

# Username 101

# Social Media Marketing

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- Social media marketing is a powerful tool that can help businesses connect with their target audience, build brand awareness, and ultimately drive sales!
- In order to effectively leverage social media, it is important to have a strong online presence across all relevant platforms.
- The first step in creating a strong online presence is to **secure your username** (a.k.a. *handle*) on all social media platforms. By doing this, you ensure that your brand name or desired handle is consistent across all platforms and is easily identifiable by your audience. This **continuity** is important because it makes it easier for your audience to find you and engage with you on multiple platforms (e.g. Facebook, Instagram, Twitter, Pinterest, YouTube, LinkedIn, TikTok, etc.)

# Secure Your Usernames

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To secure your username on all social media platforms, you should start by conducting a thorough search to identify if your preferred username is available on each platform. This is crucial for establishing your brand presence and to prevent others from taking your desired username.

# Secure Your Usernames

Check username availability on each social media platform or at: <https://www.namecheckr.com>

The screenshot shows the Namecheckr website interface. The browser address bar displays 'namecheckr.com'. The website header includes the 'namecheckr' logo and navigation links for 'Home', 'Domains', and 'Help'. A search bar contains the text 'CoursenvyDotCom'. Below the search bar is a grid of 30 social media platform availability checks, arranged in 6 rows and 5 columns. Each check consists of a platform icon, the platform name, and a status indicator (Available! with a green checkmark or Unavailable! with a red X). The status for each platform is as follows:

.com Available! ✓	Facebook Unavailable! ✗	Twitter Available! ✓	Tumblr Available! ✓	Reddit Unavailable! ✗
Slack Checking.. ⌄	Twitch Checking.. ⌄	.net Checking.. ⌄	myspace Checking.. ⌄	YouTube Checking.. ⌄
Meetup Available! ✓	Pinterest Available! ✓	Dribbble Available! ✓	.org Unavailable! ✗	Github Available! ✓
Vimeo Available! ✓	ello Unavailable! ✗	Feedburner Available! ✓	Foursquare Unavailable! ✗	lastfm Available! ✓
.co Available! ✓	aboutme Available! ✓	flickr Available! ✓	Wordpress Available! ✓	Blogger Available! ✓
Venmo Available! ✓	Cash App Available! ✓	ifttt Unavailable! ✗	mix Available! ✓	deviantart Available! ✓

# My Username is Taken!

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The goal is to secure **@BrandName** on each social media platform. While continuity is key when it comes to usernames on social media, if one social media platform doesn't match, that is ok!

- For example, we had the username **@Coursevny** on every social media platform except for Instagram. So we just secured a great, high-searched keyword phrase instead:  
**@MarketingCourse**
- As our brand grew, we eventually paid for the Coursevny trademark. With a trademark, you can legally force platforms to provide you with your trademarked **@BrandName**! We emailed Instagram's legal department our Coursevny trademark and they issued us the **@Coursevny** username!

# My Username is Taken!

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If your username is taken and you don't have the trademark yet, the best practice is to secure the next best username for your brand. For example:

- **@BrandNameDotCom** (e.g. your website URL spelled out @CoursenvyDotCom)
- **@OfficialBrandName** (e.g. @OfficialCoursenvy)
- **@RealBrandName** (e.g. @RealCoursenvy)
- **@TheBrandName** (e.g. @TheCoursenvy)
- **@BrandNameLocation** (e.g. online only @CoursenvyHQ or @CoursenvyOnline)
- **@BrandNamePlace** (e.g. if you only serve a local market @CoursenvyTX or @CoursenvyUS)
- **@VerbBrandName** (e.g. @TryCoursenvy, @GetCoursenvy, or @AskCoursenvy)
- **@BrandNameDescriptor** (e.g. @CoursenvyApp or @CoursenvyCourses)
- **@MainTargetKeyword** (e.g. @MarketingCourse, @alternativeMBA, or @BusinessSchool)

# Username Requirements

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1. **Keep it simple:** Your username should be easy to read, spell, remember, and type. Avoid using special characters or numbers that may confuse users.
2. **Make it relevant:** Your username should reflect your brand or business. It should be consistent with your brand name and convey your message or mission.
3. **Be unique:** Choose a username that is not already taken by someone else. This will help to avoid confusion and ensure that your brand is easily identifiable on each platform.
4. **Keep it short:** Many social media platforms have character limits for usernames. Try to keep your username as short as possible, while still being descriptive and relevant.
5. **Avoid trademark infringement:** Do not use a username that infringes on someone else's trademark or intellectual property. This can lead to legal issues and damage to your brand reputation.

# Trademark Search

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- Navigate to the URL: [tess2.uspto.gov](https://tess2.uspto.gov)
- Click the “Basic Word Mark Search (New User)” link:

Select A Search Option	
	<p>▶ <b>Basic Word Mark Search (New User)</b> This option cannot be used to search design marks.</p>
	<p>▶ <b>Word and/or Design Mark Search (Structured)</b> This option is used to search word and/or design marks. <b>NOTE:</b> You must first use the <a href="#">Design Search Code Manual</a> to look up the relevant Design Codes.</p>
	<p>▶ <b>Word and/or Design Mark Search (Free Form)</b> This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. <b>NOTE:</b> You must first use the <a href="#">Design Search Code Manual</a> to look up the relevant Design Codes.</p>



# Trademark Search

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- Type your brand name into the “Search Term” field and click the “Submit Query” button.
- Browse all the “Live” trademarks to confirm there aren’t any matches for your brand name.
- Speak with an “Intellectual Property Lawyer” about trademarking your brand name.

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**WARNING:** AFTER **SEARCHING** THE USPTO DATABASE, EVEN IF **YOU** THINK THE RESULTS ARE RELEVANT, YOU SHOULD CONSULT WITH AN ATTORNEY FOR A LEGAL OPINION, AND MIGHT **REFUSE TO REGISTER** YOUR MARK.


**View Search History:**

Plural and Singular  Singular  
 Live and Dead  Live  Dead

**Search Term:**  

**Field:**

**Result Must Contain:**



*Please logout when you are done to release system resources allocated for you.*

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# 2FA + Social Media Accounts

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Now, let's talk about the importance of using two-factor authentication (2FA) when creating your social media accounts.

- 2FA is an extra layer of security that requires users to provide a second form of identification (such as a code) in addition to their password. By using 2FA, you add an extra layer of protection to your social media accounts and prevent unauthorized access.
- Hackers and cybercriminals are always on the lookout for weak passwords and unsecured accounts. By using 2FA, you significantly reduce the risk of your social media accounts being hacked or compromised. This is important because a security breach can damage your brand reputation and cause financial loss.

# 2FA + Social Media Accounts

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- Use an email address you plan to never share publicly to create your social media accounts. For example, while our publicly known support email is [info@courseenvy.com](mailto:info@courseenvy.com) (known by hackers too) we use a private email address (e.g. [courseenvy@yahoo.com](mailto:courseenvy@yahoo.com)) for our social media account logins. This acts as just one more layer hackers will have to figure out to access our accounts!
- Once you create each social media account, when prompted to “Enable Security”, “Enable 2FA”, or “Enable 2-Step Verification”, accept and follow the security prompts for each varying platform.
- [Google Authenticator](#) and [Authy](#) are the top-rated apps that generate 2-Step Verification codes right on your phone.

# How to Get Your First 1,000 Followers

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- Let's jump right in and start learning how to get your first 1,000 followers on social media!
- We will dive much deeper in each section of this course to teach you the specific details/optimizations for all the social media platforms, but we want to give you some actionable TASKS to complete yet today for growing your following on the most popular social media networks!

# How to Get Your First 1,000 Followers

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## TOP 8 TIPS:

1. **Define your target audience:** Identify your ideal customer or follower and create content that resonates with them. Research their interests, pain points, and needs to create content that addresses those issues.
2. **Optimize your profile:** Make sure your profile is complete and optimized for your target audience. Use a professional profile picture (e.g. brand logo), include a clear and concise bio (with a link to your website), and add relevant keywords to make it easy for people to find you via searches.
3. **Consistency is key:** Post regularly and consistently to keep your followers engaged. Use a content calendar to plan and schedule your posts in advance (we use [Later.com](#)).
4. **Use hashtags:** Hashtags help to increase your visibility and reach on social media. Use relevant hashtags in your posts to make it easier for people to discover your content.

# How to Get Your First 1,000 Followers

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5. **Engage with your audience:** Respond to comments and messages, and interact with your followers on a regular basis. This helps to build a relationship with your audience and creates a sense of community around your brand.
6. **Collaborate with others:** Collaborate with other brands or influencers in your industry to reach a wider audience. This can help to increase your visibility and grow your following.
7. **Provide value:** Create valuable content and information that your audience finds helpful or interesting. This helps to establish you as an authority in your industry and builds trust with your followers. Plus people love sharing content that provides their friends/followers value!
8. **Promote your social media accounts:** Use your website, email signature, and other marketing materials to promote your social media accounts and encourage people to follow you.

# Your First 1,000 Followers on Facebook

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Facebook loves videos! Check out [facebook.com/watch](https://www.facebook.com/watch) for inspiration. We see the highest engagement (and new followers) from videos of:


- User-generated content product reviews. People love a good “infomercial” style, hands on, personal feedback/testing/reviewing video.
- DIY (do-it-yourself) content. Film yourself building/assembling things, creating crafts/art, making a recipe.
- Emotional or hilarious content. People are more likely to share content that makes them cry, laugh, or feel inspired. Pranks and candid camera videos get the highest engagement!
- **YOUR TASK:** Open your Facebook Page and click the “Create Post” field. Upload your video file and add text to your post caption that will pique curiosity, for example “*What happened, I did not expect...*” Post your video.



# Your First 1,000 Followers on Instagram

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Instagram favors Reels!

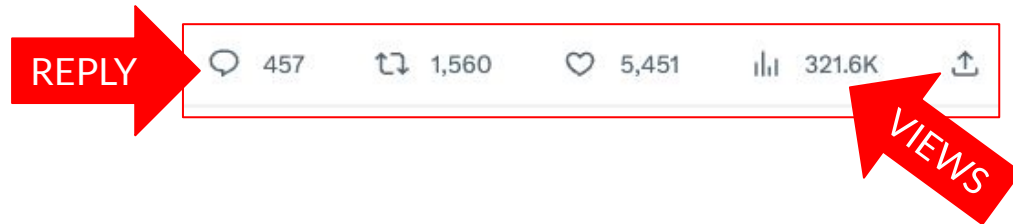
- “Non-Follower” reach is highest on Instagram for Reels. We see 10x higher engagement and followers from Reels (over other Instagram content like Posts and Stories).
- **YOUR TASK:** Open the Instagram app. Click the “+” button at the bottom center of the app to add content. Select “Reels”. Tap the flip camera button. Record a selfie video of yourself **providing free value** (e.g. tips/tricks specific to your brand/industry). Once your video is complete click “Next”, then tap on the sticker icon  at the top of the screen. Select the “CAPTIONS” sticker (80% of Instagram users watch Reels on mute). Share your Reel.

# Your First 1,000 Followers on Twitter

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Ride the Twitter trends!

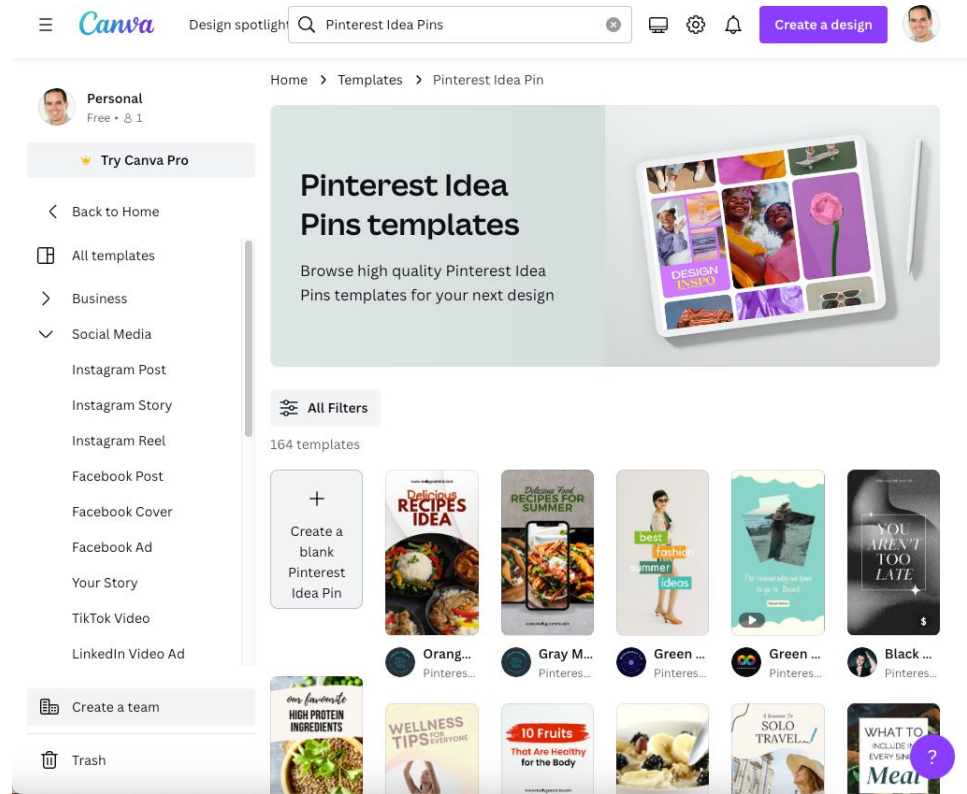
- Open your Twitter account, click the Explore page, click the Trending tab:  
[twitter.com/explore/tabs/trending](https://twitter.com/explore/tabs/trending)
- **YOUR TASK:** Click on the varying Top 10 Trending topics each day and reply to the Tweets with the highest views. Add relevant commentary on the topic that **adds value** to the Tweet. Users will see your reply on this popular Tweet and click your profile (and a percentage of those users will follow your Twitter account).



# Your First 1,000 Followers on Pinterest

Pinterest promotes Idea Pins!

- Create a free account at [Canva.com](https://www.canva.com) and search for “Pinterest Idea Pins” templates. Create an **Idea Pin** relevant to your brand’s niche. Step-by-step tutorials, recipes, and DIY projects perform best and lead to more Pinterest account followers!
- **YOUR TASK:** Open your Pinterest account. Create/publish your Idea Pin: [pinterest.com/idea-pin-builder](https://pinterest.com/idea-pin-builder)



# Your First 1,000 Subscribers on YouTube

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YouTube prefers Shorts!

- Navigate to the YouTube Shorts page ([youtube.com/shorts](https://youtube.com/shorts)) and the YouTube Trending page ([youtube.com/feed/trending](https://youtube.com/feed/trending)) to get inspiration!
- We get the highest likes, views, and subscribers from interviews (podcast style, on the street, or behind the scenes employee interviews all perform well). People love learning on YouTube, so provide value by teaching your audience via Shorts!
- **YOUR TASK:** Open the YouTube app and login to your account. Click the “+” button at the bottom center of the app and select “Create a Short”. Film and upload your YouTube Short interview.

# Learn from the Best Advertisers

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Did you know you can see the exact ads HUGE brands with teams of 100+ marketing professionals are using to sell their products/services? At the URLs below, just type in the brand name you want to research and then learn from the best!

Study everything successful brands are implementing from their ad image/video content, to their ad copy, to the website their ad directs people to (analyze everything on the websites too, including call to action buttons, value propositions, lead capture pop-up forms, and more)!

- Facebook Ad Library: [facebook.com/ads/library](https://facebook.com/ads/library)
- TikTok Ads: [ads.tiktok.com/business/creativecenter/inspiration/topads](https://ads.tiktok.com/business/creativecenter/inspiration/topads)
- Growth Tactics used by the Best Marketers in the World: [ladder.io/playbook](https://ladder.io/playbook)

# Your First 1,000 Followers

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- GO COMPLETE YOUR TASKS! Pause this video now to go create all your social media accounts and post our suggested content!
- Tag or message us on ANY social media network [@Courseenvy](#) and we will help you with any questions; plus follow, like, comment, share, and engage with your content!

