

# The Essential Guide to Jumping on Social Trends

by Chris Ducker

(Collated from an Interview with Sue B. Zimmerman)

**chris ducker**

# The Essential Guide To Jumping On Social Trends

It seems like there's a new social trend everyday...

How do you decide which are worth hopping on for you?..

And how do you know when a network will go 'viral', giving you and your business mass amounts of leverage and exposure to the world?

Well, that's why I thought it'd be perfect to have on Sue B. Zimmerman to share her experience and success on Instagram, as well as the latest network: Periscope (which I'm simply in love with - *join me M-F for #DuckerScope!*



Use this guide to help decide if it's your time to hop on the latest social trend, and which trends are HOT right now.

A handwritten signature in black ink that reads "Chris". The signature is fluid and cursive.

PS. If you have any questions or comments on this eGuide, please feel free to reach out to me anytime on Twitter, [@chrisducker](https://twitter.com/chrisducker)



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Sue B. Zimmerman - #TheInstagramExpert - <https://suebzimmerman.com>

## 1. How To Spot a Trend In Social Media

- Don't care what anyone else thinks (it's about YOU, not them)
- Give things a try before you judge the platform and see if it resonates with your personality
- Be a '[Trendspotter](#)' by being first to act and experiment with new platforms
  - If you want leverage that's not typically available after the platform grows, being quick is the key
- Learn as you go
- Observe what networks others are talking about, and how they're using them
- Use articles and resources [like this](#) to get started

***Your vibe attracts your tribe! - Chris Ducker***

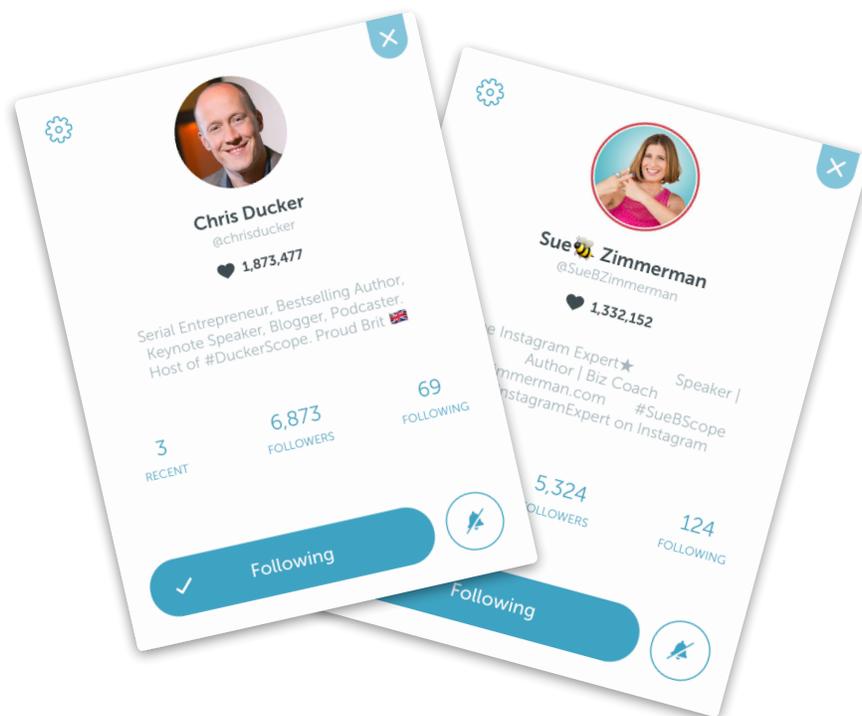
**< [Tweet This](#) >**

## 2. The *Latest* Social Trends (And How To Capitalize On Them)

### Periscope - *The latest trend*

Sue B. Tip: Edit your bio in Periscope!

- Your Periscope bio doesn't have to match your Twitter description, so make it unique to your brand
  - Use Emojis to show your personality and brand
  - Put your website as the first thing in your description so that your followers go from social media, to your site, and then to your email list

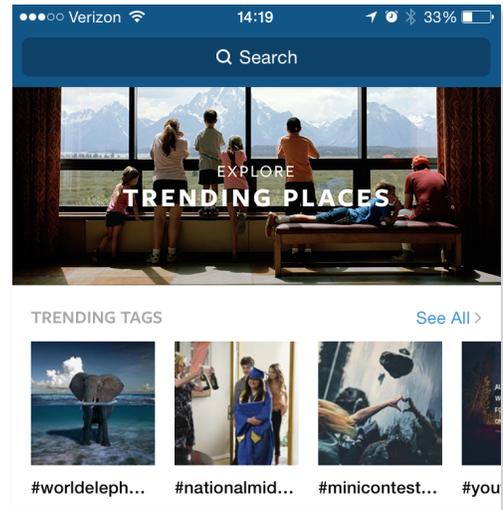


### Instagram

- *The Explore Tab - New as of 2015*
  - 'Explore' lets you browse hashtags, people, and places
  - Trending hashtags in Instagram will help give you an idea of what's popular currently so that you can strategize with your next posts
  - The top 9 posts are shown as "trending" and most recentness are displayed below

- *Places*

- Almost a replacement for Yelp, because it's extremely visible and takes you to the location on a map
- If you're traveling, lookup the location ahead of time so you can see popular places people love and are visiting
- Creates huge opportunities for brick and mortar locations to team up with other popular locations to get in the trending area
- Create a "mock geotag" ([here's the post on Sue's site](#))
  - Turn off your geolocation in Instagram
  - Log out of Instagram for 10 minutes, and log back in
  - Create your next post
- *Hashtags*
  - Use [TagBoard.com](#) to "claim" hashtags
  - TagBoard allows you to see which platforms your hashtags are being used



## ACTION ITEMS

(YES, THAT MEANS A LITTLE WORK!)

1. Sign up for Periscope and follow @SueBZimmerman and @ChrisDucker.
2. Do your first broadcast if you haven't already.
3. Decide if it's a fit for you!
4. Visit [TagBoard.com](#) and claim your brand's hashtags.

## Next Steps - It's Time to Take ACTION!!!



I often get asked “what’s the best way to start my website?”, and honestly it’s no different for a website as it is for a membership site. My answer is... Taking action!

Blogging has opened more doors for me than any other activity as an entrepreneur.

**That’s why I use, trust and recommend [BlueHost](#)**

If you haven’t started your website, now’s the time. Here are 4 (quick) Reasons Why You Should Start Blogging – TODAY!

1. Blogging helps you position yourself as an authority.
2. Blogging gives you your own ‘home’ on the internet, your ‘hub’.
3. Blogging is the perfect way to educate, inspire, entertain and create a community of raving fans in your niche.
4. Blogging is the main ingredient in creating a powerful personal brand.

**Visit <http://www.chrisducker.com/bloggingtutorial/> for a full walk-through training session that’ll help get your blog up and running in less than 10 minutes!**