

# How to win on social media in 2024 #garyvee #shorts

<https://silosolo.com/392887>

## Summary

The speaker emphasizes the value of creating a significant amount of content over time to gain an understanding of thematic elements. Their mindset involves an experimental approach to content creation in a highly competitive environment, without preconceived expectations of specific strategies for organic reach. The speaker had low initial expectations for the posted content and did not anticipate consistent million organic reach.

## Silo sample questions

- How do you break through by doing so much content for so long that you start to get an understanding of the thematics that work?
- What is the mindset behind creating content in a highly competitive environment?
- What is the speaker's perspective on the effectiveness of planned content strategy?
- What was the speaker's initial reaction to the content posted?
- What is the speaker's take on the consistency of organic reach post?

## Topics

Content Creation

Understanding Themes

Experimental Mindset

## Key Takeaways

- By creating a significant amount of content over a long period of time, one can gain an understanding of the themes that resonate with the audience, leading to breakthroughs in content creation.
- The mindset involves not having a preconceived plan for creating content and not expecting specific strategies to achieve organic reach. It's about being open to experimentation and adjusting based on results.
- The speaker did not plan the content strategy with the expectation of achieving a consistent million organic reach post. The approach was more experimental and open to unpredictability.
- The speaker initially had low expectations and thought that the content had no chance of success.
- The speaker did not believe that the content would consistently achieve a million organic reach.

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