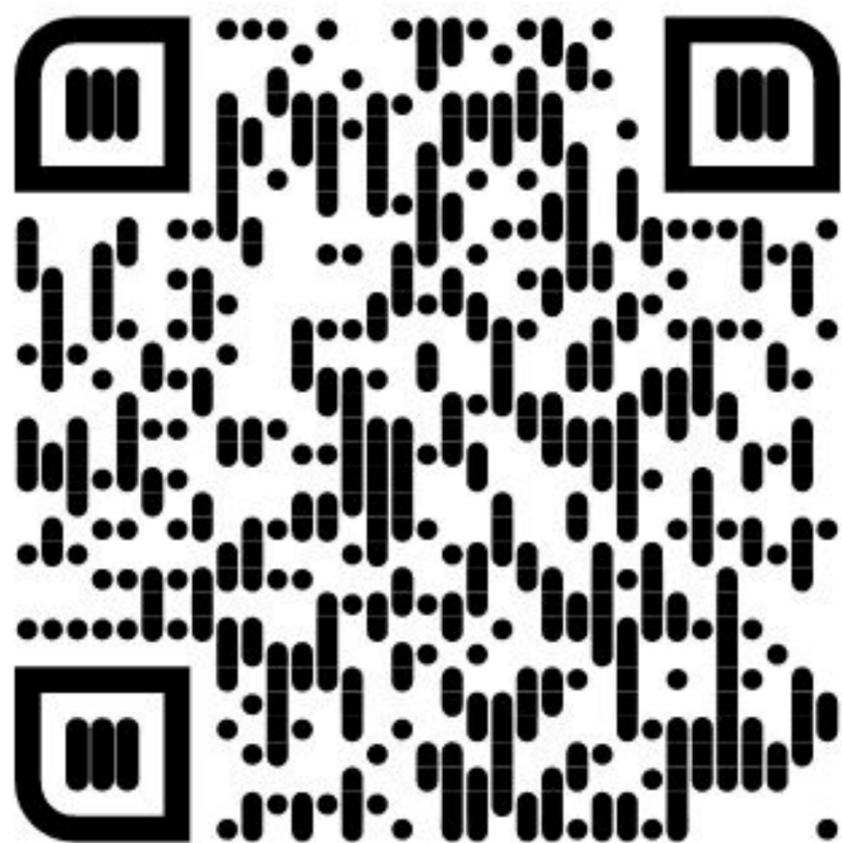


Social Media talk



Ben Katz
Mr. Mass Spec
Mass Spec Everything

Social Media Site

Twitter (X)

LinkedIn

Facebook

Instagram

Youtube

Tiktok

Twitch

Linktree Carrd

Amazon

Reddit

Discord

How to start

The best time is now. Don't find excuses to wait.

Bad content is better than no content.

Build your style as you go. Upgrade your equipment as you go.

Be consistent especially in the beginning.

Clipping other content you enjoy into shorts is a great way to start.

First stage - Getting an account over 100 followers

- Repost content from others and follow accounts in your space.
- Interact in comments.
- 3-5 per day 5 days per week. Every week.
- Short form content mainly 8-15sec

2nd stage - Getting an account over 1000 followers

- Develop you own style
- 3-5 per day 5 days per week. Every week.
- Include longer form content +1min
- Start going LIVE

3rd stage - Getting an account over 10000 followers

- Longer form content +1min only
- Go live consistently
- Start collaborations to boost followers
- Try new things

Growing in Parallel

Grow more than one account at a time.

Browse different account for different content subjects.

Save up old account for new ideas.

Rebrand accounts to grow new ideas.

Creating Content

Horizontal vs Vertical

Phone Recording, Video
Camera, Live Streaming,
WebCam screen recording
(OBS)

Editing on youtube, tiktok and
capcut Adobe

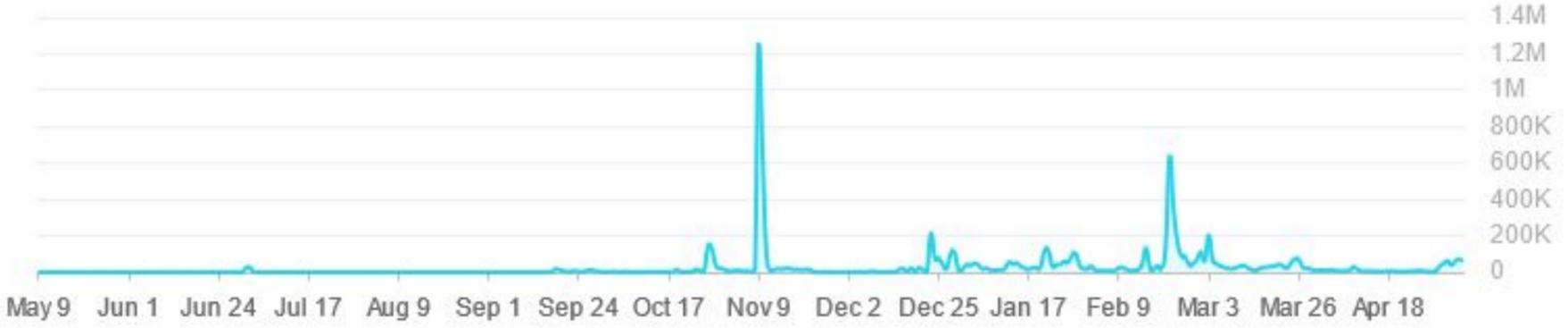
Posting from computer vs
phone

Tiktok

Viewing metrics analytics

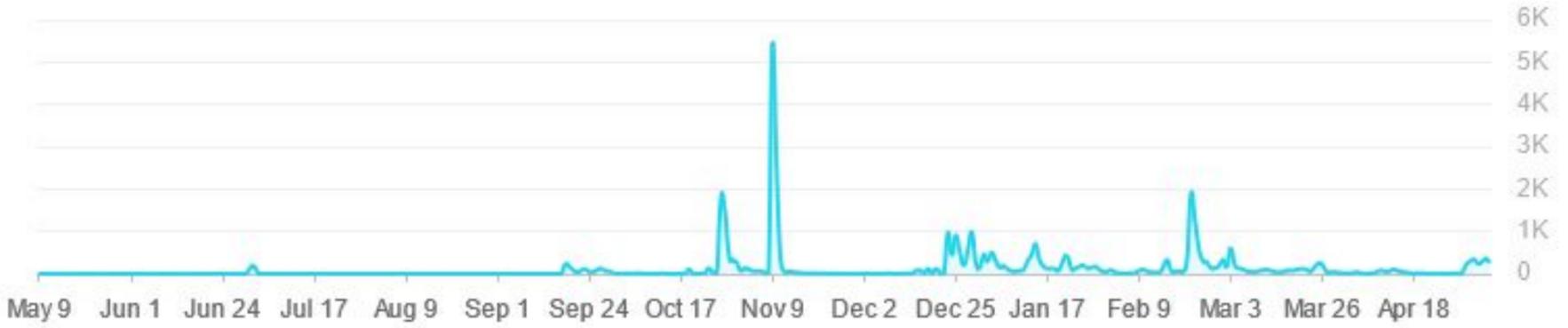
Video views [ⓘ]

May 9, 2023 - May 7, 2024



Net growth [ⓘ]

May 9, 2023 - May 7, 2024



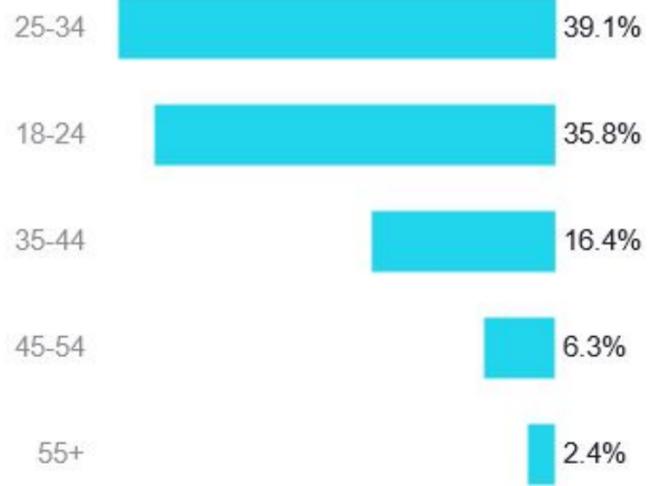
Gender [ⓘ]



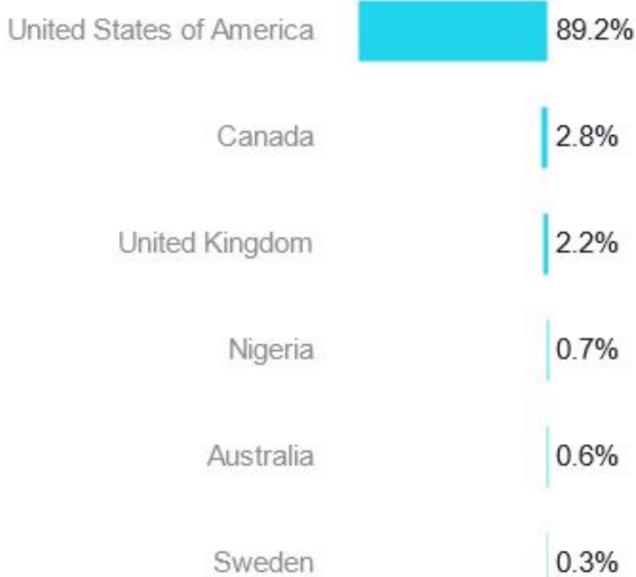
67.7%
Male

32.3%
Female

Age [ⓘ]



Top countries [ⓘ]



Top cities [ⓘ]



Instagram

Viewing metrics analytics

Reach

Last 90 Days

Feb 7 - May 6

1,923,360

Accounts reached

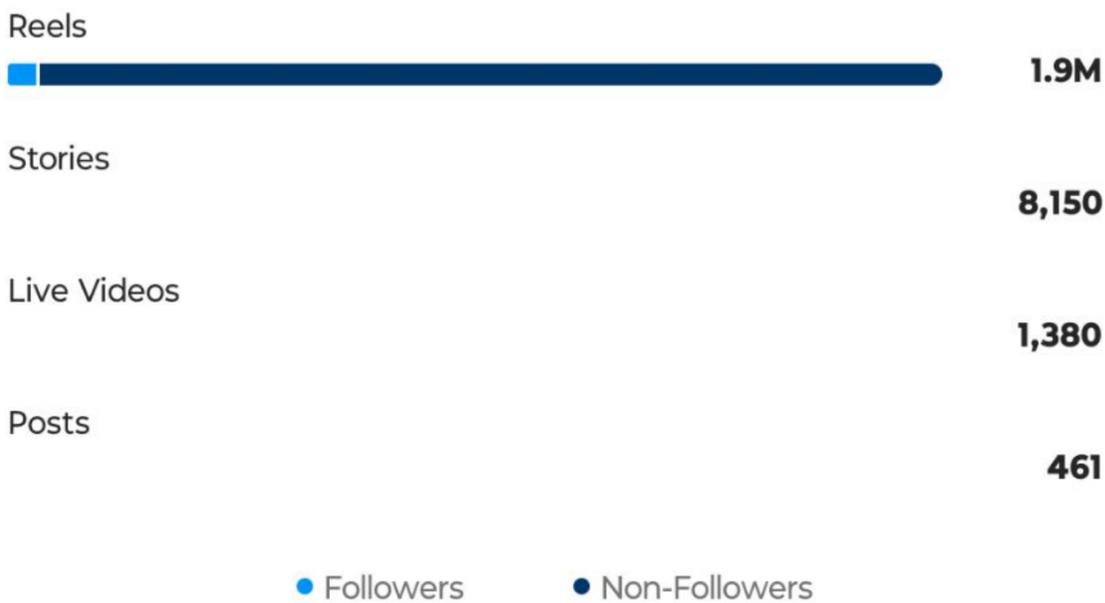


Impressions

4,356,148

By content type

All Followers Non-followers



Top content

[See all](#)

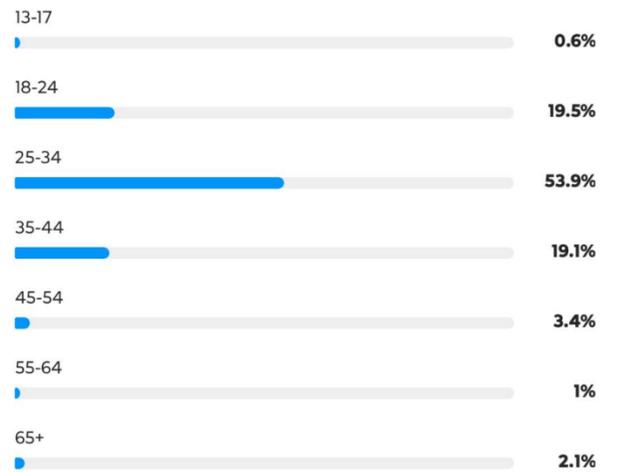
Followers

Last 90 Days

Feb 7 - May 6

Age range

All Men Women



Gender



Followers

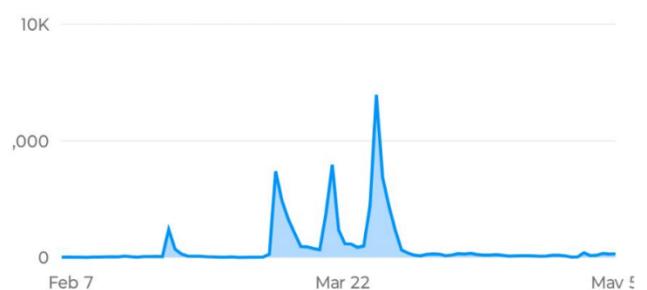
Last 90 Days

Feb 7 - May 6

60,659
Followers

+218% vs Feb 6

Growth



Top locations

Cities Countries

New York

Monetization

Revenue Share CPM

Subscriptions

Promoted products

Shopping storefronts

Direct Ship Merchandise -

Printiful Printify and Canva

Amazon direct print books

Fundraising GoFund Me vs

Kickstarter

Collaborations

Growing your channels

Building your brand

Gaining access to new demographics

Developing royalty partnerships

Class action lawsuits

Merch

Media partnerships

Influencer Agencies