

Hi there!

I'm [Maxine Buchert](#), the CEO of a social media marketing agency called **Meridian** in Helsinki, Finland. We do crazy good organic social media, have garnered over 100 million views, and have spent years trying to crack the algorithm. You can find our website [here](#), the practical work we've done with our clients [here](#), our [LinkedIn](#), our [Instagram](#), and our [TikTok](#).

In a little over a week, I'll be teaching you everything we've learnt so that you can apply the same strategies to your own marketing efforts. We've got two hours in early June focusing on finding your winning strategy that works with social media algorithms, focused on the hardest part of social media for any account: getting posts to land in feeds beyond your existing followers, without spending money.

Two things before you arrive

1. Instagram, TikTok and LinkedIn decide who sees a post based on what happens in the first three seconds. Follower count matters less than whether someone watches past second three. Programme pages that built a few thousand followers over years now reach a fraction of them per post. The same mechanism lets one well-structured post reach citizens three regions over who've never even heard of your programme or event.
2. The session is built around your posts, so prepare your posts for exercises during the workshop (and ideally send them through the survey).

What we'll cover

1. **The three-second rule.** A simple formula for openings that don't lose viewers before the message lands.
2. **Writing for one viewer.** Why "all stakeholders" produces posts no one really watches, meaning that there was no point in making the post in the first place. Think about who your ideal viewer is, and speak directly to them.
3. **Building a series.** Accounts that grow on social feature recurring formats with recurring people, like a TV show. We'll look at how this works for different types of accounts, and how this could work for you.
4. **Comments as a brief.** You might not realise it, but your audience is already telling you what to post next: you're sitting on excellent content already that you can use.
5. **The cringe move.** The stiff or oddly specific parts of Interreg communications are often the parts a small loyal audience will love. We'll look at how Crocs and Liquid Death did the equivalent.

Two things to do before you arrive

- Pick one post from the past month that didn't get the reach you hoped for. Have the link open in a tab.
- Open your last 20 posts on your priority platform in another tab. You'll audit them live.