

# Love the LIKE+™.



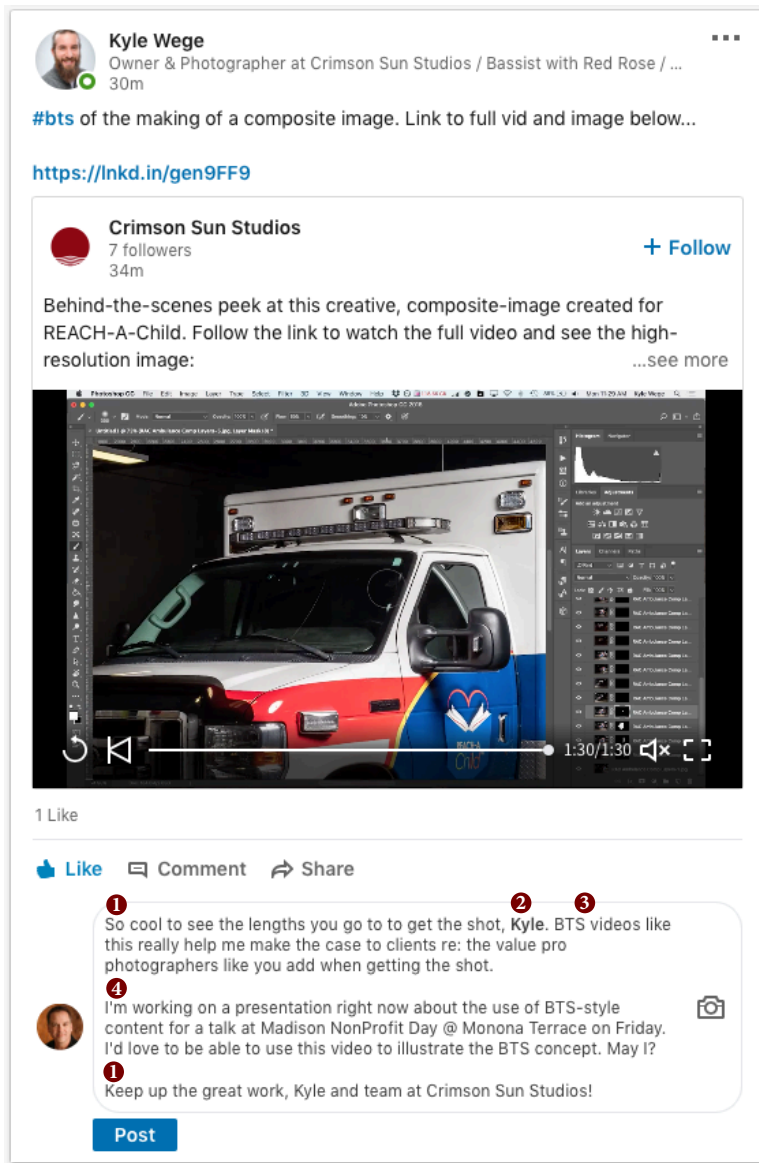
The 'thumbs-up' emoji is everywhere online. And it's the one-click easiest way to register your approval for someone else's post—but it does almost nothing to boost your personal brand.

The **LIKE+** technique fixes this situation by allowing you to maximize your personal brand boosting power while still keeping the attention where it should be: on the original poster.

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**Remember, the best way to look good on social  
is to make others look GREAT.**

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**Kyle Wege**  
Owner & Photographer at Crimson Sun Studios / Bassist with Red Rose / ...  
30m

#bts of the making of a composite image. Link to full vid and image below...

<https://lnkd.in/gen9FF9>

**Crimson Sun Studios**  
7 followers  
34m [+ Follow](#)

Behind-the-scenes peek at this creative, composite-image created for REACH-A-Child. Follow the link to watch the full video and see the high-resolution image: ...see more

1 Like

[Like](#) [Comment](#) [Share](#)

**1** So cool to see the lengths you go to to get the shot, Kyle. BTS videos like this really help me make the case to clients re: the value pro photographers like you add when getting the shot.

**2** **3**

**4** I'm working on a presentation right now about the use of BTS-style content for a talk at Madison NonProfit Day @ Monona Terrace on Friday. I'd love to be able to use this video to illustrate the BTS concept. May I?

**1** Keep up the great work, Kyle and team at Crimson Sun Studios!

[Post](#)

## The LIKE+™ Recipe

### 1 Appreciation

Showing thanks to the poster is a great way to start your comment—and puts a smile on the poster / readers face right away.

### 2 Recognition

Using the poster's @-tag (and their company's when appropriate) makes sure they are notified of your comment.

### 3 Addition

Adding to the conversation allows you to demonstrate your expertise in a legitimate, non-salesy way.

### 4 Task / Takeaway

In a perfect world, a comment is a volley back to the poster that becomes part of a larger conversation. This creates engagement. Engagement ensures wider sharing on the social media platform (reach), and that's a win/win for both you and the poster.

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