

SESSION 6: Social Presence Alignment

Welcome to Session 6 of the **Authority Engine™ Evergreen Visibility System**.

Today, we're going to ensure that your social media and online profiles actively support your Evergreen Visibility.

Many professionals mistakenly believe their profiles exist primarily to publish content. In reality, every single profile should consistently communicate your expertise, credibility, and value, while making it incredibly easy for potential clients to take the next step.

Your profiles must present a unified brand identity across every platform. This means using the same professional photo, color palette, logo, core messaging, and overall visual style. When someone moves from your website to LinkedIn, Facebook, Instagram, or YouTube, they should immediately recognize that they are interacting with the exact same professional and the same trusted brand.

Every profile needs to quickly answer these five key questions:

Who are you?

What do you do?

Who do you help, and how do you help them?

Why should they trust you?

Where can they learn more?

Ultimately, your profiles must provide a clear next step for them to take—whether that's downloading a guide, registering for a webinar, or booking a call. Potential clients should immediately know how to access your **Authority Asset**, learn more about your expertise, and take that next step toward working with you.

Think of every profile as a digital introduction, a gateway to your Authority Asset, and a bridge to becoming a client.

Visual Demonstration: The Authority Ecosystem in Action

To demonstrate what this looks like in practice, I'll be using Alex's profiles. Alex is an imaginary accountant I've created specifically to show you what a professional, fully aligned Authority Ecosystem looks like in the real world.

We have established a unified brand identity for Alex using a sophisticated deep blue, teal, white, and gold color scheme. This palette communicates trust, precision, and reliability—essential traits for a financial professional.

Her photo is consistent across the board: a smiling, confident portrait taken in a modern office overlooking the Toronto skyline.

Furthermore, the links in each bio are meticulously structured. They aren't generic homepage links. They strategically direct different types of clients toward essential Authority Assets, such as a high-value tax checklist, a strategy webinar, or a direct booking link.

This image is your blueprint. Let's break down how we achieve this, platform by platform.

Step 1: Establish Your Visual Anchor (The Headshot)

Look at the image again. What is the single most consistent element?

It's Alex's face.

Your professional headshot is your visual anchor. It must be identical, or highly similar, across every single platform. This is non-negotiable.

When a potential client moves from an educational Reel on Instagram to confirm your credentials on LinkedIn, seeing the same professional, friendly face instantly triggers recognition and builds psychological safety. If your photos are completely different, you introduce friction, confusion, and subtle doubt.

Step 2: Niche Optimization & Clarity (Instagram)

Let's look at the Instagram Profile.

For professional services, Instagram is a powerful tool to humanize your brand. It's highly visual, educational, and slightly more personal.

The Handle: Keep it clean and searchable. @AlexJensenCPA or, as optimized here, @Jensen_CPA.

Key Bio Elements: This is critical. Alex doesn't just say "Accountant." She specifies her exact niche: *Helping Toronto Small Businesses & Creatives Navigate Taxes*. Instantly, her ideal client knows they are in the right place. Her core value proposition immediately follows: *Tax Strategy | Financial Clarity*.

The "Authority Link" Strategy: Look at how the links are displayed. They are clear, compelling call-to-actions:

FREE TAX CHECKLIST (The Authority Asset download)

BOOK A CONSULTATION (The direct sales bridge)

SMALL BIZ GUIDES (The Authority Asset resource)

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Step 3: Building Community Credibility (Facebook)

Now, let's look at the Facebook Business Page.

Facebook helps build community credibility and local visibility while maintaining the same branding used across all platforms.

Visual Consistency: The profile photo, colours, and overall design match Alex's other profiles, creating a recognizable and professional brand.

The Cover Photo: Instead of wasting this space, Alex uses it as a billboard. It highlights her core message, *Empowering Toronto's Businesses*, and includes a clear call-to-action in the bottom right corner:

FREE TAX PREP CHECKLIST

This immediately draws attention to her Authority Asset and gives visitors a clear next step.

Profile Optimization: The page title, About section, contact information, and website links clearly communicate her expertise and provide direct access to her Authority Asset.

Every element of the page works together to build trust, demonstrate expertise, and guide visitors toward the next step.

Step 4: Establishing Corporate Authority (LinkedIn)

Finally, let's look at the LinkedIn Profile.

LinkedIn demands the highest level of professional rigor. This profile is less about casual networking and more about establishing undisputed authority, qualifications, and B2B capabilities.

Before we begin, it's important to note that this is not an exact LinkedIn profile screenshot.

Instead, this is an example of an optimized LinkedIn profile designed to demonstrate where key Authority Engine™ elements should be placed and how they work together to support your Evergreen Visibility System.

Visual Consistency: The identical headshot is used. The cover photo adapts the deep blue and gold branding from the previous platforms into a sophisticated, abstract corporate design.

The Professional Headline: This is how LinkedIn indexes you in search results. Alex's headline is surgical and keyword-optimized. She isn't just an accountant; she is a *Tax Strategist for High-Growth Ventures | Fractional CFO | Toronto | CPA, CGA*. This headline tells the B2B world exactly who she helps and the high level at which she operates.

Links to Authority Assets: Alex keeps her primary website link in her profile, making it easy for visitors to access her main online presence.

Her Authority Assets are showcased in the **Featured Section**, where LinkedIn allows you to highlight important resources directly on your profile.

In this example, Alex features:

- A Free Tax Strategy Guide
- Tax Strategy Articles
- A Tax Planning Webinar
- A Small Business Resource Hub

This approach gives visitors access to both her website and her Authority Assets without forcing her to choose one over the other.

The website remains the central hub of her business, while the Featured Section becomes a dedicated showcase for educational resources that build trust and demonstrate expertise.

The About Section reinforces her credibility by explaining who she helps, her experience, and the results she delivers.

Together, these elements create a clear pathway:

Profile Visit → Authority Asset → Next Step

Instead of functioning as a digital résumé, LinkedIn becomes an active part of Alex's Authority Engine™—helping potential clients discover her expertise, learn from her resources, and confidently take the next step toward working with her.

Next Steps & Implementation

By completing this session, you have aligned your social profiles and online presence with the **Authority Engine™ Evergreen Visibility System** you've built.

Your profiles should now communicate a consistent message, reinforce your expertise, build psychological safety, and seamlessly guide potential clients toward your Authority Assets.

To help you implement what you've learned today, I've included a PDF resource: **The Social Presence Alignment Checklist**. This contains step-by-step profile optimization recommendations for the most commonly used platforms, including LinkedIn, Facebook, Instagram, and YouTube.

In Session 7, we'll turn our attention to **Visibility Modes**—the different ways you can actively drive potential clients to your Authority Assets and pull them into your ecosystem. We'll discuss how to generate consistent visibility through organic traffic, strategic referrals, targeted social media activity, and paid advertising.

I'll see you in the next session!