**How to Get Featured on BGC IG**

Welcome to Black Girls Cheer. I am Sharita Mathis-Lawson, founder of BGC. I am also joined by Lauren Gibson

We are black cheerleading. BGC is one of the fastest growing cheerleading accounts on the web. We currently have over 6,000 followers in our FB group and over 38K followers on our IG page. Each week with attract and engagement over 1 million actions on our IG pages.

So without further ado lets jump right into tonights call.

Each week we receive 100s of messages from individuals who want to be featured on our platforms. So we decided to take moment to discuss who to make that happen.

As I am going through this call, if you like what I am saying, please comment with a black heart emoji. Also, feel free to ask questions. I will try to answer them either as I go or at the end. If time permits at the end of the call we will do a brief Q&A**.**

**What We Look For**

1. **Support of BGC**

* Use of the hashtag (#blackgirlscheer)
* Shout outs
* Tag us
* Comment on our post
* NO DMs- you get lost in the black hole
* Help spread the word
* You support us, we support you.

1. **Content**

* Post quality content
  + Professional photos are great but not a requirement
  + Clear- I need to be able to see you
  + Good lightning- well lit
  + Clutter free
  + Full uniform

**Other Tips**

1. What is your Why?

* What is your goal?
* Examples of Goals
  + Establish a brand
  + Become an ambassador
  + Get recruited
  + Ex. BGC goal of 50K by worlds

1. Set SMART goals
   1. S- simple
   2. M- measureable
   3. A- achievable
   4. R- relevant
   5. T- time limited
2. Be consistent
3. Clean up your page
4. Engage w/ others

For all of those on the call we ha