CourseMints

LIBRARY

100 Growth Hacks for Social Media Success

SELF-PACED PDF COURSE

COURSEMINTS.COM

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100 Growth Hacks for Social Media Success

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How to Use This Library

This library holds 100 social media growth tactics, each a single, specific move you can test in the next 30 days. None of them is magic. Accounts grow by stacking small improvements (a clearer profile, a stronger first line, a better reply habit, one good collaboration) and keeping the ones that work for their audience. That is what “growth hack” means here: a cheap, testable improvement, not a trick.

What is inside

Chapter	Tactics	Main goal	Where
Profile and Positioning	1 to 10	Turn profile visitors into followers	All platforms
Content That Earns Reach	11 to 26	Get posts in front of new people	All platforms
Engagement and Community	27 to 38	Turn viewers into regulars	All platforms
Collaborations and Borrowed Audiences	39 to 48	Reach people through others	All platforms
Short-Form Video	49 to 58	Watch time and reach	TikTok, Reels, Shorts
Instagram	59 to 64	Platform-specific levers	Instagram
YouTube	65 to 71	Platform-specific levers	YouTube
LinkedIn	72 to 78	Platform-specific levers	LinkedIn
Facebook, Pinterest, Threads and X	79 to 85	Platform-specific levers	Those and newer platforms

Chapter	Tactics	Main goal	Where
From Followers to Customers	86 to 93	Clicks, sign-ups and sales	All platforms
Measure, Test and Improve	94 to 100	Learn what works for you	All platforms

How to read an entry

Every tactic has a number and a name (so you can log it in your planner), a tag line with the goal it serves and where it works best, then three parts:

- **What**: the tactic in a sentence or two.
- **Why it works**: the mechanism, either human psychology or how platforms decide what to show.
- **How:** numbered steps you can follow today.

The ground rules: what is not in this library

Every tactic here is allowed by the platforms and is something you would be comfortable having your audience watch you do. These are left out on purpose:

- Buying followers, likes, views or comments.
- Engagement pods: groups that agree to like and comment on each other's posts on demand.
- Follow-unfollow and mass-following to get follow-backs.
- Bots that like, comment or send messages for you when nobody asked.
- Unsolicited bulk direct messages and copy-paste pitches.
- Fake giveaways, invented reviews, false scarcity and misleading claims.
- Reposting other people's work without permission and credit.

Three reasons. These practices break platform rules and can get your reach limited or your account suspended. Fake engagement poisons your data: once your numbers include people who never cared, you cannot tell which posts work. And audiences notice, while trust is the asset you are building.

CHAPTER 1

Profile and Positioning

01

Your profile is where a curious viewer decides whether to follow, usually in a second or two. These are the cheapest wins in the library: you do them once and they work every day. **If you only try three, start with 1, 4 and 9.**

1. Write a bio that gives a reason to follow

Goal: follows. Best on: every platform.

What: Replace a vague bio ("Coffee lover. Dreamer. Marketer.") with one that says who your content is for and what they get.

Why it works: Every visitor silently asks, "What will I get if I follow?" People follow for an expected benefit, not a job title.

How:

1. Write: "[What you post] for [who] so they can [result]", such as "Weeknight recipes for busy parents, 30 minutes or less."
2. Add one true line of credibility or personality.
3. End with what to do next ("New recipe every Tuesday").

2. Put your keywords in your name field and headline

Goal: discovery through search. Best on: Instagram, TikTok, LinkedIn, YouTube.

What: Add the words people search for to the profile fields that platform search reads, such as the display name or headline.

Why it works: People search social platforms like search engines. At the time of writing, Instagram has said the name and username fields help accounts appear in search.

How:

1. List three phrases your ideal follower would type (“budget travel”).
2. Add the most important one to your display name: “Ana Ruiz | Budget Travel”.
3. Use the others naturally in your bio, and search them from a friend’s phone a month later.

3. Use one clear, recognizable profile photo everywhere

Goal: recognition. Best on: every platform.

What: Use the same well-lit, close-cropped face photo (or one simple logo) everywhere.

Why it works: Profile photos appear tiny beside comments; a face that fills the circle stays recognizable, and one image everywhere helps people spot you.

How:

1. Shoot facing a window, at eye level, against a plain background.
2. Crop so your face fills most of the circle; check it at fingernail size.
3. Upload the same file everywhere.

4. Pin your best three posts

Goal: follows. Best on: Instagram, TikTok, X, Threads, Facebook; LinkedIn (Featured).

What: Pin three posts that show a newcomer what you do, what you think and why to stay.

Why it works: Most visitors see only the top of your profile, and your newest post may be a weak one or an inside joke. Pinning lets you choose the first impression.

How:

1. Pin a “start here” post that says who you help and what you post.
2. Pin your most useful post and one that shows your personality or story.
3. Review the choice every quarter.

5. Give your link one main job

Goal: clicks. Best on: every platform with a profile link.

What: Make the single most important action (join your list, book a call, visit your shop) the first and biggest option behind your profile link.

Why it works: Every extra choice adds friction; faced with fifteen buttons, many visitors choose nothing.

How:

1. Name the one action that matters most this quarter.
2. Put it first with a benefit-led label ("Get the free 5-day meal plan", not "Newsletter").
3. Keep three or four secondary links at most, and track clicks (tactic 92).

6. Choose a handle people can say, spell and find

Goal: word of mouth. Best on: every platform.

What: Use one handle that is easy to say and spell, and the same on every platform.

Why it works: Growth often happens off-platform: a podcast mention, a friend saying "follow her". A handle full of underscores and numbers gets lost between hearing and typing.

How:

1. Say your handle to someone and ask them to type it unseen.
2. If they get it wrong, simplify, after checking availability everywhere.
3. After a change, tell your audience and update every link.

7. Turn your banner into a billboard

Goal: follows. Best on: YouTube, LinkedIn, X, Facebook.

What: Use your banner or cover image to state what you post and when.

Why it works: The banner is your profile's biggest space; a clear promise there answers visitors instantly.

How:

1. Write a promise of ten words or fewer ("New video every Thursday: money basics").
2. Keep large, high-contrast text in the center, since banners crop differently by device.
3. Check it on a phone and a computer.

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PLANNER

Growth Hacks Planner

Tactic Picker, 30-Day Test Tracker and Results Log

COMPANION TO 100 GROWTH HACKS FOR SOCIAL MEDIA SUCCESS

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Step 2: Find your bottleneck

Tick the line that sounds most like your account. If two apply, choose the higher one: there is little point fixing sales before anyone sees your posts.

- ☐ **Few people see my posts** (flat or falling reach): tactics 11 to 26, 39 to 58
- ☐ **People see my posts but rarely react:** tactics 11, 17, 25, 27 to 38
- ☐ **People visit my profile but do not follow:** tactics 1 to 10, 14
- ☐ **I have followers but few clicks or customers:** tactics 86 to 93
- ☐ **I do not know what is working:** tactics 94 to 100

Step 3: Shortlist, score and pick

Score up to seven tactics from 1 to 3 for **Fit** (suits my platform and style), **Impact** (hits my bottleneck) and **Ease** (I can start this week). Mark your top three A, B and C.

Shortlist (tactic number and name in the left column)

	Fit	Impact	Ease	Total	Pick
1					
2					
3					
4					
5					
6					
7					

Start dates: A _____ B _____ C _____