18: Nelson Mandela International Day
- July 22: National Hammock Day
- July 24: National Tequila Day
- July 30: International Day of Friendship
- July 31: Harry Potter's Birthday

@plugandplay\_sm





WWW.PUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# THE IDEAL WEEK THEMED DAYS:

MONDAY



## Video Content for your channel on YouTube

Schedule one hour on Mondays to record long form videos (about 3-5 minutes each) for your YouTube channel. Start with frequently asked questions, cover new programs and industry trends or highlight new technologies that will help your clients. The sky is the limit for topics, but commit to recording these videos on Monday. These will help your footprint when someone is searching about these topics on Google and other search engines.

TUESDAY



## Go Live! On Instagram and Facebook

Take 15 minutes on Tuesday afternoons to go LIVE! This should be an informal, unpolished, yet personal feel. What to talk about? Start with storytelling! Talk about what's inspiring you, how you recently helped a family get into their dream home, or just what's going on in your life. These posts will help you show your personality to your past and new clients and show them why they want to work with you.

WEDNESDAY



## Educate with a Webinar

Schedule one hour every Wednesday to do a FREE webinar series for your clients and community. Invite other industry experts, i.e. Lawyers, Financial Advisors or even local business owners from your community to join you and talk about what's going on in their business. Not only will this help your viewers learn what's happening, it will help you build relationships with key people in your community. Plus! They will share it in their social communities as well!

THURSDAY



## Client Call Out

Highlight magical moments for your clients! Wishing them a Happy Birthday, congratulating them on closing on their new home or new jobs. Create a 'Favorites' timeline featuring only your clients and referral partners so you can make sure you don't miss any of their life moments. Make sure to like or comment on their posts to stay top of mind!

FRIDAY



## Culture Is King!

Take time on Fridays to post about the culture you are building with your brand. Post about fun events happening at your office or with your team. Did you attend a charity event or get tickets to your favorite sports team? Share it! This is where you create the personal connection with your community and stay top of mind! Most of the time people would rather work with someone they like, so show them why they should like you!

## The Perfect Annual Marketing Plan for your Database (beyond phone calls, texts, and standard relationship activities)!

### DAILY:

Social Media / Providing Contribution to your Community: (post everyday), make sure you are connected with your clients and database, create content your sphere wants to know more about, engaging with their content, run ads, retarget ad to your database).

### WEEKLY:

Send Content Rich (not canned content) Email that can be a weekly recap of the social media posts you made for the week which stems from contribution.

### MONTHLY:

Print: Must expose database to different mediums at different frequency points to maximize your positioning in your consumer's minds. Example, use your last YouTube thumbnail with a QR code that allows people to go watch that YouTube video.

### QUARTERLY:

Personal Touch: Example: Hand-Written Notes, Gifts, Make it Memorable.

### SEMI-ANNUALLY:

Events! Humans need face to face time for the relationship.

### ANNUALLY:

Annual Asset Review or Mortgage Check Up

### ONGOING:

Google Display Network Ads





WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA



Follow me on IG for more tips!

# THE IMPORTANCE OF LIFESTYLE PHOTOS IN YOUR FEED!

## 5 Types of Video:

1. Live or Action
2. Talking Head
3. Vlog / Behind the Scenes
4. Interview
5. User Generated Content

## 6 Categories:

1. Educational
2. Promotional
3. Entertainment
4. Informational
5. Documentary
6. Events / Micro Events

@plugandplay\_sm

## HOW TO CREATE 2 REELS A DAY FOR 30 DAYS:

- Step 1: Go to **Ubersuggest** search your niche
- Step 2: **Write down** the top 60 titles
- Step 3: Those are your next **50 Video Hooks**
- Step 4: Record **10 Videos Every Monday** during a Set Appt. Block
- Step 5: Post **2 a Day**

@plugandplay\_sm

## Best Places for Content Ideas:

- Client Conversations
- Top Comments or Questions from Social Listening / Facebook Groups
- Use Related Searches from Google / TikTok
- Quora
- AnswerThePublic.com
- Niche Google Alerts
- Pinterest Searches
- Story Polls / Questions
- Collaborations
- UberSuggest

@plugandplay\_sm

## 6 Types of REELS

1. Shorter Form (5-13 seconds)
2. Repost from Other Platforms
3. Repost Other People's Content (Duet/Stitch Feature)
4. Looping Content
5. Use New Effects / Features
6. Content Relating to your Niche within the Trends

@plugandplay\_sm



WWW.PUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# HOW OFTEN SHOULD YOU POST:

**Posting Schedule #1:**  
*Challenging > Faster Growth*

Mon	Tue	Wed	Thu
<ul style="list-style-type: none"> <li>• 1 Reel</li> <li>• 4-6 Stories</li> <li>• Live (30min)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Carousel</li> <li>• 4-6 Stories</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Single Post</li> <li>• 4-6 Stories</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Reel</li> <li>• 4-6 Stories</li> <li>• Live (30min)</li> </ul>

Fri	Sat	Sun
<ul style="list-style-type: none"> <li>• 1 Carousel</li> <li>• 4-6 Stories</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Single Post</li> <li>• 4-6 Stories</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Reel or Carousel</li> <li>• 4-6 Stories</li> </ul>

**Timing Matters:** Review Insights to know when your audience is most active and online.

## DO YOU READ YOUR INSTAGRAM INSIGHTS?







WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# WHAT TO SAY RIGHT NOW?

REFRAMING THE PAST TO MAKE  
MORE INFORMED DECISIONS TODAY!



1. INFLATION
2. FEDERAL RESERVE
3. RECESSIONS
4. SUPPLY & DEMAND
5. LENDING PRACTICES
6. EQUITY
7. FORECLOSURE RATES
8. YEAR OVER YEAR GROWTH
9. CURRENT TRANSACTIONS

Date	Headline	Appreciation	Amount	Home Price
October 2015	Housing today: "A bubble larger than 2006"	5.1%	\$15,000	\$315,000
August 2016	"We're in a new housing bubble"	5.4%	\$17,000	\$332,000
November 2017	"Homeownership doesn't build wealth" study finds	6.1%	\$20,000	\$353,000
September 2018	"It's better to rent than to buy in today's housing market"	4.1%	\$14,000	\$367,000
July 2019	"The housing market is about to shift in a bad way for buyers"	4.0%	\$15,000	\$382,000
December 2019	"Next year, will be hard on the housing market, especially in these big cities"	16.0%	\$61,000	\$443,000
July 2021	"Housing boom is over as new home sales fall to pandemic low"	18.0%	\$80,000	\$523,000
<b>Total Lost Appreciation:</b>			<b>\$222,000</b>	



WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# HOW YOU SAY IT >

## WHAT YOU SAY

- Don't freeze on Camera
- Be Yourself / Most Natural Style
- What is their mind state? (People, Places, Feelings, Context)
- How do you want them to feel?
- Are you speaking in their language at their level?
- **Nonverbals** will help communicate the message and create a feeling.
  - **Eye Contact** - Look into the lens
  - **Body Posture** - Strong but relaxed. Be natural.
  - **Body Movement** - Be consistent & give the words meaning. This is not a BLOG. Again, be natural and tell a story visually.
  - **Facial Expressions** - Soft, Relaxed, Smile. NO "RBF" Give meaning and life to the words.
- **Vocal Variety** - Vary up your pitch (no monotone). Volume based off what you are saying. Pace (how fast or slow you talk) based off what you are talking about. Review your script ahead of time to be intentional.





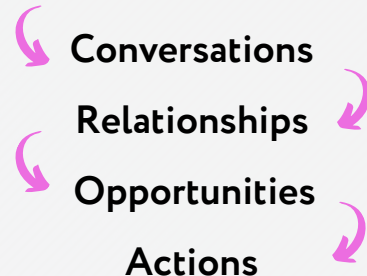
WWW.PLUGANDPLAYSM.COM

Keeping it  
**REEL**

ON SOCIAL MEDIA

# 5 HUMAN TRUTHS THAT WON'T CHANGE DESPITE TECHNOLOGY

Questions



Conversations

Relationships

Opportunities

Actions

**1. People want to feel loved**

**2. People want to feel like they belong (this is the greatest human need)**

**3. People want to protect their self-interests (rates and fees/affordability/responsibility)**

**4. People want to find meaning (align with your purpose)**

**5. People want to feel respected (do they have your consent?)**





WWW.PLUGANDPLAYSM.COM

# Deborah Byrd



@PlugandPlay\_SM | @DeborahAByrd