

### Audience Building Transcript Part 2

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#### **A Facebook Group Creates Community**

One thing that you may want to consider creating is a Facebook group. A Facebook group does give your cause and you credibility and it creates a sense of community. There can also be problems with a Facebook group in that if you have a controversial topic, you're going to have some moderation issues with the people who join. But first let's get into some of the positives, so it gives you credibility because now it's your group and it creates a community for a cause.

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It's a place where people can gather, it's a sense of belonging and if you really do a great job and if you manage your group in a certain way it can be a coveted place to me. My group is a coveted place for a lot of people. We have booted people out of the group just to have them send us messages saying that they want back in.

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#### **Public or Closed Facebook Group?**

One question that you have to answer when you start a group is do you want the group to be public or closed? A public group means that people who are not part of the group can actually read the posts. A closed group means that people cannot see the posts if they are not a member. A lot of people who are in the vaccine-free, anti-vaccine movement do not want their friends and family to see their posts and so they appreciate being in a closed group.

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However, a public group can get more social traction by the very fact that it's public. There's also secret groups but that's not something that you'd want to create because a secret group no one can find. A closed group, Facebook will show to everybody and a public group Facebook will show to everyone. The only difference is a public group you can see the posts, a closed group you cannot.

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#### **Facebook Group Moderation**

When you create a group you want to have moderators help you out and if we click here, see all admins and moderators. You as the group owner can decide who becomes a moderator and who doesn't and you want to vet them, you want to make sure that they are people that really want to help you. You have control over who becomes a moderator and who doesn't and you can click right here and you can make someone an admin, a moderator.

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You can also remove people from the group and you can mute them. For example I could mute Hillary for 12 hours, 24 hours, 3 days or 7 days if there was a behavior issue posting stuff that doesn't make sense or whatever. I can also remove people, when I remove them I can block them so they can never join again. I can delete their posts and their comments and their stories, polls and I can delete any or decline any pending member invites because other members can invite people to join a group.

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### **Ask Potential Group Members Why They Want To Join**

We have a lot of control here inside of a group. One thing you want to do is you want to ask people why do they want to join. I do that and eight people want to join the group, so let's take a look at these eight people. I've already approved hundreds of people earlier today so we're seeing a very small snapshot. And this person asked to join so I ask, "Why do you want to join this group and how did you hear about it?"

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And she says, "I was searching vaccine groups." I ask, "If you could ask members one question what would it be?" She doesn't know. "What is your current opinion about vaccination?" "I'm pro but that's only because that's all I know, I want to be educated if vaccines are really bad." She's someone I would approve. I have several options here, I can approve all, I can decline all, I can approve, I can decline one person. I can also message her, view her profile or block her if I wanted to and I do all of this so let's approve her.

[04:27](#)

### **How To Manage Pending Join Requests**

Now let's look at member requests, here's the pending questions. Here's where I actually write in the questions that they need to answer or that I'd like them to answer before they come in and then you see them right here. One thing that I do often is I'll do invited by member because usually these people are going to be good people to let in. And I'll look here real quickly on I definitely want parents to join the group so I know I'd want that person in.

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She actually answered, not everyone is going to answer questions if they're invited by the way, but some people will when they see the notification. She wants to learn more about vaccines or she grew up with vaccines and she wants to learn more about them. "What made you decide to speak up about vaccines?" "I don't think they're good for you but I'd like to learn more." And then there's a couple more who were also invited by members.

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Usually this can be anywhere, after 24 hours this can be anywhere from 40 to 100 people who are invited. I scan these really quickly and then I click approve all and then they get approved, see it went down to three. Clear filters and then I have more filters here. One thing I look at is joined Facebook recently, now there's no one here but usually there is and I'll look at those profiles very carefully and most of them I'll reject because they're trolls, so click out of that.

[06:01](#)

The other thing I'll look at is do they have friends in the group? Right now I don't see any but often times I do when I'm looking at a couple hundred there's some that have friends. Now they are more likely to be okay to let in, so I scrutinize them a little bit less and the same thing with mutual friends. And then I go to questions, who's answered the questions, well in this case only two people so let's see what they say.

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"Why do you want to join?" "Just want a group with more like-minded parents, I'm part of other groups." "How is your holiday? I think people should have a

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choice." I'll look at all of these quickly. I also look to see whether or not they have children often times and I look to see how many varied photos they have.

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If they have basically the same photo over and over and over again and maybe it's a guy and maybe they're into bio engineering or something, that's probably a troll and I'll just click decline or I may even just ban that person. Here is another person, she got it from another page. "What's the negative side effects, I'm honestly unsure, that's why I'm joining this group." I'll approve both of them. Clear filters.

[07:10](#)

And here we got a person from Melbourne and what's interesting here is I see a child here but these other two images and just because that's all I see are these two images and that doesn't even look like a name, maybe it is. I would probably think this person's a troll. Let's go look at the profile, we got two children and a dog and a locked down profile, nothing I can see.

[07:39](#)

The probability and Australia there's a lot of people that come from Australia who are trolls. I can look at their likes and see if they're in any groups that are pro-vaccine or groups that knock me or mock our movement. I'm going to decline because I don't know if they're a troll and they decline they can reapply and they can answer the questions. If they did not have children here I would have blocked that person, so I'll click decline.

[08:08](#)

### **Member Reported Content**

That's member requests, let's look at member reported. This particular comment is on a post about circumcision, let's look at the comment. "I am looking for opinions on circumcision for or against." Well in my group, this is an argument, there are 224 comments in one just one hour. We have this opportunity when you are a group owner, to review posts and to review comments that have been flagged.

[08:41](#)

You can keep it, you can delete it, you can also delete the comment and mute the person, remove the person or block the person. Same thing with posts, so I'll just keep both for now because on posts where they are arguing and it's just bunch of anti-vaxxers arguing with each other, I'm a little bit more lenient. If that was a post and a parent was asking questions about vaccines I probably would have probably muted a couple of those people.

[09:14](#)

I also set it up so one person here that needs to have approval. She's asked about Amber Teething Necklace in the past but I wasn't too sure about what her motivation was. I had mentioned that she had to get post approval first, I'm still thinking about her, I don't know what to do with her yet.

[09:33](#)

### **Group Moderation Tools**

Let's take a look at moderate group, in here you have a lot of options that you have access to that no one else has access to except for you and your moderators. Here I can actually look and see what I've done as the admin. I can

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also scroll back and I can look at what other moderators have done, for example Eliza has done and other people that are helping me out.

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Sometimes we have questions about who's done what. One way to figure out something is to go back and look and see who did what to whom, if they booted somebody or whatever. One thing that anyway can do is you can add notes, so here I booted this person and then I wrote a note so that if we pull up her name under the blocked section, that we now know why she was booted out.

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Because these people will come back and say, "I didn't do anything wrong." Like, "Yeah actually you did." and here's the note that tells us exactly what happened so we can respond to them. It's a good idea to put notes with anyone that you've booted so that you can look at it later and know why.

[10:40](#)

### **Group Banner Size**

Your banner for your group is 828 by 461 pixels, that's this image right here. I just want to say that I love having a group, it is the pinnacle of what I do because it's a gathering place of like minds and it's mine. And I also say it's ours because it is, it's all of us, we've all come together but I set the tempo, I decide who stays and who leaves.

[11:09](#)

### **Be Fair To Group Members**

I have moderators who help me but I set the policy and I try to be as fair as possible and if you create a group I encourage you to be as fair as possible as well. You have your limits but try to fair, I try to be fair. If you have a focus and a mission, this is a great way to help that focus and mission become more of a reality.

[11:31](#)

### **Facebook Post messaging Tips**

Okay now I'd like to give you some Facebook post messaging tips. First of all let's think about text, there's a couple ways you can create a Facebook post. One is you can create text and you can have it bordered with this box and it's very simple to do that. Here's something I just started, here you have an option of all kinds of different background colors and you just start typing in what you wanna say.

[12:05](#)

### **Using The Facebook Word Box**

And then at some point it no longer works, so then you edit, you edit, edit, edit because this kind of a box and depending upon your background that you can select as well, will grab a lot of attention if you have a great message inside of here. I sometimes abbreviate, I swap out words, I do all kinds of things to try to create something like this that is going to have a box around it and then that way it can get a lot of attention.

[12:41](#)

Let's look at one that I did, this one I did earlier today and it was part of the earlier training in the group. See Larry Cook posted to stop mandatory vaccination. It just posted three minutes ago, this was the one that I had

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scheduled out one hour. Here it posted and it says, "Welcome new members." and it's already getting a little bit of traction. It's not a very provocative quote but a few people will like it and that was just something to show you guys how to do a scheduled post anyhow.

[13:11](#)

Let's go to my personal profile. Earlier during our training I posted this, it's now had 20 comments, 12 shares and 185 reactions and that was two hours ago during this training, two hours ago. And you'll see there's a lot of comments here and this is one way that you communicate with your audience is with this kind of black box. Another way is you just type in text, you just type in what you gotta say.

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It will show up big if you only type in a few words but if you have a whole lot to say that's okay too, go ahead and say it. It doesn't always have to fit into a box, if it's engaging people are going to respond to it. The main thing I wanted to show was this, these boxes are great and then these backgrounds and then when you share them you can create even more traction when you share it to your page and when you share it to your group.

[14:17](#)

Let's talk about the rest of my bullet points here on my Facebook post messaging tips and then let's go over to my Facebook page and we'll go over some of those. When you're sharing a website to your Facebook page, obviously you're going to be sharing your own pages and I also recommend that you share them over and over and over again but you also want to share related websites.

[14:41](#)

### **Share Related Websites**

Meaning people that have websites that are related to the cause that you have, share those stories as well because that's going to increase social traction and subscribers to your Facebook page. You can create images and memes to share, which I talk about in my Photoshop tutorial. You can share other people's memes and then you can also take photos and share those as well.

[15:10](#)

### **Make Videos**

Now you can make videos, you can interview people and you can also talk straight to camera which is very valid. If you have something to say, say it to camera and then post that and there's a couple different ways of doing videos where you're talking to camera. You can use a video camera or your phone, record it and then upload it or you can do a Facebook Live video and Facebook loves live videos. Doing a Facebook Live, if you're inclined to talk, Facebook will love you, share you everywhere and if people love you, you'll get a huge following this way.

[15:47](#)

### **Use Facebook Live Video**

You can do Facebook of yourself with a live video or you can do event shooting. Let's say you're at a rally for example or you're at a convention for example. Those are great places to go live and talk about what's going on right there. Another thing that you can do is you can share other people's posts, I do this a lot. Let's say for example, someone talks about how their child died 24 hours

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after being vaccinated and they're crying online on social media, as they should be.

[16:21](#)

### **Ask Questions For Engagement**

I share that and it gets huge traction and brings new people to my page when I do that. I want to talk about some engagement tips right here, so ask questions. When you ask questions people answer, that means they're commenting and that will create more engagement because Facebook says, "Oh this is a popular post, we're going to show it to more people." Here's a very important one especially when you're starting out, respond to comments because that tells Facebook that that post is important and it's going to show it to more people.

[16:55](#)

Plus you're engaged, you're engaged with your audience, people like to hear from you so respond to your comments. I don't do it as much anymore but I used to all the time, I could spend literally 24 hours a day responding to comments I have so many now. And you just have to decide who you're going to respond to and who you're not going to, when you get to be really well known or you have a huge amount of followers.

[17:20](#)

### **Make An Announcement**

One thing that you can do is you can make an announcement, you can actually say, "This is an announcement." You can say something like, "I have an announcement, I'm going to make it at 9:00 PM tonight. Raise your hand if you want to hear what it is." And then everyone raises their hand, they post a comment and that makes it go viral and pretty soon you have 100, 200, 400, 600 people. And then all you do is you change the text of the announcement to what your announcement is and then all of those people will see it.

[17:48](#)

### **Be Provocative, But Not Mean**

One very important way of getting engagement is be provocative, I'm always provocative or almost always. Post regularly especially on your page. Use your scheduler, post all the time, post everything, post all kinds of stuff, keep posting. Just make sure it's in alignment with whatever it is your branding, your brand and your activism. One thing you can do is a very interesting thing, first you post to your personal Facebook. Then you take the same post whatever it might be and then you schedule it on your Facebook page, maybe a half hour later.

[18:26](#)

### **Schedule The Same Content**

And you schedule it on your Facebook group maybe an hour later. That way you have a delayed situation going on, you're going to reach more people that way as opposed to posting everywhere simultaneously. And since we have a scheduling tool why not use it? And then you can create your own memes, I talk about how to create memes in the Photoshop tutorial. And that will, depending upon what you create, those could get a lot of traction.

[18:55](#)

### **Some Post Examples**

Let's go to my Facebook page and take a look and go through and look at everything that I do and I'll comment on it. All right so here we are on my

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Facebook page, let's go over some of the posts. This post is a pinned post. I pin posts that I like especially if they have some viral traction or I want it to get viral traction. And this is from my website and when you pin a post you're bringing attention to it, you can keep an eyeball on it. And if you boost a post, it's a great way to quickly and easily see how your boost is doing.

[19:31](#)

This is from my website, it's about three days old and it has a moderate amount of traction not a lot, 7,000 is okay. Let's scroll down. I just posted this 47 minutes ago, what do you think of this censorship and this is Pinterest is censoring anti-vaccine doctors and pins related vaccine rights. It's true, they're actually deleting accounts. Whenever you ask a question you start getting some answers and that helps create traction, five shares already.

[20:02](#)

I want you to notice this is not my website, it's Green Med Info. This will help me get more followers to my page by sharing somebody else's website. And hey, it's related material so it's great that I'm helping them out too and maybe they will share my stuff as well. Here's something that I shared an hour ago, I saw this video, it's a new story, a new station out of Sydney saying that, "Better diagnosis is one of the reasons why there's autism and also they're learning something about genetics." And I just say, "It's more fake news out of Australia which it is."

[20:40](#)

### **Share Opposite Opinions and Give Your Commentary**

And the real reason for autism is vaccines and anyone that's been in this movement long enough knows that that's true. I write something real quick and it came from, this was originally in feed and I saw it and I shared it. If you see something that's part of your mission and you want to comment on it, share it to your page because then you'll get traction by doing so.

[21:09](#)

Now this is the opposite of what I believe, so then I share my thoughts on it and in one hour it's already reached 2,700 people, it's had 10 shares. I mean I don't care about shares on something like this but I do care about reach and then people have their commentary on it. This is a scheduled post, it's just text, four words but look it shows up big and that's already reached some people.

[21:34](#)

### **Reshare Your Website Content**

Here's my website, Stop Mandatory Vaccination. This was posted by Social Pilot which is a tool that my social media person uses to schedule out posts and it went out two hours ago. This has been posted many, many, many, many times, dozens of times at least in the last two years and it's reached 1,400 people. It's always going to reach new people, it's had 22 shares so don't be afraid to reshare your stuff, do it lots of times it's totally okay.

[22:05](#)

### **Use Text**

This is a direct post so I typed this in and posted it directly and it's already got a bunch of comments, it's reached 3,000 people, it's got a couple shares. This is what I want, it creates and generates conversation and traction. Now here's the



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post that I did that I created on my personal page and then I shared it to my page, my personal profile to the page and it also has some traction.

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Let's look and see which one has better traction, this one has better traction. Sometimes this will have better traction, it just all depends on any kind of number of factors. In my tutorial where I talk about how to earn revenue from your audience, one of the things that I mention is Amazon and having an Amazon affiliate link.

[22:56](#)

### **Share Amazon Affiliate Links**

This is an Amazon affiliate link, I have Anna my social media person, she posts one Amazon link every single day from a recommended book or product. And it causes people to go to Amazon and buy a couple products and so A, they're getting good information. I'm not going to recommend anything I don't believe in and B, I make a little bit of money from it. Here is a summit, which I also talk a lot about in my monetization tutorial and here's the Bitly that I also talk about and an image that was posted.

[23:32](#)

And I had asked Anna to, "Post these for me." and so this is a scheduled post Social Pilot and this is all about getting people to sign up to this summit. And already I have earned \$6,000 from the main launch of this summit so this is the replay that's happening the 29th and 30th which is in a few days from now. I'll make a little bit more money when people sign up for that and watch the replay.

[23:58](#)

My social media person Anna, knows to look at quite a few different websites that I've given her and I just say, "Find things that are vaccine related and schedule those out." And so what she does is she goes and she looks at the web story, she copies something that they talk about in the story and then she schedules it out and then it gets traction. More people are learning something about vaccines.

[24:24](#)

Here's a meme that Anna found and she put some text with it. Robert F. Kennedy has a website as well so we share his stuff on a very regular basis, it's reached 2,300 people, it's had 16 shares and a couple comments. Here is a story that we ran earlier, I don't know how many times we've shared this already but quite a few times and yet look it's reached 8,000 people already in just 12 hours.

[24:53](#)

### **Share Related Content**

These stories, they get traction. Her child regressed into autism and we need to get that out there, so this is my website and all I can say is if you are making stories keep sharing them over and over and over again. Here's a video that I did that I shot and Dr. Markowitz is holding up her book I say, "Buy your book here." and guess what, people go and they buy the book.

[25:26](#)

And this was a very deliberate video taping, I did the square video very deliberately and if you get advanced in video you can create a square video as



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well. Square videos really grab attention by the way, when you use full frame like this.

[25:42](#)

### Create and Share Summit Memes

All right so here is a meme and the meme is to drive people to sign up for this summit, "Vaccines Revealed." People sign up, they watch the entire 10 part series and they have the option to purchase it at the end. I make a little bit of money every time they do. Not only that but this information on this meme has intrinsic information.

[26:12](#)

The CDC acts as a vaccine company, they buy \$4.6 billion worth of vaccines every year from the pharmaceutical companies and they take those vaccines and they distribute them to the state public health departments. That is an intrinsic piece of information and because of that people share it, 30 shares reached 3,000 people, has a couple comments. If you want to really get into this you can make memes for the summits that you are really into.

[26:46](#)

### Learn Photoshop

I talk about that both in my Photoshop tutorial and in my tutorial on how to earn revenue from your audience. Every now and then if I see something coming across my feed and I did, I saw this from Robert F. Kennedy Jr. He doesn't post very often onto his page but I saw this in my feed and I just grabbed what he said, I copied it and I shared it onto my page and look at that it's already had 8,000 people who've seen it in under one day. It's had 95 shares so it's hit a chord and it helps my page get more traction and get more followers.

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EMF I'm making money off that so this is posted at least once a day. Here's a video that I shot as well and it's reached 2,700 people. Right here I'm trying to get people to click over to my website to learn a little bit more about why not to vaccinate. Here's a fail, this is actually a summit as well and they never set up their meta data, at least they never set up a photo.

[27:56](#)

Anna shared this and she has the Bitly here but unfortunately we have this issue of not having an image so it's not going to reach a whole lot of people, 1,000 people. I changed the banner and then it shows up in the feed as well so I did take that photograph quite a while ago and then yesterday I just was inspired to create a new banner so I did. I grabbed the photo, cut it, edited it, dropped in the text and put it up as a banner.

[28:24](#)

### Share Provocative Stories

Here's a story that I saw coming through me feed, you can see I published it, it wasn't Anna. And then they can't do it themselves, if parents refuse to vaccinate their kids should the state do it for them? We're actually talking about the state confiscating your children here, this is up in Canada. I write, "There's nothing quite like having the police show up at your door to force vaccinate your children." And look what kind of coverage I have, I've reached over 16,000 people, it has 104 shares, it has 103 comments.

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This is provocative, police showing up at your door and taking your children to vaccinate them, that's pretty provocative, be provocative. This is actually interesting so here's something I want to share. Sometimes I share fun stuff, if it's viral and this one is viral, I shared this out because it's so fun and look it's reached 16,000 people, it has 17 comments, 78 shares, over 500 reactions.

[29:20](#)

### **Share Viral Stories**

When you can share something that is already viral, go ahead and share it. If it's fun and it's okay and it's something somewhat related to your messaging, it's perfectly good to do because you will get more traction, more followers by doing so. Another example of something I saw in feed that I just shared, I just call it the meaning of thankfulness because I shared this yesterday on Christmas Eve day.

[29:47](#)

He's happy he got a banana, he's happy he got a banana. It's reached over 17,000 people, 140 shares, 15 comments, 423 reactions. It's okay to share that kind of stuff because it really helps. Now here's a sad story. This girl died after her vaccines. This mom writes, "My daughter reacted to vaccines. The doctors did an amazing job to save the integrity of vaccines, instead of trying to save my daughter. I bet those medical professionals are having a merry Christmas while I watch pictures of my dead child." emphasis mine.

[30:26](#)

And then I write, "Parents vaccines kill babies." and they do and of course this got a lot of traction and shares and comments and reactions. Again when you are posting onto your Facebook page, keep in mind what your goal is, what your reasoning is, what your purpose is, what your mission is and have it all relate to each other. Here we have a teen who's died from the HPV vaccine, it reached over 18,000 people.

[30:59](#)

### **Follow Your Messaging Strategy**

Let's go back up here, here we are on my page and the takeaway here is you have a lot of opportunity to share a wide variety of content on your page on a very regular basis. So that you can create your audience and influence your audience and remember it helps if you have a goal or a plan or a reason, a strategy. My strategy as I said earlier in this tutorial, my strategy is get people to stop vaccinating, to have parents stop vaccinating, to go completely vaccine free.

[31:33](#)

Because once they do, once they understand why and they're convinced, they will never vaccinate again and they will help try to stop mandatory vaccination. When you have a purpose and a goal and you know what your mission is, you can create those provocative posts that will get attention, that will build your audience and you can monetize that audience and become the activist you want to be.

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### **Try YouTube**

Another platform that you can use to reach your audience is YouTube, it's actually my original platform from I don't know 15 years ago or so. I'm actually

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going to move my Word document to my other screen and then I'm going to talk about YouTube with you. Here's my YouTube channel. I see this as a secondary platform right now, I am definitely into Facebook and so I don't do nearly as much on YouTube as I would like, even though I love making videos. Maybe later I will but I'm overwhelmed with so many things that I have to do.

[32:34](#)

Nevertheless a YouTube channel is another way of reaching people and if you make videos you definitely want to have a YouTube channel and you want to upload those videos to YouTube and you want to repurpose those videos onto your website like I explained before. And you want to upload those videos to Facebook, to your Facebook page. One thing that you can do is you can create a playlist, I have lots of playlists. This playlist right here is my vaccine, stop mandatory vaccination playlist.

[33:08](#)

### **Write Provocative Titles For YouTube**

Let's click that and let's just find anything here, we'll go to this one right here just because. This one has 18,000 views, I wasn't really paying much attention but one of the first things you wanna do is you want to write a provocative title, that goes for everything. You wanna write a provocative title for social media, for YouTube videos, for your website, everything, always try to be provocative.

[33:34](#)

The MMR vaccine, autism, gastrointestinal problems and the Lancet Paper by Dr. Andrew Wakefield. Now his name is a charged name in the anti-vaccine movement and everywhere. I mean he's considered the most evil person on the planet when it comes to exposing what's going on with vaccines but then again he's also considered a hero by us. I got his name in here because that's going to grab attention on search engine optimization and YouTube is a search engine.

[34:08](#)

### **Write SEO Titles**

You want to put keyword phrases in your title when you make YouTube videos. And you want to try to create a provocative title so when you have something that shows up on the right hand side here in related videos, that related video title if your video shows up, is provocative enough to get people to click on it. The other thing that you want to do is you want to create custom thumbnails, these are thumbnails, each one of these little images are thumbnails. This is a custom thumbnail because there's text on there.

[34:40](#)

### **Create Custom Thumbnails**

You didn't have cancer. That is a custom thumbnail, I know for a fact because they didn't put that on during the video taping or even during the video itself. That's something that they dropped onto to the custom thumbnail and then they uploaded. And same thing here, some of these are custom thumbnail and so when you can create a custom thumbnail it's definitely worth doing it because then you are in complete control over what shows up here in related videos and also on your search.

[35:10](#)

When people search for something, let's say MMR autism just as an example, these are also custom, well that's a custom thumbnail but these are thumbnail

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and then mine shows up and probably mine because I'm logged in as my own person. If you are talking to the camera then for you actually say out loud, "Go ahead and share the video, like the video, comment on the video and please subscribe." because that will help people click the like button.

[35:48](#)

It will help them comment down here, they may subscribe to your channel, there's usually a subscribe here when it's somebody else's channel and that builds your audience. The algorithms of YouTube says, "If people are liking it, if they're watching it all the way through and if they're making comments it must be an important video so we are going to show it to more people on related videos." At the very end if you ask people to comment, like and share and subscribe, some of them will do that and they will help you out and then that will grow your audience.

[36:20](#)

### **Respond To YouTube Comments**

Another thing to do is to respond to comments, something I do not have much time to do at all because I am so incredibly busy on Facebook. But when you're first starting out responding to comments is what creates social traction on YouTube as well. I did here but I usually look at comments for a couple of days when I first upload a video and then I don't look at them again for a long time. What I really need to do is hire someone to help me with this because it is way to much for me to do now, when I have social media like Facebook that I'm working with as well.

[36:53](#)

### **Prepare Everything Before Video Upload**

One thing I do before I upload a video is I get everything all prepared. I've created the MPEG-4, the actual video but I've also created a Facebook. Here's a Facebook image that can be uploaded to Facebook so I did this in Photoshop, I created this extra text, that's for your Facebook page. This one is the larger one, this is for upload to YouTube so these are the custom thumbnails.

[37:26](#)

I also set up the title of the YouTube video, the overview, some additional information and the tags that are going to go. I have everything all set up before I ever upload to YouTube so I know exactly what I'm going to be saying and doing once that video is uploaded to YouTube. And then here you see, so look here. This 600 sized thumbnail, that is for Mailchimp. I know it's for Mailchimp because 600 is the 600 pixel width of Mailchimp and so I tag everything with 600 if it's for Mailchimp.

[38:04](#)

800, this is for my website so I have a web page on my Stop Mandatory Vaccination website that has this image on it, that has this video on it. Which has the transcript on it that I am then able to share out in addition to this being on YouTube. And then I want to show you this, this is a transcript and it's called an SRT file. You're not able to open it but an SRT file is a very specific kind of a file that's created when they're doing a transcription.

[38:42](#)

### **Order SRT Transcriptions From Rev.com**

And then when it's uploaded into Facebook or uploaded into YouTube, it's an

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exact precise captioning per split second that people can watch, it's closed captioning is what it is. Here is the text or the transcript of the same thing that I downloaded as well and this is from Rev.com. I just wanna point out how I definitely set everything up and I set it up in a folder first and then I upload to YouTube, I upload to Facebook, I set up my Stop Mandatory Vaccination page so I can share the video there and everything is all set up.

[39:25](#)

### **Facebook Hates YouTube**

One thing I want you to know about YouTube and Facebook is that Facebook does not like YouTube so sharing a YouTube video into Facebook isn't going to get a lot of social traction. It doesn't even show up all that great, I'll show you. Let's just grab the link, let's go over here to Facebook, I'll drop it in. Let's ask a question, "Does the MMR vaccine cause autism?" Now I'm in my group, not on my page but let's take a look here.

[40:02](#)

My group, it may do a little bit better on my group than on my page, it's hard to say but the thing about posting stuff in your group is that people share it, you see there's no share icon. But it can educate people that are in the group but notice here it's never going to roll in the feed when people see it come across their feed, it's just gonna look like that.

[40:25](#)

I've also done some research into this and it does look like Facebook suppresses YouTube at least with a four to one ratio. Facebook shows your YouTube video to a certain segment of your audience, it will show up to four times that amount if you upload it directly to Facebook. Just be aware of that, sharing YouTube videos, yeah, you should do it but do not expect much traction.

[40:49](#)

### **Upload 3X A Week To be A YouTuber**

Finally here we are on the back end of YouTube and what I want you to know is down here is something called created. If you click creators they have an incredibly huge amount of information in here that you can go through and learn how to create a very successful YouTube channel. I've said it in the past I'll say it again, if you want to have a successful YouTube channel what you really need to do is upload at least times a week.

[41:17](#)

It's just the name of the game, you have to upload on a very regular basis, there's a whole lot more you need to do, which includes your titles and your thumbnails and responding and social engagement and commenting and all of that stuff. But the absolute number one top priority that you got to do is you have to upload at least three times a week.

[41:40](#)

If you want to become a YouTuber and you want YouTube to be your main source of influence and that type of thing. If you're not doing that then still use YouTube but YouTube probably isn't the place where you're going to be making the money and having the influence, it's probably going to Facebook.

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### Try Google Plus

There are a lot of other social media platforms that can use for example Google Plus, I have a Google Plus, I never use it, it is way to confusing for me. I don't know why, I think they're trying to be like Facebook or something but it just doesn't make any sense at all to me and I never, ever use it. I tried it and it just didn't not make sense. If you can figure it out that's great, all the more power to you. Anything that you can build an audience with is great.

[42:36](#)

### Try Instagram

There's Instagram, a lot of people have Instagram, I have an Instagram but I rarely use it, I know other people do and if you can figure out something where you can become successful on Instagram that's also great. It's just not something that I've ever gotten into. Now Pinterest is interesting because I did have an account with Pinterest and then they created a policy that says, "Any kind of anti-vaccine information whatsoever or vaccine questioning whatsoever will be deleted." And they were, they started deleting it, now they just delete entire accounts.

[43:12](#)

A lot of people have lost their entire account if they're posting anything about vaccine safety or vaccine awareness, so I couldn't care less about Pinterest, they've gone down to the dark side so they're out. Whatever works for you go with it, I personally prefer Facebook and YouTube and my email list and my website, that's what I use.

[43:37](#)

### Triangulate Between Platforms

I recommend that you triangulate your platforms and what do I mean by that? Well let's go to Facebook here and basically it means you are posting stuff on your Facebook that drives people to your website. But then you are posting your website in a way that you're driving people to ask questions in your Facebook group and to go to your page and to go to your YouTube channel and to send you emails.

[44:10](#)

You're using all of your platforms to cross-promote each other so that you're helping yourself grow your audience. For example I share my website on my page, here's my page. I share my website on my page, here's my website, it reaches a certain number of people, people click over. They read this information, the pop up for the email comes in and they go, "Oh I have questions about vaccines" and so then they click here and they go into my group and they ask questions.

[44:46](#)

They go anti-vaccine, they go vaccine free which is what I want which is part of my mission and so I have a whole plan and I execute that plan and it's actually working. I know for a fact that more and more people are going vaccine free, we know this because there are mainstream media news reports talking about trying to shut us down on social media, in fact that's what Pinterest is trying to do and did do in fact. You know you're working when you have the entire global cartel trying to shut you down.

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### **Monetize Your Audience**

As you grow your audience, monetize it I have an entire tutorial on monetizing your audience. If you wanna do this as a living and do it for the long haul you're gonna need to make some money, so learn how to monetize your audience. Remember why you are doing this, you're doing it for a cause at least you're I mean you can become an influencer without having a cause. I mean you can talk about pretty cakes are or something but I'm doing this for a cause and I'm assuming you are too since it's called Social Media Activist Training.

[45:52](#)

Remember why you're doing this, try to have some fun in it and try to have some humor as you're trying to affect and create social change. And finally if you get a chance, find other influencers and work with them, whether you're out protesting or having meeting or you connect and you do things together.

[46:13](#)

### **Work With Other Influencers**

Its something that I've done a couple times and I definitely want to do more often and so if you can work with other influencers that's excellent and this also harkens back to when I said, "Don't call out other influencers because no one will want to work with you then."

[46:27](#)

That's I for now, I hope that this was helpful to you in understanding the big picture of building an audience and creating social change, creating revenue for yourself and having a mission that can be fulfilling and actually have an impact on our daily living.