

# DROPMOCK NEWSLETTER

*The latest news and updates from the Dropmock Design Club*



## CONTENT THIS MONTH

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**THE INSTAGRAM  
CREATOR ACCOUNT -  
WHAT YOU NEED TO  
KNOW**

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**7 TIPS FOR BEING MORE  
CONFIDENT ON VIDEO  
SO YOU CAN GROW  
YOUR BUSINESS**

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**OUR FAVORITE  
DESIGNS CREATED BY  
YOU!**

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**3 PERSONAL GROWTH  
BOOKS TO READ ASAP**

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## The Instagram Creator Account

*Should you make the switch?*

Currently the Instagram Creator Account is in beta testing mode. That means that not everyone is eligible to make the switch and when it goes out of testing mode it still might only be available to accounts with a specific following account or industry. According to both Vanessa Lau (business coach) & the site Social Media Examiner, this type of specialized account allows you to see how many people have followed & unfollowed you in a given week.



If you're someone who gets a lot of DM's from your audience, this new account also has a filtering system that can put all of your messages into different categories for you to deal with or answer at your own convenience.

However, Vanessa Lau was super disappointed with how this filtering features works. There is a desktop Creator Studio, similar to the YouTube Creator Studio where you can see all of your content information and business analytics. This provides a birds eye view of what's going on with your account, which could be helpful if you have a social media manager who wants to know every little detail. However, you can do all of that from your mobile phone, so it isn't necessarily an added value from what you're already used to. The creator account isn't even API compatible, meaning you can't connect with a lot of third party apps, not even ones for scheduling your posts in advance. There seems to be quite a bit of disappointment going around with what this new account has to offer at this current time. Hopefully into the future and out of testing mode, some changes will be made that makes everyone want to switch.

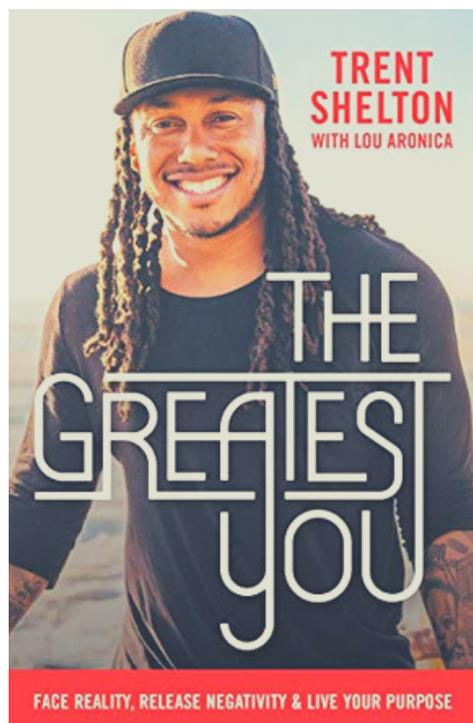
## Follow Us On



# Instagram

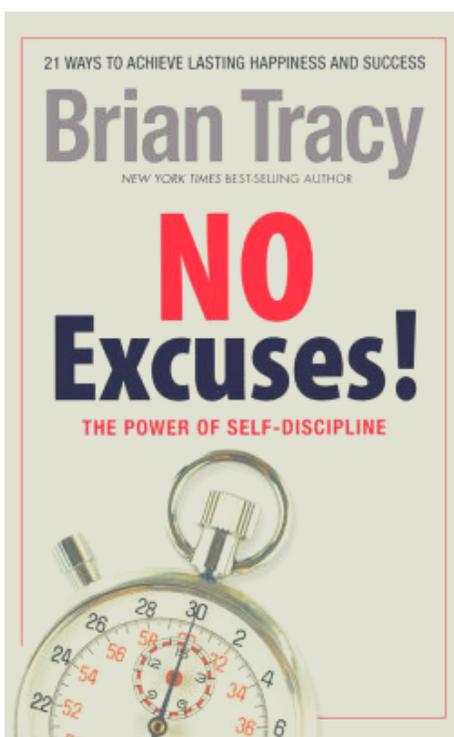
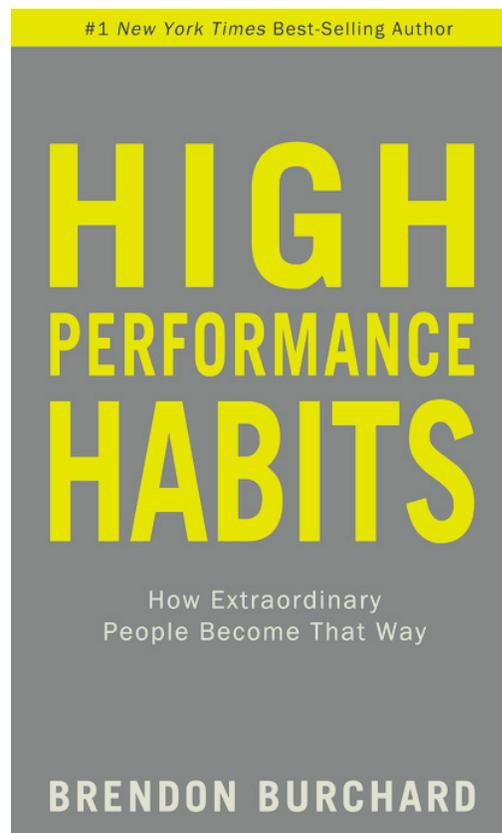
**@dropmock**

# 3 PERSONAL DEVELOPMENT BOOKS TO READ ASAP



THE GREATEST YOU  
BY: TRENT SHELTON

HIGH PERFORMANCE HABITS  
BY: BRENDON BURCHARD



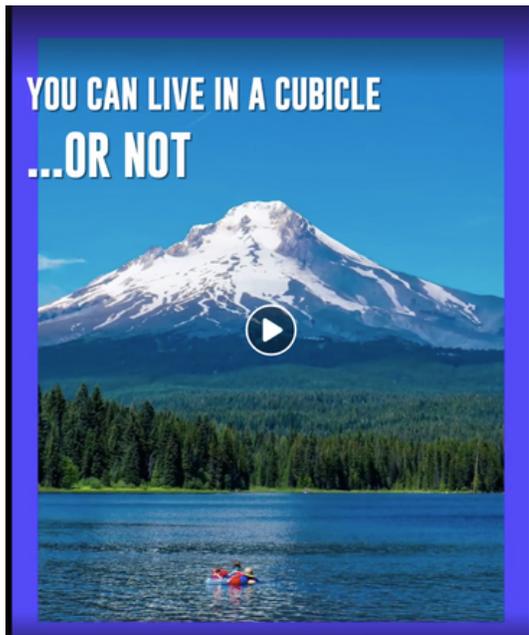
NO EXCUSES  
BY: BRIAN TRACY

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# OUR FAVORITE DESIGNS THIS MONTH

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WE APPRECIATE ALL OF YOUR HARD WORK! CLICK TO VIEW.



Mike Benoit



Sarah James



Sharon Abrams



Wayne Burgess



# 7 TIPS FOR BEING MORE CONFIDENT ON CAMERA



**TIME TO STAND OUT ON VIDEO!**

## **1.) Practice whenever, wherever**

- Use Instagram Stories to practice your filming skills or join a Facebook Live Training Group to improve your skills!

## **2.) Study other people on video**

- Watch TedTalks, Popular YouTubers or other people in your industry to see how they communicate.

## **3.) Make a list of things you could improve**

- Write down things you catch about yourself like saying a word too frequently or twisting your hands when you're nervous that way you can work on breaking that bad camera habit.

## **4.) Be in a good mood**

- Make sure you are full of energy and excitement before you record! People can smell a fake a mile away!

## **5.) Create an outline**

- Prepare in advance by creating an intro, the content with 3 bulletpoints and your outro. Practice with the script several times over!

## **6.) Have patience with yourself**

- Filming videos is hard work! Give yourself some grace to keep making progress no matter how frustrated you feel.

## **7.) Remember, you can always edit it**

- Thanks to technology, you can keep filming even if you make a mistake! You can just cut out the part where you stumbled over your words or forgot what to say - just take a breath and keep rolling!

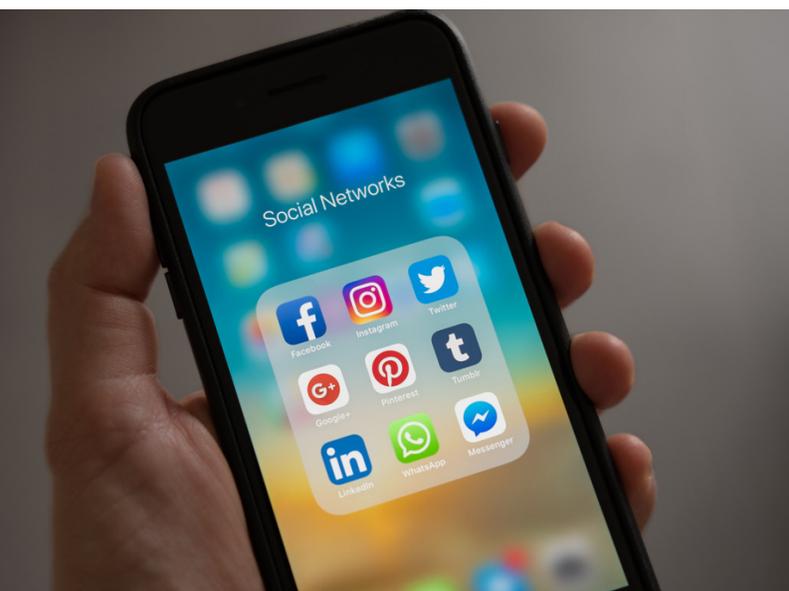
# Tools For Growth

WWW.DROPMOCK.COM



## THINGS YOU NEED TO KNOW

- 8 Billion Videos Are Viewed On Facebook Daily
- 85% Of Facebook Videos Are Watched Without Sound On
- People Spend An Average Of 116 Minutes On Social Media Everyday
- Even one hashtag on Instagram can increase your engagement rate by 12.6%



### The Hot New App: **EXTEMPORE**

Long go the days of having to memorize a script before filming a video. Now, you can turn your smart phone into a teleprompter and read off your script while recording! What a time saver!

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