

HOW TO BE A SOCIAL BUTTERFLY

by Johnny Cupcakes

Social media's an incredible beast that gets better and better each year. Nowadays there's a galaxy of ways to entertain yourself and others, and if you have a brand you can introduce it to new people while still keeping a strong relationship with the existing customers you have.

While in the airport with an hour to kill recently, I turned to Instagram Live for some digital conversations. I was able to share stories, ask questions, and collect data by asking what people are looking forward to with the brand. Most importantly, I was able to connect with my customers in a way that wasn't possible 17 years ago when I started the brand.

When a speaking engagement brought me out to Las Vegas for a few days, I had the opportunity to kill two birds with one stone by also having a pop-up shop for the attendees, to further introduce them to the brand. There's no way I could have individually spoken with thousands of people, and I was short staffed, so I turned to social media to find some help. Within minutes, I had more than 85 Vegas locals reach out! Thanks to Jay, Katie, Megan, Michelle, and Russell for making my trip so successful!

On a more random note, one of the first times I used Instagram Live, I put on a vintage oversized Mickey Mouse mascot head, and danced for an hour straight. Creepy? Yes. Got people talking? Definitely.

Instagram Live and also Facebook Live have been great platforms for me to quickly answer multiple questions while giving business tips to people from all corners of the globe. You don't have to have a brand to use it either. Host your own cooking show, share advice or ask for help! The whole world is yours to play with, so why not hop aboard that social media bandwagon and see where it will take you!

Keep Creating!

—Johnny Cupcakes
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