



Voice Your Value(s).

Andrea Garcia – CMO
mind+matter

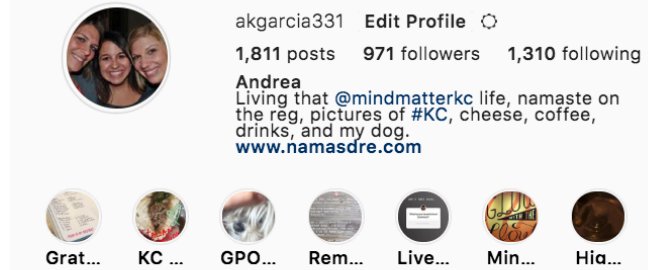
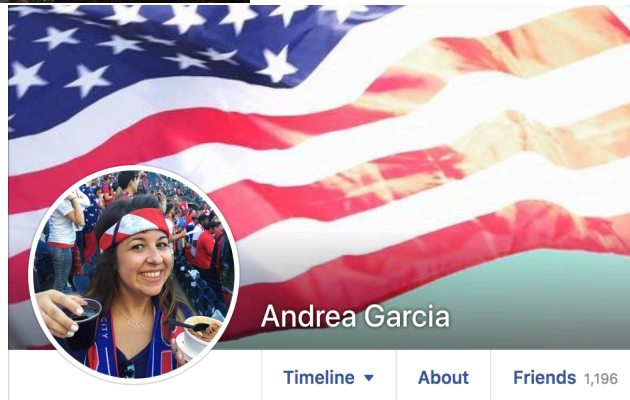
Hi. I'm Andrea.

This is what I look like on the Internet:

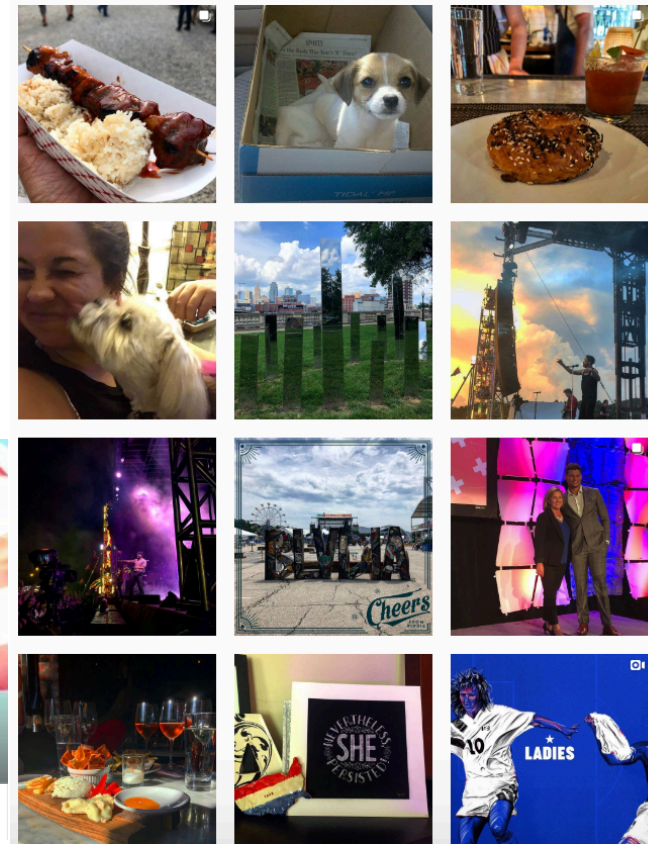


Andrea Garcia
Co-Founder, Mind + Matter. Marketer. Yoga Teacher. Kansas City enthusiast.
Kansas City, Missouri Area · 500+ connections · Contact info

Mind + Matter
Northwest Missouri State University



POSTS IGTV SAVED TAGGED



mind+matter

A design studio focused on:
values.

With the mission to:
**Cut through the noise to share
impactful stories.**

www.mindmatterkc.com

Andrea Garcia

Chief Mind Officer



Drew Clausen

Chief Matter Officer

AGENDA

- Social Media Practices
- Defining Your Values
- Defining Your Brand
- Defining Your Voice
- Questions





SOCIAL MEDIA PRACTICES

SOCIAL NETWORKS BY ACTIVE MONTHLY USERS

Facebook: 1.74 billion

YouTube: 1.5 billion

Instagram: 1 billion

Twitter: 326 million

LinkedIn: 260 million

Who do you want to see you? Where are they?

WHY DO MARKETERS USE SOCIAL?

- Connect with likeminded people
- Increase content knowledge
- Build your portfolio
- Lead generation
- Thought leadership
- Promote events
- Find a job

A dark, moody photograph of a desk. In the foreground, a black keyboard is visible. To the right, a black mouse is partially seen. In the background, there is a white mug and a pair of glasses. The overall lighting is low, creating a professional and focused atmosphere.

WHY

DO YOU PRACTICE SOCIAL MEDIA?

A lightbulb hangs in the foreground on the left side of the frame. In the background, a window with horizontal blinds is visible, with light filtering through the slats. The overall scene is dimly lit, with the lightbulb being the primary source of light.

If your answer is

"BECAUSE I HAVE TO,"

you will not be successful.



Your WHY can be anything.

*Your WHY helps drive intention,
When you work with intention you create results.*

**Social will continue to evolve,
You will too.
Create space to grow together.**



DEFINING YOUR VALUES

LIST IT OUT

- MAKE A LIST OF THE TIMES YOU FEEL THE MOST LIKE YOU, THE HAPPIEST. WHAT ARE YOU DOING? WHAT ARE THE THINGS YOU MAKE TIME FOR EVERY DAY? WHAT MAKES YOU TICK?
- START TO GROUP INTO COMMON THEMES.
- DISTILL YOUR THEMES INTO PHRASES.
- PHRASES TO KEY WORDS.

THESE ARE YOUR VALUES.


- REPEAT AS MANY TIMES AS NECESSARY. MAKE CATEGORIES.
- RE-EVALUATE.

A glowing lightbulb hangs on the left side of the frame, casting a soft glow. The background is dark with out-of-focus light sources, creating a bokeh effect. The text is centered in the right half of the image.

WE CAN SAY OUR VALUES,
BUT WE HAVE TO LIVE THEM.



DEFINING YOUR BRAND



**YOU ARE YOUR BRAND.
AS A PERSON, AS A PROFESSIONAL.**

Hi. I'm Andrea.

Remember This?

mind·matter

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- Mind + Matter
- Northwest Missouri State University

Andrea Garcia
@AKGarcia331
Partner/CMO - @mindmatterkc. Frequent tweeter. Champagne drinker. #KC Enthusiast. Yoga Teacher. Soccer fan. GIF aficionado.
Never know what to do with my hands.
KCMO · [namasdre.com](#)
Joined Jul 2009

Andrea Garcia

[Timeline](#) [About](#) [Friends](#) 1,196



akgarcia331 [Edit Profile](#)

1,811 posts 971 followers 1,310 following

Andrea
Living that @mindmatterkc life, namaste on the reg, pictures of #KC, cheese, coffee, drinks, and my dog.
[www.namasdre.com](#)

- Grat...
- KC ...
- GPO...
- Rem...
- Live...
- Min...
- Hia...

POSTS IGTV SAVED TAGGED

I CROWDSOURCED IT

Facebook:

- Otters
- Direct, Honest, authentic, genuine
- Passionate
- Inspiring
- Loving, kind, welcoming, caring
- Creative
- Funny, fun
- Driven, hardworking, dedicated
- Independent
- Bendy, yoga
- Observant
- Witty, intelligent, clever
- Social, Effervescent, outgoing
- Hard-working
- Smol
- Inspirational
- Centered
- Inspirational

Twitter:

- Joyful
- Contemplative, insightful, wise
- Steady
- Kind
- Professional
- Flexible
- A g-damn professional role model
- A damn delight
- Connected, busy, involved
- Charming AF
- LP – My dog
- Otters
- Careful
- Discerning
- Intentional
- Delicate yet deliberate
- Wondo
- Entrepreneur

Instagram:

- Kind, caring, thoughtful, understanding, empathetic, supportive, helpful, loving, giving
- Determined, passionate, loyal, goal-oriented, hardworking
- Intelligent, smart, clever, articulate
- Adventurous
- Delightful, Wonderful
- Funny
- Confident, strong, resilient
- My older sister
- Creative
- Clear
- Genuine, humble, honest, grounded
- Relatable
- Tiny
- More personality than height
- Whimsical

SO...WHO AM I?

- Loyal
- Helper
- Direct
- Authentic
- Values Based
- Otters, Cheese, Cocktails, Dogs

FOR AN INDIVIDUAL, FOR AN ORGANIZATION.

- Who are you as a business?
- Who are your customers?
- How do you want your customers to describe you?
- Who do you NOT want to be like?
- What are your passions?
- How do you share them consistently?

Your brand should be so concrete that people tag you in things that remind them of you.

Think you have an idea? Share it. Ask for input.

A glowing lightbulb hangs from a cord on the left side of the frame. The background is dark with several out-of-focus light sources, creating a bokeh effect. The overall mood is contemplative and inspiring.

Share the most honest
version of yourself.

People will feel it.



DEFINING YOUR VOICE

WHAT WOULD YOU DO FOR A CLIENT?

- Create a Mission Statement.
- Audit your current channels.
- Survey your audience.
- Decide what you are and what you aren't
 - We're smart but not academic
 - We're witty but not snarky
- Make a chart!
 - Traits
 - Description
 - What you do
 - What you don't do

PROMOTION PERCENTAGES

70%

of content should be valuable and relevant to your audience

15%

should be curated content from others

10%

should be promotional

THE LAST 5%? MAKE IT YOURS.

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Know your intention.
Speak your values.
Cut through the noise.
Measure your progress.

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