AskBeevs: This week - The intersection of Social Media and AI

Summary

Timothy Beevor presented on social media mastery, emphasizing that in the age of AI, the value of traditional job skills is decreasing while the ability to gain attention and master communication, leveraging social media as a "persuasion lab," is crucial for creating new income streams. Timothy Beevor detailed strategies for social media growth, including creating daily, high-quality, emotionally engaging content (especially posts that blend humor, curiosity, or anger), and advised creators to focus on building an audience and connection before attempting monetization. The discussion also covered practical platform-specific tactics, such as optimal video length and the need for consistency, and security precautions, with Gene Kennedy sharing their experience using AI tools like Copilot for satirical content.

Details

- **Presentation Overview and AI Use**: Timothy Beevor began the session by sharing their screen and presenting on social media mastery, noting that the entire presentation was created using a single prompt in an AI tool, highlighting how AI can quickly generate content like PowerPoints. They emphasized that in the age of AI, knowledge is becoming commoditized, potentially decreasing the value of traditional job skills and increasing the importance of mastering communication and gaining attention ([00:00:00](#)).

- **The Importance of Attention and Persuasion**: The speaker stated that many process-driven roles will lose value, leading to fewer jobs, but this also creates opportunities for niche businesses that require mastery of communication. Their start on social media was an intentional effort to learn persuasion and hypnosis, studying figures known for persuading people and gaining power, such as Peter Thiel, Elon Musk, and Donald Trump ([00:01:51](#)).

- **Studying Persuasion via Political Figures**: Timothy Beevor recounted observing Donald Trump before they were president and noticing their use of the "birther movement" controversy as a strategy to pace and lead the Republican party, which the speaker believed was a move towards the presidency (00:03:26). The speaker was influenced by Scott Adams, creator of the Dilbert comic, whose work they identified as essentially using hypnosis techniques for persuasion (00:04:43).

- **Social Media Experiment and Financial Gain**: The speaker detailed an experiment where they applied learned persuasion techniques to quickly become notorious within a large Australian four-wheel drive group ("no need for a 79") over three to four weeks (00:05:54). This led to the creation of their own page, Tim Bus 4x4 reviews, which now generates a second income, sometimes matching what they earned as a senior consultant, providing a financial backstop in case of job loss (00:07:01).

- **Social Media as a Global Stage**: Timothy Beevor asserted that attention can be life-changing and that social media is a global stage where a single post or insight can build a brand. They noted that in an AI world, obscurity is a greater threat than failure, and their page, with 35,000 followers, consistently sees millions of unique viewers monthly, emphasizing that follower count is not the sole determinant of a page's reach (00:07:59).

- **The Power of an Audience and Accessibility**: Having an audience allows for the ability to float ideas, build communities, and test new concepts, which is not possible without a social media presence. The three main reasons social media is powerful include the ability to access people globally, at any time, on a level playing field regardless of background or age (00:09:12).

- **Community Impact Example: Casey Council Laws**: The speaker described how sharing "draconian rules" proposed by the Casey Council led to a post that garnered about 27 million views and nationwide attention (00:10:18). This social media-driven backlash resulted in the council eventually having to completely remove the contested laws (00:11:32).

- **Social Media as a Persuasion and Communication Lab**: The speaker viewed social media as an ideal "persuasion lab" to hone communication and persuasion skills, which they now natively apply to presentations, work, and general life. It operates 24/7, enabling rapid testing of ideas, network building, and business launching, contributing to career enhancement (00:12:42).

- **Growth Strategy and Platform Models**: The average growth rate for a new social media page is only about 25 followers per month, making significant growth a challenge in the modern era because platforms want new pages to

pay for reach ([00:13:46](#)). However, once a page proves a massive audience, the platform sees it as valuable and incentivizes the creator to continue posting ([00:14:46](#)).

- **Group vs. Page Strategy**: Groups are identified as a good way to gain initial recognition when a creator has no followers, but they are not a business and cannot be monetized, and are subject to the control of power-hungry administrators ([00:15:43](#)). The recommended approach is to build a "page" designated as a "digital creator" at the start, as setting it up as a business page hinders growth by making Facebook think the creator is selling something ([00:16:47](#)).

- **Content Selling and Growth Penalties**: The speaker advised against explicitly flogging or selling items early on, as the algorithm penalizes pages trying to sell things or using outside links. A recommended strategy is to use groups for initial recognition, then build a page, and not sell anything for a long time, or direct users to a separate website to find products, rather than posting direct sales links ([00:17:43](#)).

- **Consistency and Posting Schedule**: Consistency requires at least one high-quality piece of content per day, with the speaker finding that posting first thing in the morning (around 6:30 a.m.) is optimal for catching people looking at their phones and kickstarting the algorithm ([00:18:44](#)). They advised against posting things in quick succession unless the audience is highly engaged, to avoid penalization for hogging the timeline ([00:19:43](#)).

- **Quality Content and Written Posts**: For quality, the speaker recommended screenshotting images and formatting them to the correct size to bypass algorithmic penalties for downloaded photos. They noted that written content is really powerful because the algorithm measures the time a person spends meaningfully consuming the content, pushing longer, well-read posts to the top ([00:20:47](#)).

- **Video Length and Viral Content**: Facebook videos should almost universally be under 38 seconds, and if a video is that long, it needs to be guaranteed that the person will watch the entire thing, as failure to do so will cause it to "tank". Viral content requires a strong hook, sustained viewer interest, and something of interest at the end to keep the audience until the finish ([00:22:55](#)).

- **Effort vs. Reward and Focus on Audience**: The amount earned from social media is not proportional to the effort put in, making highly edited videos an unprofitable method in the early stages. The speaker advised against viewing social media as a business for a while, and instead focusing on building the audience and connectivity ([00:24:05](#)).

- **Engagement Techniques and Creator Collaboration**: A good technique for engagement is to post content and then immediately respond to early comments, which can get the algorithm moving ([00:24:05](#)). The speaker pointed out that Australians are generally bad at cross-posting and collaborating with other creators, which is a major missed opportunity for exposing content to new audiences ([00:25:21](#)).

- **Using Emotional Vectors**: Almost every successful post should be designed to evoke some human emotion, such as laughter, curiosity, anger, or nostalgia ([00:26:29](#)). The posts that are most powerful hit multiple emotional notes, such as blending nostalgia with anger at an orthodoxy ([00:27:46](#)).

- **The Role of Humor and Teaching**: Joy and humor can be evoked through jokes, funny videos, or stories of overcoming adversity. Curiosity is generated by teasing, posing questions, or hinting at outcomes, while teaching, such as their "beanomics" content, attracts engagement because even when a fact is shared, many will comment to correct or debate it ([00:28:49](#)).

- **Authenticity and Vulnerability**: Tapping into emotions like love, pride, anger, and guilt is powerful, for example, by sharing a story arc from failure to success ([00:29:55](#)). Authentic vulnerability, such as admitting a mistake or being scared, is another way to generate engagement ([00:30:54](#)).

- **Nostalgia and Content Creation with AI**: Nostalgia and belonging posts, such as discussions about manufacturing or community decline, consistently drive engagement ([00:30:54](#)). While the speaker uses AI primarily to structure financial thoughts, they noted that others could use AI to help craft content designed to hit specific emotional triggers ([00:31:57](#)).

- **The Importance of Comments and Audience Engagement**: The speaker strongly believed that the comments are the "show," with the post merely acting as the fuel ([00:31:57](#)). Creators must work with their audience, acknowledge and compliment good comments, and be willing to engage with them, as this recognition helps turn commenters into advocates ([00:33:00](#)).

- **Handling Corrections and Baseless Attacks**: Audiences respect honesty, and admitting an error in a post and complimenting the person who pointed it out creates a connection. Baseless attacks can often be ignored or, if they are offensive, hidden rather than deleted, allowing the sender to still see the comment on their own line without others seeing it ([00:34:16](#)).

- **Response Tactics and Professionalism**: When dealing with a difficult comment, one can respond generically, such as "Thanks for the comment" or "noted," to frustrate the commenter. The speaker stressed the rule of never

attacking a person, only ideas, to avoid legal threats and maintain professional boundaries ([00:36:20](#)).

- **Self-Mockery and Personal Brand Strategy**: Meme-ing at one's own expense generates massive engagement because most people are unwilling to accept the reputational damage ([00:37:38](#)). A successful social media enterprise should architect content so 50% of the audience loves the creator and 50% hates them, provided the creator can handle the negativity ([00:38:43](#)).

- **Maintaining Persona and Conviction**: Building a persona online requires a core philosophy and conviction; a creator cannot be a "weather vane" because the audience will figure out if they are being fake ([00:38:43](#)). Vulnerability is a powerful psychology, but creators must set boundaries on what public weaknesses they allow people to see ([00:39:47](#)).

- **Audience Respect for Conviction**: Successful creators do not try to please everyone; they establish their own voice and decide their battles. Audiences respect conviction, especially when a creator takes a contrarian position, and if a creator does fold, they should own it, as that can be a secret connection with the audience ([00:40:53](#)).

- **Online Safety and Security**: Individuals with a large following are targets for scams, so the speaker recommended using a dedicated social media email and implementing all security tools, including two-factor authentication ([00:41:50](#)). They also advised paying for the Facebook Blue Tick, which provides protections and a direct line to Facebook support ([00:43:01](#)).

- **DM Caution and Location Discipline**: The speaker suggested assuming every direct message (DM) is a scam or a setup, warning that private conversations could be screenshot and made public ([00:43:01](#)). They also recommended "location discipline," only posting about events after leaving the place to avoid unexpected visits from people who know where the creator is ([00:44:01](#)).

- **Monetization Philosophy and Traps**: The speaker believed that as soon as the audience thinks the creator is only there to sell something, they turn off. They advised creators to decide if they are a business focused on marketing or a creator providing entertainment value, noting that trying to sell merchandise like t-shirts was unprofitable ([00:45:05](#)).

- **Alternative Monetization Avenues**: Instead of selling products to the audience, the speaker suggested that networking through social media could lead to building a real business with someone who reaches out. They also advised against promoting products for Amazon sellers or others they do not know, to avoid reputation damage if the product is faulty or a scam ([00:46:16](#)).

- **Platform Selection and Strategy**: The speaker favored Facebook because it has the laugh feature, strong audience engagement, and is where Australians are active ([00:47:16](#)). YouTube is seen as much harder to grow due to the need for long-form, evergreen content and full commitment ([00:48:24](#)). Instagram is viewed as strict on content quality and lacking strong engagement mechanisms, making it best for photographers ([00:49:21](#)).

- **LinkedIn and X Platform Opportunities**: LinkedIn is identified as a massive opportunity for disruption because it is currently very conservative, and controversial content could lead to a large following and job opportunities ([00:51:21](#)). X (Twitter) is considered smaller but has huge potential due to the high caliber of people on the platform and the integration of Grock, which can help find content and opportunities ([00:52:23](#)).

- **Separating Ego and Strategic Tool Use**: A critical mindset is to separate the personal ego from the social media persona, recognizing that negative blowback is directed at the online identity ([00:53:23](#)). Social media should be treated as a strategic tool, and rejection by others online is not a rejection of the person ([00:54:52](#)).

- **Driving Growth Through Reaction and Satire**: Both positive and negative reactions fuel growth, and a creator focused only on making the audience happy will likely fail ([00:54:52](#)). It is important to signal satire or humor clearly, or use confusion to one's advantage, but direct negative emotions at concepts, never people, as attacking individuals can cause a massive audience backlash ([00:55:59](#)).

- **Content Formatting for Engagement**: For longer posts, using short, simple, punchy, singular lines is effective because they are easy for people to read on their phones and keep their attention. The use of capitals, bolding, and intentional grammar errors (like missing full stops or capitalization issues) can also drive engagement by triggering readers and emphasizing humor ([00:57:56](#)).

- **Strategies for Provoking Audience Engagement**: Intentional errors, such as spelling mistakes or incorrect capitalization at key emotional bounce points, can trigger a response from the audience. Crafting posts with subtle "hooks" that invite a response without being overtly predictable is essential, as obvious content farming can be penalized by Facebook's algorithm ([00:59:24](#)). Before posting, creators should consider if the content will spark a reaction and why, noting that posting nothing might be better than posting low-quality content that causes the algorithm to slow down future engagement ([01:00:30](#)).

- **Community Standards and Content Penalties**: Creators must read and understand the community standards thoroughly, as violating them can result in significant penalties from the AI, which can take a long time to recover from (01:01:28). Specific actions to avoid include scrubbing video from other sources, which can lead to demonetization, and scraping low-resolution images. To reduce risk, creators should remove metadata from images and generally avoid gratuitous swearing, discussions of alcohol/cigarettes or guns, and mocking genders (01:02:20).

- **Audience Understanding and Content Focus**: It is crucial to understand the target audience and write content specifically for them; for example, if the audience is predominantly male, the content should be tailored to that demographic. Content creation is emphasized over consumption, and Timothy Beevor notes that they personally consume almost no social media, focusing instead on creating income-generating content (01:03:34).

- **Business and Consistency Requirements for Social Media**: To start social media professionally, creators must establish a business and obtain an Australian Business Number (ABN), which includes managing the necessary accounting (01:04:31). Consistency is paramount, and creators should post daily, as commitment is rewarded by the platform. Furthermore, content should aim to drive engagement through emotion, always prioritizing giving value to people over selling to them (01:05:25).

- **Satire, Culture, and Audience Intent**: Timothy Beevor's page focuses on culture, framed as the "punter versus the establishment," using satire to discuss subjects affecting people's lives (01:06:42). The intent is to give people joy, connection, and an excuse to vent or laugh, often designing posts to provoke comments that make certain respondents look ridiculous to others (01:07:58).

- **Using AI for Content Generation**: Gene Kennedy shared that they found Copilot provided better storylines and elicited louder laughs when crafting stories for a fictional town, suggesting it was more effective for their satirical content than Claude (01:08:58). The next step for Gene Kennedy is determining whether to push their stories to Facebook or continue writing them privately (01:09:56).

- **Growth Strategy and Mentality for Creators**: If content is excellent and provides value, a page will grow, though monetization typically does not occur until a page reaches around 5,000 followers. Timothy Beevor advises treating social media as a "mind experiment" and a hobby first, emphasizing that

creators must genuinely enjoy the process to connect with their audience effectively ([01:09:56](#)).

- **Impact and Influence of Social Media**: Social media holds significant power as a means for everyday people to connect with vast audiences, offering creative opportunities through video, text, and stories. Timothy Beevor believes persuasive ideas, when multiplied by a large audience, constitute power, noting that some bloggers now reach audiences larger than traditional news outlets ([01:11:00](#)) ([01:12:56](#)).

- **AI in Content Creation and Personal Workflow**: While AI can be used to craft stories and improve persuasion tactics, Timothy Beevor finds that overly polished content or obvious AI-generated images can turn people off ([01:14:03](#)). Timothy Beevor's workflow is based primarily on manual creation from their phone, preferring the "chaos" of unpolished, quick posts that sometimes include intentional errors to maintain an authentic persona ([01:15:02](#)).

- **Building Discipline and Handling Criticism**: The discipline of posting daily builds speed, anticipation, and communication skills, which can translate into better results in professional settings through enhanced persuasion skills ([01:16:15](#)). A major benefit of this process is developing a desensitization to criticism, which Timothy Beevor views as a "superpower" that allows them to address controversial issues without dread ([01:17:20](#)).

- **Strategic Planning for Social Media Launch**: Starting a social media page requires a plan focusing on how content will be found and why people should care, treating the launch almost like a business's marketing plan ([01:19:08](#)). Boosting posts is generally ineffective and seen as disingenuous; instead, initial growth should be supported by getting friends to comment and like content to increase engagement ([01:20:02](#)).

- **Long-Term Growth and Monetization**: Successfully growing a page requires the creator to give more to the audience than they receive for a long time; rewards, such as sharing, will follow if the content is good. Monetization may take a long time, potentially 12 months or more to reach the required follower count, but the income generated after reaching that threshold can be significant ([01:21:10](#)).

- **Niche and Authenticity in Content**: Pages should not be too niche, as that can restrict content, but incorporating the creator's name in the title is recommended because it enhances authenticity and encourages people to connect with the creator as a human ([01:24:06](#)). Creators must also consider their personal and professional safety, ensuring that anything they write on

social media is something they would be comfortable discussing in a workplace HR setting ([01:25:19](#)).

- **Content Risk Management and Final Advice**: Creators should be cautious about discussing inflammatory topics like war or highly divisive politics, as this can lead to unnecessary conflict and upset in the comments ([01:27:19](#)). As final advice, Timothy Beevor recommends treating the process like a business, focusing on passion, and not worrying if individual posts fail, as success is achieved by continually posting and learning from analytics ([01:28:24](#)).

Suggested next steps

☐ Timothy Beevor will put the presentation on social media strategy up tomorrow so the group can review it.

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