

Episode #024 (Transcripts)

Charlie Sandlan (00:02):

Now, I don't know about you, but social media, sometimes, most of the time, feels like the bane of my existence, this unending need for content, content, content. I post, I do what I need to do for this show, for my studio. But do I enjoy it? Not really. And I would venture to say that there were many of out there, actors, artists, that feel the same way. So today, I'm bringing on social media consultant for actors, Heidi Dean. She loves it, and she's going to show you how to flip around any kind of negative thoughts you might have you might have about it, so that you can use social media to your advantage. So put the phone back in your pocket, Creating Behavior starts now.

Charlie Sandlan (00:57):

(singing)

Charlie Sandlan (01:20):

Well, hello my fellow daydreamers. So those of you that are avid followers of this show and download your episode each week, know that this is the week of November 3. And it's been a long four years. So hopefully all of you voted. You went out, you did your civic duty, and if we're lucky, if something is right in the world, this country will course-correct itself and point the compass back towards empathy and civility and morality, decency. And if not, then we have a long, long slog ahead of us. And I don't know about you, but I have just had this low grade level of anxiety for weeks, and the last, I don't know, five, six days has been brutal. All I can do is read news, watch CNN, MSNBC and fret. I think the PTSD from 2016 is legit. It's no joke, you can't trust any of these fucking polls. So hopefully next week, when I come to you, we will have a new American world order. And I hope it's not violent, I hope that was all can handle this process smoothly.

Charlie Sandlan (02:54):

So that being said, this week, that we just finished, at least here on the home front, was very upsetting. We had to put down the crazy, evil cat, Mia. Now Trish has had Mia for 19 years. 19, this cat live and thrived really. She had a wonderful life and I had the privilege of knowing her for three years. Now, she never particularly liked me and yeah, no, she didn't like me at all actually. But we had our moments, we had our moments, and certainly here, toward that end, she became a little more accepting of me. But of course, human years, she's in her mid '90s. And what became really difficult, and I mean really difficult were the nights, from about 1:30 in the morning to, I don't know, I'd say about 6:00, 6:30, her dementia would get bad and so she would wail really loud, just meowing, piercing. And I was sleeping with earplugs in my ears, Trish was up and out of bed probably anywhere from eight to 12 times a night, she would sleep on the floor with her, and of course, it's not sustainable.

Charlie Sandlan (04:24):

We tried giving her some Gabapentin at night, to kind of knock her out but what kind of life it that? So it got to a point where Trish had to make a decision and I'm very proud her. I think the toughest part was not actually putting her down but the week before when she made that decision. This is the date, let's do it, next Friday, 1:30. And I had never experienced putting an animal before. My childhood has Misty, this little Peekapoo that was had for 17 years, died, I was in college, I was away. My parents dealt with that and I certainly was sad but she lived a very a long life, but I hadn't even been in the room while it was happening. So it was a new experience for me. And we did it from home, actually. Which I would highly recommend to anybody who has to put down their pet, do it at home.

Charlie Sandlan (05:31):

So Trish was spending time with her as much as she could, she put on some nice soft music, and two vets came over, really lovely, lovely women who has just a nice energy and a

groundedness about them. They were dressed head to toe, they had all of their protective equipment on, so they looked like they were coming out of surgery, but that's how they showed up. And we stood and talked for a bit and what happens is, they go in and, Mia had had a little bit Gabapentin so she was a little woozy. And they give her a shot, a quick shot that really knocks her out and Trish sat with her, petted her, and it very lovely. And I just kind of stood off the side, and the tears are running down my face, it was incredibly sad and painful to just see this happen. And once she gave over to that shot, then they come back in and they shave a little part of her leg and they inject the IV and she crossed over in about 30 seconds.

Charlie Sandlan (06:56):

And then we all left the room and Trish and Mia had their last moments together, and then they come in and put on this really lovely soft blanket, and they wrapped her up and then they took her out, right out of the apartment. And just like that, the Mia years came to an end. And I'm very of Trish, she's actually done very well. She's been sleeping on the couch with Wally that last couple of days, I think it'll take her some time to get back into the bedroom. We got rid of all the Mia things, right, from the food to the litter box to her toys to the bowls. And just like that, you would never know that she was here. So anyway, that was last week and now we're a three person family. I don't what I'm going to do when I have to put Wally down, that's for sure. That's going to be a mess, I don't even want to think about that.

Charlie Sandlan (08:02):

So let's talk about social media for second here before I kick it off to Heidi Dean. I don't enjoy it, I really don't. I mean, I do it because I know I have to do it and I know it's necessary, but I doesn't make my happy, it really isn't a job and I do the best I can with the limited amount of knowledge that I have with it, do you know what I mean? I certainly don't use it to my benefit. And really, all I use is Instagram. I'll post some shit on Facebook,

some personal stuff, maybe some stuff for the podcast. But, for the most part, I have my @maggieflaniganstudio and @creatingbehavior, my two Instagram accounts. And trying to manage both of those is a lot. And then, cutting up clips and photographs and shit for this show, I mean, it's a lot.

Charlie Sandlan (09:01):

So I can imagine, just as actors, or artists, right, the need to use social media is now pretty much a job requirement. And those of us, that are resistant to it, that fight it, at this point, in culture, you're hurting yourself, you're hurting your career and Heidi's going to talk about that. What I love about Heidi Dean is that there's nobody out there that is providing the kind of content for actors the way she is. She is the leading expert when it comes to using social media and marketing yourself as an actor. So let's just get right into our talk with Heidi Dean. Here's we go everybody.

Heidi Dean (09:59):

Yeah, well you need a strategy and you need to think about that ahead of time because most people that, when you got on social media, you probably got on for play time, right?

Charlie Sandlan (10:08):

Right.

Heidi Dean (10:08):

You weren't doing it for a purpose. So you have to, at some point, stop posting and start going, "Okay, what story do I want to tell on social media?" I would say, social media, especially platforms like, Instagram, that are so visual and have so much video, it's like the movie of you. And you have ultimate control what story you want to tell. You have ultimate control what parts of your life are going to be the cutting room floor. It's really powerful, right? We don't always have that much power in person as an actor, but on social media, decide what stories you want to tell, decide what roles you want to play, and create content that shows that, whether you're actually creating content like, long form content like a web series.

Or now, TikTok, and now Reels, the cheap knockoff, is the most amazing thing ever for actors, it's just, you could literally create your own content and show the world how cast you, and show us your talents, and for free, and grow and audience like that, if you know how. So it's amazing. I think it's the most amazing time ever to be an actor, right now.

Charlie Sandlan (11:15):

And there's more work than there ever has been. I mean, if you're well trained, and you can run your business, you're going to work. You just have to not quit and persevere.

Heidi Dean (11:28):

And you just have to know... I think what I would tell my younger self, as an actress, was every audition's really an opportunity for that next audition, and to build a relationship. And that's what you don't realize when you're young. I told this story on Instagram recently and everyone just really love it. I remember, this was Sound of Music time, I remember I was probably about 24. I went in for an audition for Children of Eden at the Kennedy Center. I didn't book it. But I had gotten callbacks for it, I was like, "Oh this is good, this is going to be it, right, this is going to be awesome." And then I didn't book it. But then, probably like six months later, I get a call from a casting director that's casting a huge tour of the Sound of Music. And not only did she ask me to come in for Liesl, she said, "Can you do me a favor and come in for Liesl?" And I was one of the only people auditioning that day because apparently, they have looked everywhere and couldn't find a Liesl, that still blows my mind.

Heidi Dean (12:27):

But all over New York City, the director didn't like anybody. I looked like the girl from the movie so the minute I walked in, he was like, "Ah, yes," and I could sing it of course. But what I found out from the casting director later on, was that, at the Children of Eden final callback, the casting director had written, "Liesl" in big letter at the top of my resume, because she knew she was casting

that. I wasn't ultimately right for the part for Children of Eden but that audition for Children of Eden, they saw dance, they saw me sing, they saw me act, I didn't even have to dance for my Sound of Music call, to play Liesl, which I had to dance every night, right? So my audition really... that first audition was my audition for Sound of Music.

Charlie Sandlan (13:08):

You don't go in there to book the job, you go in there to do good work and they're going to remember you. They do not forget good work, because it doesn't come around very often. But most actors are so caught up in the job, I want this role, I haven't had an audition in three months, and then all these auditions become these precious little things that all of your energy and hope goes into and it just can be so painful.

Heidi Dean (13:35):

Yeah, and you're doing them a favor. That's like I will remember those words, "Heidi, can you do me a favor and come in..." What do you mean, can I do you a favor to come in for this, to be a lead role in this show that's going to all over... sure, I'll do you a favor. I had never thought about it that way that I was actually doing them a favor. But I was, because I was that missing puzzle piece for the whole show.

Charlie Sandlan (14:03):

They have a problem, they're trying to cast this and you come and like, this is what I can do for you. I'm here to help you.

Heidi Dean (14:07):

Yep.

Charlie Sandlan (14:08):

So all right, do you think that actors need to have a separate, just a professional presence?

Heidi Dean (14:14):

I think you need to figure out how to tell your story. Social media is so different now than it was five years ago. In the past, we just had Facebook, right? So you might just a profile be the inner club

that you let certain people into, and then you had your page. But now, there's so many platforms and when I get clients or students of my classes and they come to me and they say, "Well, I have this personal Instagram and I have this public one. And I feel like I'm posting so much but I need a plan for each one." I was like, "Well, you need one and here's why. Because who are your friends in the business? Other actors, right? Like a lot of your friends. So where are they doing to follow you? Both places? Right? You need to choose one story." And I call it, when I work with people, I do an exercise called, Putting The Me In Your Social Media. And really, it's a series of questions that help us uncover who you are. Like your online persona, your online brand, your strengths, your weaknesses, your hobbies, outside of acting. Your First Lady cause, your First Man cause.

Heidi Dean (15:15):

If you were First Lady of the United States, what would you be passionate about? Who would you help? We could talk about that now. You don't have to wait until you're a celebrity to help dogs or children or like, what do you do now? I mean, a lot of actors already volunteer for these organizations and causes. So we have this big, long list of all these questions, it helps us figure out who you are, but then we go through and we start crossing things off. And we cross off what I call, Your Nonyas. And it's a made up word and nonyas are, think about if you saw any actor on a late night TV show, they have already told that host what topics are off-limits so they don't have to say, "Nonya business." Those are your nonyas. So you have to figure this out ahead of time, you figure out what makes you, you, what's a nonya, and you just scratch it right off.

Heidi Dean (16:03):

And it'll change, sometimes maybe you just had a kid and you're not comfortable posting about your kids. That might change down the road, when your kids are a little older and you can ask them for permission, right? For some people, it's where you worship,

who your vote for, who you love, these all could be nonyas. It could be just simple things like you don't want to talk about that you're a vegan. So you just have to decide for yourself what your nonyas are and what's left is your online story. And then you're going to post about these three or four things consistently, so that there's a real clear brand of brand you every time you pop into the feed, okay?

Charlie Sandlan (16:39):

Do you think actors need to put something up every day? Is it like a five days a week or you take two days off or...

Heidi Dean (16:47):

It depends what platforms. I think it's good to stay consistent somewhere every day, but I have a lot of clients that are very successful just posting three to five days a week. And that's somewhere. That might mean Twitter one day and then for repurposing things, right? I don't post on Instagram every day. Actually, I'm only upping my posts in Instagram because my Reels are going crazy so I'm like, "Well, we'll do a little bit more." And I have of them from TikTok already save. But other than that, really, you would see me posting recently on my feed, one time a week. I was playing in stories more. Yeah, well there's so many parties on Instagram now, so you don't have to be everywhere, just make sure you show up at the party somewhere. So, sometimes you'd see me on the feed, sometimes you'd see me in IGTV, sometimes you see me in stories. Right now, you're pretty much seeing on Reels more often, instead of the feed, I'm just pushing my [crosstalk 00:17:44].

Charlie Sandlan (17:43):

Why do you love that feature? It's fairly new.

Heidi Dean (17:47):

Yes. It's their ripoff of TikTok. I got on TikTok three months ago. Just hit 10,000 followers yesterday, or two days ago. And I've had so much fun. When I hit that first video, when I posted it, I was terrified. I'm 40 years old, I'm not going to be dancing, like all the

young kids on TikTok, who are probably going to end up listening to this since they follow me everywhere now, but I was so scared to hit that button. And the minute I did, I think it was so good for me, because I feel like in the past three months, especially once I brought that kind of content over to Reels, my audience is seeing a whole other me, a little quirkier, a little funnier, clever, that's always been there but I didn't have the medium to show it. So I've just had so much fun with that. Bringing it to Reels has been great because Instagram is just sending Reels out like crazy. If I would just out a video on my feed, it would get... I mean, I have 36,000 followers. But if I put a video out, I might get between 1,000 to 2,000 views, depending on the video.

Heidi Dean (18:57):

Now I teach education so I'm not going to get as much as somebody who's doing comedy. But that's probably what I roughly would get. If it's IGTV, I might get a little bit more because they were pushing that out a little bit more. Let's look at my numbers for Reels recently, they're ridiculous. Let's see. Okay, I have one, now the post is really good, I'm patting myself on the back right now. I have a popcorn post, which you may have seen. It has 48,000 views. 48,000 compared to 1,000 to 2,000. The one I just put out an hour before we hopped on, it has 1,200 view already. I have one that's 74, 81, 11,000, 18,400, 12,000, 11,000, 7,000, 7,900. So you're asking me why I'm using Reels right now? Because Instagram is telling me to use Reels.

Heidi Dean (19:47):

Normally, if we really sit and pay attention to social media and listen and look at our analytics, the clues are all there were we should be posting. So I don't need to post every day unless I can really of a Reel every day. But my followers are going up even more since Reels. So many people have joined my community, because think of all the people getting in front of. I've sat on top hashtag searches. On the popcorn post, I'm still a top post.

Everybody's hashtags, top post, I am still... the Reel is sitting for four or five hashtag on that post. That post is three weeks old.

Charlie Sandlan (20:25):

So what do you say to people that their response is, "Jesus, I don't have the time, it's unending, it's just this constant need for content." And I know I fall prey to that, it's too much, I've got to come up with something non-stop.

Heidi Dean (20:43):

Well, I'd say a couple of things. Number one, repurposing is your friend. I repurpose... If you look at any of these post from Reels, I use Twitter as my testing ground, I love Twitter, always have, so that's my testing ground, I first test out the text. Then I recreate for Instagram, and then it was ending up on TikTok. But now some it's coming right back from TikTok over to Reels. But repurposing is your best friend, you don't have to come up with something new for every platform, it just needs to speak the language of the platform. So you just need some of that.

Charlie Sandlan (21:15):

What do you mean by repurposing? Just using the same content on different platforms?

Heidi Dean (21:20):

Yep. So using the same... You put something, just a funny thing you saw when you're at the subway in the city, you put it in text on twitter. Then you make a visual and you put it on Instagram, or maybe just hop in Stories and you tell us about it. Same thing. Same post idea, you're just doing it in a different way. Now with Reels and TikTok, maybe you reenact it or you actually take a video while you see it happening. Same thing but we're doing it in the language and how people expect to take in content at that platform. I'm going to do a video probably about it, coming up on my YouTube channel, that shows you... one of my posts and you'll see, this is the same thing from this channel to this channel to this network to this network. Same idea. I just had to change what you were seeing, and that didn't take very much.

Heidi Dean (22:14):

The other thing I would say is, baby steps. A lot of people, they try to hop everywhere first. My client told me, "How are you everywhere and you seem like you're posting all the time?" I'm actually not posting all the time, I'm posting somewhere, which makes you think I'm posting everywhere all the time, but I learned these platforms one at a time. I mean, I use them with my clients but I learned them for myself. It was different when I was running them for actors than when I had to learned them as a business for myself. I needed to come up with a strategy, right? So I started with Twitter, 2015, added Instagram later that year, and then added, then master stories, and everything else that came along. My Facebook page, I don't use as much but I added a Facebook group. Then my YouTube channels really only, the last year, year and a half, most people think I've had it forever but I...

Charlie Sandlan (23:01):

Well, you've got so much content on there, you've got so many videos. When you give so much to the community, you just offer so much free, really, it's free, just hop on and watch these videos, it's an extraordinary amount of content.

Heidi Dean (23:15):

Yeah, I definitely have the largest collection of social media content for actors but I think for marketing as well because I have tons of stuff for websites and all sources [crosstalk 00:23:24].

Charlie Sandlan (23:24):

No doubt. Now do you think an actor need an actor needs to, in some way, be on all of those platforms? Can an actor say, "You know what? I'm just Instagram, that's it. I don't really mess with anything else." Or do you really, in order for Instagram to have the value, I guess, that it really can, do you need to be on Facebook and Twitter as well?

Heidi Dean (23:43):

Well, the platforms you choose always had to go back to what your goals are, as an actor, and what are your goals on social

media. So why are you using social media? Are you using it because you're on a show? That's always the first thing you need to ask because if you're on a show, are you getting ask to live tweet? If the show you're on, if they're live tweeting, then you're on twitter. If they're not, you're missing out on tons of opportunities and a chance to grow a community who really loves you, right? Or if they're asking you to do takeovers, then get your butt over to Instagram and learn how to do takeovers in the feed and on Stories. So that's always the first question, if you're working, where should you be, right? Is that your dog?

Charlie Sandlan (24:25):

Yeah. Crazy.

Heidi Dean (24:30):

Then ask yourself, are you creating content? What kind of content are you creating? Because if you're creating short form content, then we might be on TikTok, we might be on Reels, you might be utilizing IGTV or YouTube, so you've got to talk yourself through those, where do I want my content to be? And then really important, one of the most important reasons to use social media is because you can actually grow relationships with people you don't know and you can continue to build relationships and stay top of mind with the people you already work with. So then you have to ask yourself, "Where are the people I already know? Where are they playing?" And this might be an age thing too. And who do I want to know? What projects do I want to be a part of? What type of work do I want to do? Where do I find those people. Okay? So then a lot of people, after asking those questions, they go, "Oh my God, I don't really need a Facebook page at this point of my career, because it's a lot of work and it's not helping me meet any of these goals."

Charlie Sandlan (25:24):

Yeah, so you really have to start with what your goals are. I mean, that's the first place you're going to start. What do I want to accomplish?

Heidi Dean (25:31):

Who do I want to meet? What kind of content am I creating? And then you don't have to be everywhere. I have some clients that are really, really just rocking Instagram, I have clients, that are comedians, that just really like Twitter. And they have Instagram but they don't use it as much, but they love Twitter. If you're going to use something like YouTube, obviously you're going to need more than YouTube to spread the word, you're going to want Instagram or Twitter, depending on how you like to talk. Another question I always ask is, are you more of a visual person or a words person? Because, more often than not, it's my comedian clients that love Twitter but they really can't stand Instagram. Unless somebody's editing all their footage, right?

Heidi Dean (26:14):

So if you're of a words person, or maybe you're an actor and a writer, or just an actor who loves text, you're going like Twitter possibly better than Instagram. So really, you have to like the platform. After you've done the 101, you've learned how the platform works, give it a chance, then where do you like to play? That's why I'm still on Twitter, I love Twitter, and I feel like so many people abandon it and it just means more room for me, right?

Charlie Sandlan (26:40):

Yeah. What do you love about it? Is that your favorite platform?

Heidi Dean (26:42):

It wasn't until TikTok. Don't tell Twitter, yeah. Yeah so, up until recently Twitter 100%, even though everything thinks like, oh it must be Instagram. No, it's actually harder for me to come up with content for Instagram. I'm always repurposing for Instagram.

Charlie Sandlan (27:04):

You've been asked this a million times. Actors that say, "Fuck Instagram, fuck social media, I hate it, I'm an artist, I'm about the work. I don't really care about that," what are they cheating themselves out of?

Heidi Dean (27:20):

Well I actually have a video on YouTube that's called, 20 Reasons Why Actors Should Be On Social Media, so I would send them right there. But I'll give you five main reason that would talk them into it, and if it doesn't, then I actually want to question if are really serious about being an actor. First of all, it's part of your job. It's really becoming part of your job. Your next contract could have posting requirements. It's definitely going to have posting guidelines. Whether you're doing a Broadway show... I know my husband's recent show had all sort of posting guidelines and requirements or are you going to be live tweeting or doing takeovers, right? It's becoming part of your job as an actor and that's going to become more and more part of your job. And, as we get more new media projects and there are more guest stars and series regulars that I don't even know who you are. I have some clients I get that are right from the... so they're a series regular from that show, I'm like, "I don't even know what that show is," because there's so many projects, so much new media.

Heidi Dean (28:18):

Well guess what? If you're not on a major network, how are you going to reach people? Through social media, right? So it's becoming part of your job, number one. Number two, it helps you connect with your fans. And you have fans. It doesn't matter where you're at in your career, you have fans at community theater, web series, indie film, to Broadway and feature films. And it allows you to collect these fans as you go, and fans that really care about you and your work, okay? We already touched upon this that social media helps you build relationships. And I used to think social media was the way savvy actors would build relationships, but now more people are doing it. And it can help you meet people that you never met, that you want meet on platforms like Twitter and Instagram, but you can also really, I say, have coffee dates with all these people you've worked with in the business.

Heidi Dean (29:13):

Back when I was an actor, back in the day of the pagers, you would have to wait until the phone rang and you actually saw somebody in an audition to see them again. Now you have the power to connect with them all the time on social media. I would say that I've actually... In five years, I have never reached out for one podcast, one speaking engagement, whether it's a conference or SAG-AFTRA, or Equity, and I've spoken everywhere. I've never asked for one thing that's come my way. Why? Because I'm able to put myself on social media in circle where people will find, right? And that's just built relationships like crazy. And an actor can do the same thing, right? Social media, if didn't mention it somebody else will, it can help you get cast, whether you like it or not. Numbers do get people cast. But the good thing is you have the power to actually build an audience yourself.

Heidi Dean (30:06):

It also can help you negotiate for more money. I have a client, recently, who actually did build their audience themselves, it wasn't like they were a celebrity, and just was able to negotiate more money because guess why? They were posting requirements in this contract and he's like, "Oh, well, that's great but if you're going to require me to post, I'm already coming in with this built in audience, you need to pay me for that." That's amazing, right?

Charlie Sandlan (30:29):

I had a student who has been working as a pretty high level for while and she, this is maybe a year ago, it was between her and another actress for one on the call sheet, right, and they ended up going with the other actress because she had more Instagram followers.

Heidi Dean (30:49):

Yep, it happens. And I mean, at that point, most of the time now, especially now. Five years ago, yes they were casting influencers over actors but now actors have become influencers, they're

being smart about their social media. So for the most part, at that point, both actors are talented, they're both probably pretty, if that's what the part requires, or they're both funny. And sometimes it's just like that cherry on top, it is just the tipping point that is why that picked one person over the next person. But sometimes it happens on a simple level. It just happens because one actor is on social media and one is that person that said, "FU social media." And so that person that's at least on social media, that maybe only has a couple thousand followers, is a team player, right? They can at least share the project, they can at least build an audience with the project.

Heidi Dean (31:39):

So yeah, those were four reasons but the last thing I'd say is it help you take back control of your career. And this is not a business where actors have a whole lot of control. So whether you're growing an audience yourself and that's going to help your career or you're creating content that can totally help your career, it's giving you power, or it's giving you power to meet these people you want to meet. And if that's not enough to join social media, then I question if being an actor's actually important to you.

Charlie Sandlan (32:09):

Yeah, and when you can also curate a reputation for yourself, which is one of the few things you can control, right?

Heidi Dean (32:16):

Yep, exactly. And you're online reputation is super, super important. It's a big thing I get to fix all the time. I get a lot of clients, right, from reps, I got new client directly from a manager.

Charlie Sandlan (32:28):

Well, I think a lot of people are also intimidated or scared probably about being trolled and, "God, if I post this or if I say this, I'm just going to get torn up and just don't want any negative comments," how do you handle... I would think you very rarely get trolled if ever.

Heidi Dean (32:49):

I don't get it very often but every one in a while, I do and I have clients who do.

Charlie Sandlan (32:55):

Do you roll your eyes or does it sting you and do you go, "Ah man, I got to reach you, I got to change your mind so that you can... "

Heidi Dean (33:05):

Oh no, normally I'm just like whatever. It's either something like just totally rude about my physical appearance or something, it's just stupid. I feel like saying, "I just lost 25 pounds, don't even say anything about my physical appearance. What have you done in the past six months?" But normally I can just brush off physical things. I have commented back a couple of times on TikTok because I've commented back, "I'm 40 years old, I actually look dang good, okay? I think your comment was because you thought I was 20." But most of the time with trolls, I say hug your haters, unless it's somebody who's doing something that's offensive or something you need to block or report, or bullying, obviously. I kill them with kindness usually, normally. Trolls don't realize is when they're commenting on my video on YouTube, or they're commenting on social media, it counts on my engagement. So I usually just go, "Oh, that's awesome, thanks for your insightful comment." I give them something just totally whatever right back buy so cheery. Right back, "Hope you have an awesome day." Just sending my vibe right back out to them and saying, "Awesome, I got two more comments on my post." Or two more comments on my video, Youtube's going to send it our some more.

Heidi Dean (34:30):

I mean, even people don't realize, when you get a dislike on a YouTube video, that's actually a social signal to YouTube that people are interacting. It's not weighted any differently than a like. So if you want to dislike my video and can't even see who dislikes things too, so if you want to be that one person, there's always

one person who does a dislike on my videos, I don't know who that are. But you know who are if you're listening right now. Guess what? You're adding to my engagement so keep it up.

Charlie Sandlan (35:02):

How do you decompress? What do you do to unplug and just kind of rejuvenate yourself away from all of it?

Heidi Dean (35:11):

Well, you schedule. I'm a big schedule person. You can't be on social media all day. I teach social media and I'm on social media more often than other, obviously. But you can't be online all day so I would say you've got to choose a time every day to manage your social media and choose a time, nobody can see me, but choose a time when you're having your coffee. So whether it's my ice coffee in the afternoon or my morning coffee, maybe it's a glass of wine at night, you're just having one of course. Maybe it's lunch. For me, for a while, it was my daughter's TV time. So when she watched PAW Patrol, that was my checking comment time.

Heidi Dean (35:48):

So find that time every day where you can manage it, meaning checking replies, messages. Turn off your notification, done, so this is the only time that you go in. As your following grows, you may find that you have to do it more often, until you have to hire someone to do it for you. But schedule, schedule, schedule is so important to finding a time to manage. And then some people find that that's the best time for them to post as well or create that post and then schedule it for later. But you have to you have to set social limits.

Charlie Sandlan (36:20):

Do you take the weekends off?

Heidi Dean (36:21):

Weekends are the busiest time for me on social media in terms of engagement. So I usually don't take the weekends off for posting. But if I post, it doesn't mean that I'm on all day. So yeah, and everyone has a different sweet spot for posting, and you can

check your analytics to see when that is, but Saturday is usually one of my best days for posting after 3:00. So if I don't post on that day, then I usually won't get as much engagement for the week. And for me, engagement means people watching my YouTube videos and people going place, and that's actually money for me too because I monetize on YouTube so I'm going to post on the Saturday.

Charlie Sandlan (37:01):

Yeah, for sure. When did you start your YouTube channel?

Heidi Dean (37:06):

I want to say I started, if you look on my channel it says 2015, but the old video are videos that were on my blog, they're not actually what I consider YouTube videos, I just needed a place to put them. But I'd say it was about... I think I'm hitting two years right about now, when I really just started doing consistent content. So it'd say a year and a half that I do it pretty much about every Thursday. I try not to mess with Thursday but sometimes it happens.

Charlie Sandlan (37:38):

Do you have a separate day for each platform?

Heidi Dean (37:41):

For posting or working on content?

Charlie Sandlan (37:42):

Well, I guess, both really.

Heidi Dean (37:46):

Well I bulk create a lot of stuff. So I know what works for my audience because I'm a sucker for analytics, like I said. So when I see something's working, I'll create a lot of them, and I'll queue them up. Like on my Instagram, I use a scheduler called Planoly.

Charlie Sandlan (38:01):

Yeah, it's a great...

Heidi Dean (38:02):

Yeah, love it. I've got posts queued up for days. I have to do more photos though, because I did lose all this weight so I have all

these photos I'm like, "Oh, I don't quite look like this anymore, people are going to know." But Planoly's great because when I know something's working, I do a little bit more of it, I queue it up. If I'm out, sometimes they take photos and I don't have to use it today. That's a big tip I always tell people, take the Insta out of your Instagram and everywhere on social media. Unless it is an award show or the Super Bowl or something where people know something's happening. Number one, it's safer for people not to know, as a public figure, where you are all the time. Whether you're a woman, a child actor or anybody, they shouldn't know that you're at Disneyland right now, standing outside the castle, right? It's just smarter, because as your career grows, more people are going to want to know where you are.

Heidi Dean (38:56):

So take the Insta out of Instagram, post it later. Snap it now, post it later, queue it up for two months from now if you need it. But it's smarter, and it's not just for safety but I also create a much better post if I can sit down and think about what are the different angles I can do, what are the different stories that I can tell with post, because one picture could be a thousand different things. I did a series on my Instagram a couple of months ago, 30 Social Media Post Ideas For Actors, they're just sitting in my highlights, for anyone listening. And it was 30 days I gave you a post idea. And it's 30 days of post ideas but it's probably like, I don't know, thousands of post ideas, because there are so many way you can do that post idea on a different platform or you could tell that story a million different ways. So yeah, I think taking the Insta out of Instagram just helps me create better posts and it's just safer, maybe it's the mom in me.

Charlie Sandlan (39:56):

Do you miss acting?

Heidi Dean (40:00):

Occasionally, I miss performing, but I don't miss the grind of going to auditions, I have terrible allergies to so the idea of... I

remember back in the years of touring and performing and having to be healthy every day, and I was running back then, and one of the reasons I just had to have knee surgery years later, but I used to run like 50 miles a week. So I was always into staying healthy and in shape but it was hard. People don't realize how hard it is, especially when you're singing and stuff to keep that up eight shows a week. So I don't miss that, and I have the best job in the world. And I feel like, right now especially with the content I'm doing for TikTok and Reels, I'm using so many skills that if I wasn't an actor, I wouldn't be as far along as I am now.

Charlie Sandlan (40:54):

If you would have told your 25 year old self that this is what you'd be doing, what do you think your response would have been?

Heidi Dean (41:01):

I would just laugh, I would say, "What's Twitter?" Because it wasn't around. I can't imagine...

Charlie Sandlan (41:06):

Because I never thought I would be a teacher, it never occurred to me at all. I would have laughed it off.

Heidi Dean (41:13):

Well, when I look at everything I've done in my life, it's always been to help people, whether it was the baking business or even lots of things I've created along the way. I love helping, I love teaching. So when I had the baking business, I would teach workshops a lot. And so I look back, I've always been a teacher, my parents are both teachers. I mentioned my mom but my dad was a second grader teacher too. So I'm of a child of teachers and it makes sense to me that I'm an educator because at the heart, that's what I am, I'm a social media expert, I work with clients but I teach, that's what I do every day. I educate, I inspire. I educate and inspire. Now, because of Reels and TikTok, it's educate, inspire and sometimes I'm entertaining, maybe some of the posts do both.

Heidi Dean (42:04):

But really I go back and forth because I think it's just as important for me to teach you about social media to motivate you to keep going. And so, if you look at any of my social media anywhere, Instagram, Facebook, TikTok, Twitter, it's back and forth of educate, inspire, educate, motivate, back and forth, because you can't set up that social media if you're upset about what's going on in your career right now so, I'm excited to be that person that... I get comments every day, "I look forward to your post every day. You actually keep me going." I've gotten beautiful letters and emails of like, "I was going to quit and your post kept me going." I'm going to cry right now because I get posts like that all the time and that's why I keep going.

Charlie Sandlan (42:46):

Those are the letters that keep you going, that's what keeps you going, right?

Heidi Dean (42:48):

Yep.

Charlie Sandlan (42:49):

When you get that, okay I'm doing the right thing.

Heidi Dean (42:52):

Exactly.

Charlie Sandlan (42:54):

I'm doing the right thing. Yeah, that's special actually.

Heidi Dean (42:59):

Mm-hmm (affirmative).

Charlie Sandlan (43:00):

Especially when you're in a space where there's so many people that just need this kind of advice and this kind of help. Now I know you have so much free content out there but do you teach class, do you offer private coachings?

Heidi Dean (43:16):

I do, yeah. I do. I coach one-on-one on Zoom, I have forever on Zoom before everyone else had to join me over there. All the information's on my website at Marketing 4 Actors, that's the

number four. And I do, I have a lot of online classes, I have for many years now. I have an Insta-actor class, so it's all about Instagram, including Reels is in there now. I have a YouTube class. I have a class called The Social Rockstar Challenge, that's Twitter, Facebook and Instagram. And then I have class, because I work with a lot of content creators as well, so I have class I teamed up with my friend Tammy Lynn from Spotlight PR, she a publicist and it's called You Created It, Now What? So really, what we're doing is, we work with content creators of how do we get you... More eyes on your projects using press, which is Tammy, and then social media, which is me, and we talk both organic and ads, I talk ad strategy in that as well. So yes, I can consult, I have classes, and I do work with businesses too.

Charlie Sandlan (44:15):

Yeah, I might have to start with you. This new venture of mine, this podcast, has been a beast. Just learning how to do it and then also figuring out how to bring to social media.

Heidi Dean (44:30):

Mm-hmm (affirmative).

Charlie Sandlan (44:32):

It's a lot. It's a lot.

Heidi Dean (44:32):

Yep. And a lot of actors are starting podcasts now and...

Charlie Sandlan (44:38):

Everybody is having a podcast.

Heidi Dean (44:40):

Guess what my video coming up for next week is? How To Create a Podcast. And it's for actors and I'm giving away a microphone, a Yeti microphone. And I'm interviewing somebody who has a podcast but, I've just seen so many actors starting podcasts, casting directors telling actors, "You should start a podcast." Well, that's great but like, you can't just start a podcast, no one's going to know about it, you need to know the steps it takes. So it's going

to be awesome. It'll probably be out by the time someone hears this.

Charlie Sandlan (45:09):

That's great.

Heidi Dean (45:09):

It'll be on the YouTube channel.

Charlie Sandlan (45:11):

Well listen, I want to thank you for coming on and I want to thank you for helping my students at the studio, and just for everything you do. You're a good human being and you bring positivity into the world and to a business which can be anything but positive sometimes. And so just to have your energy out there, it's wonderful. So you're doing really special stuff.

Heidi Dean (45:37):

Thank you so much, that means the world to me.

Charlie Sandlan (45:42):

Well, my fellow daydreamers, thank you for sticking around and keeping that phone in your pocket. Please, you can use Heidi Dean as a tremendous resource for social media. You can go to her website, <https://www.marketing4actors.com> that is the number four. And check her YouTube channel, it is an incredible resource guide. Follow this show wherever you get your podcasts, review it on iTunes, that would be fantastic. You can go to my website, <https://www.creatingbehaviorpodcast.com> for all the links and content of these shows. You can leave me a message on Speakpipe, all you have to do is press a button when you get on my page. And you can follow me on social media @creatingbehavior. Lawrence Trailer, thank you for the music. My friends, be resilient, play full out with yourself when you can, and don't ever settle for your second best. My name is Charlie Sandlan, peace.

Charlie Sandlan (46:43):

