

10 Social Media Time Management Strategies



Create a social media routine
that fits into your
crazy busy world



So you've decided you want to learn the social media skills you'll need to help you fit social marketing into your busy schedule?

There's nothing that warms my little Inner Social Media-ness heart than to hear small business owners get to this point in their marketing strategy. It means that you're ready to make some changes and learn how to finally make social media work in your world.

What's a social media skills?

Most of us don't know what it means to develop social media skills. Not knowing what this means is why we get so overwhelmed and just find ourselves reacting instead of being proactive.

Wouldn't it be great if we just had this cool looking Harry Potter social media wand and we could say a magic spell and POOF, our social marketing would be all sorted out? You'd instantly know all the secrets about how to include your social programs into your ever growing to-do list.

But I don't know where to get your social media wand. Instead, I pulled together 10 social media skills to give you a place to get started.

Because in the end ... it's about learning how to grow your business by finding out what works for you.



With each new step, I'll give you some suggestions about how to include small burst of social media marketing into your ever growing to-do list. At first it may all be a bit much so here are some suggestions to get you started to turn these social skills you'll learn into new, easy to manage habits.

1. Commit to 30 Days

When you add in a new process or suggestion, commit to do it for at least 30 days.

Think about what it takes to lose weight. You wouldn't just diet for 2 weeks and say, "Okay, I've tried this diet thing for 2 weeks. I'll lose weight now for the rest of the month because I just dieted for 14 days."

It's the same principle when you add in a new social media skill into your schedule.

2. Make it Daily

You may not be able to fit all the steps into your day but try to do at least one thing, one item, one part of the program every day.

Trying to do just a couple of steps a few days during the week (or worse, once every couple of weeks) will make it harder for you to get into the practice of doing these new social habits.



3. Start Simple and Small

Adding to Tip #2 - don't do everything at once. Find what's doable and break down the steps into smaller actionable bites.

To turn these ideas into a habit means that you need to start with something small that you know you can fit into your day. Start doing the simple steps and build from there.

So, for the time that we're together, I want you to try new things and figure out what makes sense for you because a skill doesn't become a habit unless you learn how to make it work for you.





Social Media Skill #1: Research Reading

If you're not reading every week about what's going on in your industry then let me be the first to slap you on the hand and say, "Shame on you." There's nothing better to help you grow your business than to stay on top of the latest news and industry trends.

How can you give your customers the best product or programs if you don't know what's new and how this information can help them?

Think about how you can schedule 15 – 20 minutes pockets of time into your day to do some research online. Maybe it's in the morning with your coffee, lunchtime when you take a break or later at night when you're multi-tasking between watching TV and checking Facebook or Pinterest.

Figure out the best time that works for your schedule and try to do some research reading at least 3 – 4 times a week. And then schedule it in your calendar even if it's first thing in the morning with your cup of coffee or your lunch break.

I find the best time for me to do my research reading is at the end of the day when I'm multi-tasking between watching TV and going online with my tablet. I read articles in commercial breaks and run searches during those moments when the show has lost my interest.



Research Reading Exercise:

Pull together a list in the Research Reading worksheet of 10 people or websites to follow. List the person or the website name and which social media program you'll be following.

Tips on how to develop your list:

1. Who are you already following? Do they have great information in their blog or newsletter?
2. Use keywords for your type of business and run a search for bloggers writing about that topic. Example: If you run an online store you might run a search for: Bloggers who write about how to grow a business using an online store.
3. What are the questions that people use to find you? Type those into an online search and see what other sites come up.
4. You can also include people you follow on Facebook, Twitter, Instagram or Pinterest. Just make sure they're posting articles that they've written or something of value that they're sharing.



Research Reading

Name of Person or Blog Site	Social Media Programs to Follow	Day or Time for your reading



Social Media Skill #2: Collecting Articles

Now that you've gotten into the practice of research reading, you need to setup a way to collect all of these great articles you found.

Start thinking about how you can re-purpose this information with your customers. Your best articles will now become your content for your marketing posts that you'll share with your fans. We'll touch on *WHY* this is so important later so for now, this section is just about collecting all of this content you've found.

You should be able to find at least 10 - 15 articles to read every week. If you haven't been able to find that many articles, you'll need to open up your research time a bit more and search for more content.

Use the research reading search suggestions from Social Media Skill #1 to look for bloggers in your industry that you can follow and find their best posts. Try to add more key words to your online search to find more posts to add to your article collection.

Years ago, the easiest way to collect your articles was to email the links to yourself or set up a folder in your computer with category-named Word documents containing the article links.

But now we have a whole bunch of programs out there to help you collect your content.



Remember, your goal is to save time so the idea here is to make collecting all that research an easy step and not adding extra work to your day. Here's is a list of great options to keep your content in one place:

Pinterest: www.pinterest.com; This is the program that I use all the time! Not only does using Pinterest give me a place to house all my content but adding all these great posts to my boards help me grow my Pinterest account. Save (pin) your articles to specific categorized boards; apps are available for mobile access to your research.

Evernote: www.evernote.com; Save your articles to Evernote's workbooks; this program allows you to customize the name of your workbooks so your articles can be saved into different categories; apps are available for mobile access to your research.

Pocket: www.getpocket.com; You can save articles, videos or whatever else you want to keep directly from your browser in your laptop or from apps like Twitter or Flipboard. And once you save something into Pocket, it's always in there and you don't need wifi to view it.

Scoop it: www.scoopit.com; Not only can you save your content to your Scoop it account, they'll give you suggestions to read other content you might be interested in learning more about. The program also allows you to share this great stuff that you found to Facebook, Twitter, LinkedIn and Google+.



Feedly: www.feedly.com; Like all the other options I shared with you, Feedly can help you collect your articles and videos into one place. This program has a clean, easy to use dashboard that allows you to set up feeds (categories) into collections to help you easily search for what you're looking for.

Collecting Articles Exercise:

Start small and grow your list over time

The goal is to get 10 – 15 articles a week so if this is something new to your routine, start slowly.

Decide which program you want to use and then try finding 2 new people or websites to follow in the first week and collect 5 new articles. The next week, find 2 more new people or websites and find 7 articles to add to your collection.

Be patient with this new skill. Build yourself up to this as you learn how to work with your collecting program and you're trying to figure out the best time of day and the best days of the week that you're able to do your research reading.



Social Media Skill #3: Find and Follow Influencers

What makes someone an Influencer?

The Word of Mouth Marketing Association defines Influencers as " individuals who have greater than average reach or impact through word of mouth in a relevant marketplace."

That's a cool definition but what the heck does that mean?

Influencers aren't always the people with the largest number of fans or followers. They're the ones everyone in your industry looks to as the problem solvers of your customers' needs. They understand how to use their social presence. The opinions that they state in the social world are known to drive the direction of online conversations, hence the term Influencers.

The best place to find Influencers

Influencers are most active on Facebook and Twitter because these are the two largest social media platforms. Influencers know they can reach a larger share of their target audience by having an active Facebook fan page and Twitter account.

The majority of Influencers also use blogs as their websites. Their blog gives them a place to post their point of view and perspective on how to solve their customers' problems.



When you run a search for their names, it looks like they're everywhere. One of the characteristics of Influencers is that they know how to share their content across all of the social media networks.

They'll share their links on Facebook with an image from their blog, pin that same image and blog link to Pinterest, tweet the pin and then post it on Instagram.

They know how to market their informational content because they show up and participate. They understand how social media will give them the sharing, clicks to their site and the eventual sales.

What happens after you click the follow button?

First things first ... understand that you're hitting that follow button to do market research. This isn't about a 'follow for a follow' thing. If they do follow you back, consider that a bonus and take the opportunity to engage in conversation with them when you get the chance.

Following Influencers is about following the trends in your industry. It's about learning the main issues your customers are talking about and what solutions they're recommending you do with your marketing efforts.



Finding Influencers

1. Find and follow five (5) Influencers who are active on any of the social networks where your audience hangs out. Look for real people having conversations, not companies who are posting automated sales messages.

Fill out this chart to list each of the following pieces of information:
Person's name and social network where they have the largest presence - remember this isn't a numbers of fans game but where are they posting the most number of messages and you see the most engagement.

Influencer Name	Social Media Network	Secondary Social Network



2. What topics do you see consistently popping up in their posts?

3. How frequently are they posting messages?

4. What hashtags (the words with the # symbol) are they using in their posts?
Clicking on the hashtag will give you more insights into the conversation
threads your customers are having about this particular topic.



Follow and track your Influencers for at least 30 days and see what patterns start to emerge. Does your product solve the problem you keep seeing people talk about? Will your service help your customers in a way that your Influencers recommend is the solution?

Take everything you've learned and come up with a couple of sentences about how you can use this information in your marketing messages. Think about the ways you could share your message with your fans with either blog posts, Facebook updates or engaging images on Pinterest.



Social Media Skill #4: Content Planning

Do you feel like a hamster spinning on a wheel when it comes to your social media updates? You're just going round and round from one social program to the next. While you're liking this and posting that, you're wondering why no one is clicking on your links, contacting you for an appointment or buying your stuff.

If that's what your day looks like then you're filling your time with a lot of activity and not much productivity.

Spending your time strategically using social networks is always a good thing for your company. You want your customers to know that you're out there to connect with them in the interwebs, but that's not going to make you your next big sale.

To turn your social activity into something productive, you need a plan. As a business owner, you already plan out your day from the moment you turn on the computer, to mapping out how to finish that client project, to replying to all the emails in your inbox. If you spent your day just clicking on this, looking at that or making calls without a plan, you wouldn't get anything done.

Content Calendar equals Productivity

You may have already read something online about how creating a content calendar will help you streamline your social media posting time. But how do you create this thing and what do you do with it?



You can create your content calendar with something simple like an online Google calendar, an Excel spreadsheet, a Word document, Evernote, a Wordpress plugin or whatever you're comfortable with. **Just write it down somewhere as your reference guide.**

Your content calendar should include your company's events, upcoming promotions or products your company plans to launch this year. Some people recommend you plan for a full year, but I suggest you look at 3 - 4 months out. Life as a business owner has a way of changing throughout the year and you want to be able to make adjustments in your marketing plans.

Got my calendar, now what?

Now that you have your content calendar, think about the marketing message you want to deliver as well as the dates of your product launches and when you're highlighting your offers. These messages will be the foundation of your content. When you spend the time to work out the dates in your content plan, you'll find your social media updates will be easier to manage and allow you to plan ahead.

The more information and detail you include in the plan, the better you can measure its effectiveness. The idea is to create a layout of your content ideas broken down into what you'll post each month. You can break it down even further into what you'll post each week.

When you first get started, you may want to drill it down even more and list what you'll post on each day. With each listing include your resource article links, images, videos or just a 2 -3 word prompt with topic ideas.



My 70-20-10 rule

I believe in the 70-20-10 rule when it comes to social media marketing. 70% of your content should provide your fans with something of value with only 20% slated for promotion of your business.

We know that social media is about relationships first. But the truth is, once you've built a solid relationship with your customers, you can use this connection to help you grow your business.

This doesn't mean shoving a sales message down their throats or putting sales above the relationship. **It simply means you can and *should* promote what you offer to your loyal customers who believe in your product and services.**

Too many companies spend way too much time promoting themselves and not listening to the needs of their customers. Content like this will only get your foot in the door. Constant self-promotion will cause people to start tuning you out and eventually, they'll stop following and listening to you.

When we look at our content breakdown, it looks like this: 70% of your content should inform, educate and provide value to your fans. The next 20% is to promote your business, list your special deals for your fans and cool contests for them to win some free stuff.

The last 10% is something I call Entertainment. I'm not talking about the latest celebrity scandal or what's going on with the Kardashians.



Entertainment could be anything from inspirational quotes to funny Super Bowl videos. It's something to give your customers a little smile and connect with them on a personal level. Who couldn't use a good chuckle during the work day?

Once you start developing your content calendar, you'll see more than just hours added to your day. Having a clear plan for your marketing efforts will give you more time to engage with your customers. You'll find that you'll have more time to listen to your fans.

The more you hear what they are saying, the more you'll see how your products can solve their problems.



I promise you that the time it takes to write this out will save you twice as many hours of just wondering what you're going to post on Facebook or tweet that week.



Content Calendar

Let's start small and commit to do a 1 – 2 month content calendar. You can print out these questions for each month to help you work through your content.

1. What type of content will you post?

2. What days of the weeks will you post your messages?

3. Will you use an image or video? Add that to the post prompt in your calendar.

4. Indicate which social media network that you'll use with each post.
I breakdown my content calendar into my Facebook posts, Facebook Group messages, Twitter posts and the images that I'll post on Pinterest.



Social Media Skill #5: Schedule Your Posts

When we first started using social media for marketing, most of us couldn't imagine anyone saying we should schedule our messages. We're constantly being bombarded with the idea of engaging with our fans and commenting with our followers. So we have to be hanging out in our social programs, right?

And that's where the familiar feeling of being overwhelmed sets in. How can you spend your time posting, commenting and sharing on Facebook, Twitter, Pinterest, LinkedIn and all the other places where your company has a profile AND do everything it takes to run your business every day?

I get that feeling because I'm a small business owner too. I live in that world with you of trying to figure out how to find the balance in my day.

What's the answer?

Let me go ahead and answer that question everyone asks, "If I'm scheduling my posts, then I'm not engaging, right?"

The honest answer is that if you're scheduling your posts, you're not truly engaging with your customers. You're not in there the moment that they're reading and hitting the LIKE button.

The truth is, you really can't be there all the time. You have customer projects to work on, meetings to go to, kids to pick up, dinners to make and everything else you have on your daily to-do list.



It's just not physically possible to be constantly engaging on social media and still run a business.

There, I said it.



Now let's focus on how you can schedule your content while still keeping a social presence. There are lots of programs out there to help you schedule your posts, but these are my two favorite ones to use. Both are free and very easy to use.

1. Facebook Internal Scheduler

Most people don't know that Facebook has its own internal feature to help you schedule your posts for your Fan Page.

I log into Facebook once a week and schedule all of my fan page posts for the whole week. Remember all those articles that you collected for your content in Social Media Skill #2: Collecting Articles? That becomes the content you post.



Because I've taken the time to collect articles ahead of my scheduling, it usually takes me about an hour to update my Facebook fan page with 15 posts for the week. To use Facebook's scheduler, do the following:

- Go to your fan page wall
- Type in your status update and if you have an image/photo/video, click on the Photo/Video button, browse your hard drive for the image and upload
- Click on the drop down arrow next to the Publish button. Click schedule.
- Set the date and time in hour and minutes
- Then click schedule!

To view your scheduled posts, you'll see a message under the status update that will let you know that you've scheduled posts. Click on the See Posts link and you'll view all your scheduled posts.

Some important things to note about the scheduler:

- You can change the date or the time of the post by clicking on the post.
- You can also change the actual copy in the post without having to delete and re-schedule the whole post!

2. Hootsuite

My other favorite program to use is Hootsuite. I use the free version which allows me to add in three (3) different social programs like your Facebook fan page, a Facebook group that you manage, Twitter account, Google+ and LinkedIn profile.



Hoostsuite is also able to schedule your Instagram posts and YouTube. I haven't tried either of these options out so I'm not sure if this program is the best way for you to update those social networks.

You can upgrade to a premium version for \$9.99/month to give you more detailed analytic information and add up to 50 programs, but honestly I've been quite pleased with the free version.

Once all your posts are scheduled, you can review and revise either the text, links, dates or scheduled time in the HootSuite Dashboard. You'll see them listed in the scheduled posts stream in each of your social programs' tabs.

If you don't see the scheduled posts sections, look at the top of your Dashboard and you'll see the button to Add Stream for each social media program. You'll just click on that button and add in the Scheduled Posts stream.

Other Schedulers

There are loads of other schedulers out there – some are free and some are for specific social networks.

Take a moment to check out these scheduling programs and see if any of these would be a great option for you to use:

- **Buffer** - <https://buffer.com>; Free for up to 10 posts for each platform. If you want to post more than 10 message, then the price goes up to \$10/month.



- **Tailwind** - <https://www.tailwindapp.com>; Blogger and small business plan starts at \$9.99/month for unlimited pin scheduling
- **Later** - <https://later.com>; Program to schedule and manage your Instagram posts; Pricing starts at \$19/month for up to 250 posts for 2 profiles
- **Meet Edgar** - <https://meet Edgar.com>; Pricing starts at \$49/month but this program is so much more than just a scheduler for Facebook, Twitter and LinkedIn. This program is a never-ending update queue that fills and refills itself automatically – and you never have to worry about an update going to waste.

Got my scheduler, now what?

Now that you've figured out how to schedule your posts, how will you make sure that you're still doing that engaging thing? Here's my little secret - I make time in my day to log in for 15 minutes and check everything.

TIP: Never ignore anyone's comments or questions. If you don't have time to write out a complete response, at least hit the LIKE button or click the Favorite star in Twitter to show that you saw their message.

I usually log in twice a day. I do my first check-in sometime in mid-morning after I finish the big thing on my to-do list. I do my second one at the end of day either before I shut down the computer or after dinner where I'll use my phone or tablet to log in.



If I don't have any comments to reply to, I use my 15 minute check-in time to Retweet someone's post or share another company's Facebook page's message to my fan page.

Schedule Exercise:

Let's start small and do some updates for your Facebook fan page.

Pick which scheduling tool you'll use and review the articles that you've been collecting.

Week 1: Schedule 5 posts on your fan page. Do one a day and pick different times of times (example: one on Monday at 12 pm, Tuesday at 8 am, Wednesday at 4 pm, Thursday at 10 am and Friday at 1 pm)

Week 2: Schedule 10 posts on your fan page. Post up two (2) posts and choose different times for each day like you did in Week 1.

Week 3: Schedule 15 posts on your fan page. Do the same process as you did in Week 2 and then choose a couple of days to do a 3rd post for the day.



Social Media Skill #6: Measuring Results

Most of the small business owners I work with struggle to understand how to measure their social media marketing. They're not sure where to start to figure out what's working and what's not.

And to answer the question I get most often, "No, a goal is not just the number of Facebook fans (Likes) your fan page gets every month."

Goals that aren't specific are just plans

Be specific when defining your goals. What do you want to gain each month, each quarter or by the end of the year? The first step in getting what you want is to know what it is that you want. Your goals should be straightforward and emphasize what you want to happen.

Avoid general goals, such as "I want to have an increase in followers." Instead define clearly what you want. For example: *"I will run a promotion contest in my Facebook group. My goal is to get 100 people to click on my site's contest landing page."*

Take the time to learn how your Google Analytics work. You'll be able to see what clicks with your fans and what type of posts bring them to your website.

Before I learned how to read my Google Analytics, I felt a lot like Alice in Wonderland when she falls down the rabbit hole.



When I'd log in to see what's going on with my website, I felt confused and overwhelmed. I was never sure where to look, what to monitor and which thing I should be tracking.

You're probably feeling the same way about your Google Analytics too. Let's just jump right into this and I'll show you how I figured out how to track my site's traffic.

First things first -is your site even connected to Google Analytics? Most programmers and web designers will set up your site to the Google Analytics monitors when they develop your site.

The program is FREE (one of our favorite words!) and it usually takes a programmer less than 30 minutes to hook up the program by adding some coding into your site.

For those of you who do NOT have Google Analytics tracking your site, take a look at this post to give you the steps for you or your programmer to install Google Analytics: [How to Install Google Analytics](http://www.lizlockard.com/how-to-set-up-google-analytics-3-essential-steps-for-the-beginner/)
<http://www.lizlockard.com/how-to-set-up-google-analytics-3-essential-steps-for-the-beginner/>

Once you're set up and ready to go, log into the program and click around to get familiar with the features. It's easy to feel like Alice and get lost in all that data so, the first time you're in the site, just use that time to look, read and learn.



Let's get this Google party started

1. Change the dates: In the right hand corner of the program, change the dates for the month you'll be tracking (like January 1 - January 31) and hit apply. The program will now pull up the data for the full month.

2. Click on the following sequence: Acquisitions – All Traffic - Channels

Write down the numbers for Organic Search and Social. Your organic search numbers will show the number of people who found your site when they were doing an online search and landed on your site.

Organic search does NOT include search results for any Google Adword campaigns that you ran. Those results can be found in the Google Adword campaign section.

For the purpose of this tracking session, we're going to focus on your organic results. This traffic could have been from a blog post, something you were selling or maybe something in your home page that triggered your site to pop up in their search list. We'll discover these reasons later in our checklist.

Your social numbers will give you an overall view of how many people clicked into your site from your social media sites. We'll get into more details about this section as well.



3. Check your keywords (how someone found you in the organic search) by following this sequence: Acquisitions - Campaigns – Organic Keywords

Keywords are the words that people typed into a search and found your site. For most people, your number one keyword will be something called 'not provided.'

For those who DO pay for Google Adword campaigns, you'll be able to pull this information in your Adword reports. The rest of us can only review what's listed and write them down in order in your tracking document.

4. Where is your web traffic coming from? Use this sequence: Acquisitions – All Traffic – Source/Medium

Write down your top 10 traffic referral sites into your tracking report. You'll see the term (direct) / (none). From the word choice, it looks like nothing is being tracked, but it really means that this line of referral is from direct traffic. These are the visitors who can came to your site directly and typed in your site's URL.

5. How many new people have found you and how many are those who have discovered you already. Use this sequence: Audience – Behavior – New vs Returning

This is a great section to see how many new people come to your site and then how many come back. Write down the total number of New and Returning in your recap report as well as the information about how many pages they visited and how long they stayed on your site. This information can help you tell if your content is valuable to your visitors. Do they stay and read or leave right after they clicked in?



6. Next let's take a look at your content and what's bringing people to your site. Use this sequence: Behavior – Site content – All Pages

Write down the top 10 pages on your site and the number of page views. This gives you a good overview of what types of content people are reading on your site.

If it's a blog post, can you write more about that topic? If it's a product page, can you run a specific sale on that product to get more people to your site?

Think about how you can expand on these content pages and give visitors a new reason to come back.

This is also section where you'll see your Page Views. Most of the reports are showing you a number for Sessions, not Page Views.

A Session is the period of time that a reader is actively engaged in your site. And Page Views are the total number of pages that are viewed on your site. I'd say that the biggest difference is that Sessions will help you understand how your readers are interacting with your site while Page Views show you what they're clicking on to visit your site.

7. Drill down deeper to your top referral source. To do this step, follow this sequence: Acquisitions - All Referrals

My top referral source is Pinterest. Within this section, I can click on the Pinterest link and it takes me to a breakout of the top pins/images that brought



people to my site. I wrote down my top 10 pins and the number of traffic clicks from those images.

I can also track my traffic from Twitter, my newsletter and all the places where I do guest blog posts but not Facebook. Right now, Facebook is the only program that won't give me more information other than the number of people who came to my site.

If Facebook is a top referral source for your site, try using a tracking link program like <https://bitly.com/>. Using a program like this will help you track your links so you can see which posts your Facebook fans clicked on to take you to your website.

Measuring Results Exercise: Create a Tracking System

Think about how you can start tracking your social media posts. You can set up a spreadsheet, a table in a Word document or print out the Google Analytics worksheet.

Use whatever is most comfortable for you as you'll need to pull this information together every month. It needs to be easy or if you're like me, you'll find every excuse not to do it.

Below are the details to fill out your new tracking checklist. I've added in blank spaces for you to add your own important measurements like sales of a product that your company tracks every month.



The point of this is to start tracking your numbers so you can see a pattern of what's working and what's not.

1. First thing you'll do is login into your Google Analytics account. In your monthly report, you'll include the following:

- Page view numbers – social vs organic
- All traffic numbers – your top referral sites (how many clicks did you get to come to your site?)
- And then break down your top referral social site and dig a bit deeper into which content brought you the most traffic.

2. Next thing I do is track your organic keywords and top content pages:

- Which keywords are used for your top search numbers?
- What's your top content for the month? (What are the top content pages on your site?)
- Add in notes about anything that happened that month – did you launch a new product or start selling a new service? What could have created a change in your social numbers?

3. The last step is to take a look at the big picture of all your numbers:

Note which type of content is resonating with more people by the traffic it brings to your site. These numbers will tell you where to spend your valuable time. Can you expand on this content more or create a series of blog posts?



Tracking your social media marketing shouldn't be about the number of fans that you have. It's more about measuring your social activity and figuring out how to adjust your marketing strategy to reach the right people who will help you grow your business.

By constantly reviewing the behavior and the actions of your site visitors, you'll start to get more details about how to refine your marketing plans. And the more specific your strategies can be, the better your chances are to convert your connections into loyal customers.

Now, here's the fun part: Take this information and use it to figure out what day to post, what time to schedule your posts AND what topics you should focus on that will connect the most with your fans.

When you know this specific information, you're able to do your Social Media Skill #5 Scheduling updates much quicker. Plus, you'll post more content that they want to engage with and, hopefully, will share.



≡ Google Tracking ≡

Google Analytics Monthly Page Views:

Social:

Organic:

Top Referral Sites	Traffic Numbers for Referral Sites	Top Key Words

Top Referral Site Content (Pinterest pins, Facebook posts, etc)	Traffic Numbers for Top Content



Top Content Pages	Traffic Numbers for Content	What happened this month to create an increase or decrease in my numbers?



Social Media Skill #7 - Get In & Get Out

The time has come to talk about Social Media Time Management.

When it comes to managing my social media marketing, my new favorite motto is: **“Get in, get out and get on with your day.”**

It's easy to justify that you're logging into Facebook every day because you need to update your company's fan page. But if you're still in there 2 hours later commenting on how cute your friend's new baby is then you're no longer being productive. You've now fallen down the rabbit hole.

Let's look at what we've learned so far to keep us focused on the tasks we need to do to create your social media routine.

Skill 1: Research Reading - You learned to find 15 minute blocks of time to research valuable content for your fans.

Skill 2: Collecting Articles – In this skill, you figured out how to keep all of your articles in one place so you can find them quickly for your updates.

Skill 3: Find & Follow Influencers – You found a way to see what your customers are talking about and how your stuff can help them with their problems.



Skill 4: Content Planning – Now that you've got your content ideas together, this step showed you how to plan out your marketing posts.

Skill 5: Schedule Your Posts – You learned about scheduling tools to save you time by scheduling your social messages.

Skill 6: Monitoring Results – By reviewing your Google Analytics, you can now update your social programs quickly because you've learned the following: **What day** to post, **what time to schedule** your posts and **what topics you should focus on** that will connect with most of your fans





Social Media Skill #8: Let's Get Focused

The checklist for Social Media Skill #7 may seem a bit overwhelming. I get that. I really do.

Here are some suggestions about how to stay focused and manage your time online. I suggest that you try adding at least of one of these ideas every week and see what works best.

1. Use a timer

When I'm doing my social media updates, I set a timer for one hour. Using a timer keeps you on task and stops you from reading random updates.

I like this online timer because I can see the time in my browser's tab and I don't need to keep clicking into the browser page to check my remaining time:

<http://www.online-stopwatch.com/countdown-timer/>

You can use this one or an app on your phone or even an egg timer from your kitchen (did I just show my age?). Whatever you choose to use, just keep it near your desk.

Look at your to-do list and give each project a time limit. Set your timer, stay focused on your task and you'll be amazed at how quickly you'll move through each item on your list.



2. Schedule productive breaks

I love it when I get so productive that I lose track of time! There are many days when I fall down the rabbit hole and realize that I've forgotten to take a break.

After 2 – 3 hours of **uninterrupted and productive** work, plan to take a break. I'm not talking about a social media break. I realize it's a mindless activity and, for some people, it's your fun time of the day.

You see, the biggest problem with taking your break with social media is that it's easy to watch your time disappear. That moment of "Let me just log in to say Happy Birthday to my friend," turns into reading posts, commenting on the latest conversation and watching videos.

And spending more time on social media actually adds to something called screen fatigue. You know that feeling when your eyes are tired and your head hurts from spending too much time staring at the screen? That's what they call screen fatigue and it makes you more unproductive.

Think about ways you can schedule in a productive break – take a 10 minute walk, get on the floor and do some stretches, sit at the table and eat a healthy snack or, if you work from home, throw in a load of laundry. Just find a way to get up from your desk and move away from the computer.



3. Write it down

If you're working on something and get an idea about a post, a promotion or an image idea, write it down. Keep a notebook near your desk or use an app like Evernote. Write it down and get right back into your task.

Just don't stop what you're doing to work on that idea. Once you shift your attention to write that post on Facebook, there's a better chance that you'll start reading your news feed, clicking on links or replying to comments.

4. Find what works for you

My last bit of advice for you is this – don't worry if you haven't set up a fancy system to track all your social sites that includes a digital app and a bunch of spreadsheets. You can always create your own system in a way that works for you.

If you decide to go and create your own tracking system, just remember these basic things to make it work:

- It needs to be easy to keep up with it – the more it fits your work style, the greater chances you have of staying with it.
- There needs to be an order to your steps – just writing things out and picking something is what got you here in the first place.
- Be able to add new tasks – as you keep working through this process, you'll think of more things you want to add to your marketing plans.



Social Media Skill #9: Sharing Content

When I tell my coaching clients to share other people's content, a strange look comes over their faces. And then I get the question, "But won't I be telling my customers about other companies for them to buy from instead of me?"

My answer is always, "You can look at it that way but don't you think that they might find this on their own with a Google search? So wouldn't it be cool if they got this valuable information that could help them from YOU?" That's the moment where you become what I like to call a 'trusted resource.'

Many small business owners worry that if they introduce their customers to another company – especially one they consider competition – that they'll lose their next sale. Truth is, if your customers move on to another company then they just weren't a good fit for you anyway.

Trust me when I say this – there are enough customers out there for everyone. Sharing another company's content will not mean that you'll lose your customers to them and not make your sales goals for the month.

Become the Trusted Resource

When you share others' content (links to their blog posts or articles, hitting the share button on Facebook or sharing/retweeting on Twitter), not only do you learn something new but you give your customers the chance to learn these tips as well.



Your followers realize that your Facebook fan page, Pinterest board or Twitter account will be the place for them to check in on a regular basis to get updates to help make their lives easier.

I think the ultimate goal in social media is to have your followers check your social networks even when they don't see a post in their feed. I want my fans to click on my Twitter page when they log into the program to see what new information I've posted and not just because they saw a post somewhere down the end of their news feed.

Sharing Content Exercises:

Think about how you can use all the content work you found doing Social Media Skill #1: Research Reading and then you saved with Social Media Skill #2: Collecting Articles.

When you collect your shareable content, ask yourself these questions:

- Are the points in this post important to how you run your business?
- Is this post written from a different point of view or the same as yours?
- Have you tried out these tips, the apps or whatever else the post is telling people to try/do/download?
- Is this a topic your fans would want to know more about?

The idea is to do more than just grab links and post them on your social sites. It's about taking the time to share links that will help you help others.



It's about sharing posts that sound like they would have come from your blog. Links that sound like your voice. A successful content strategy has everything to do with who you are and what you do for your customers.

Content Strategy Checklist

Let's review the essentials your content strategy needs and how to make sure that your voice is coming through with what you're posting.

1. The Content of the Content

Before you start collecting links, ask yourself these questions about the content:

- Who are you sharing this content with?
- What social sites are you using?
- How can you add YOU into this information? Can you share a personal story in the description of the Facebook post that you're sharing? What if you asked questions related to the post to get some feedback from your fans?

2. Editorial Calendar for Your Content

The first thing I want you to think about is how you'll organize all your content links, dates and weekly topics (or themes).

If you're a visual "I gotta see it" kinda person then try using an excel spreadsheet or a simple word document with tables. Or if you live in a digital workstyle, try using a program like Evernote or Trello.



The idea is to make sure that your content calendar fits with your work style. My content calendar is a combination of being both a visual person and my comfort level with the digital world.

I have a white board in my office with different color post-it notes listing all my social media action steps. Seeing this every day keeps me on track with what I need to work on to grow my social presence.

And then to dig deeper into the steps I need to do for each of these action steps, I use Evernote. I totally love how I can create notes in Evernote that I can pull up in my computer and on my tablet when I'm clicking around online. It doesn't matter where I am when I'm doing my updates.

I set up a note for each social site and then I create a weekly list with checkboxes. Every time, I post this link on my new Facebook page or share this image on Instagram, I click off the checkbox. I can look at my lists and see what I need to post when and where.

3. Keep Your Calendar Filled

Make sure you set aside time to continually brainstorm your ideas. This is one of those parts of the process that most people forget to do.



Think about these ideas to keep your calendar focused on your voice:

- Keep a running a list of word prompts so when you start looking for content to share, you already have a few ideas of where to start your search.
- Brainstorm for 60 days out. You can usually knock out a 60 day brainstorm session in about 30 minutes. The time it takes to work through 2 months of ideas, will save you hours of time searching every week.

Creating your content strategy is more than collecting a bunch of articles that everyone else is sharing in their social sites. And then picking which week to pop them up on your Facebook fan page.

It's not just sharing what's hot and trending.

It's about reading something that made you say, "Wow, that's cool" or "Man, I didn't know that." That's the content you want to share. That's the content that will help you share your company's message and will connect with your fans.



Social Media Skill #10: Make Real Connections

In Social Media Skill #3's content, I talked about finding and following Influencers. In that section, I was referring to the top Influencers like the major bloggers in your industry - the ones who are always speaking at the big conferences and who get a thousand "likes" when they post up a picture of a cat making a funny face.

Those people are great to connect with in social media and, if you get to know them on a personal level, they can certainly help you share your marketing messages.

For this final Social Media Skill, I want to talk about your Community Influencers – the people who are fans of your company. These are the people who talk about your products because they've had a positive experience and want to share it with their social world.

We're going to talk about how you can connect with them online. Not in a stalker kind of way but more of a 'watch what they post' and 'listen to what they're sharing.'

When you post marketing content that connects with them, these are the people who will share it with their social networks. They'll help spread your messages because they're more than just fans.

They're the ones who will be out in the world promoting your services and telling others that they can trust your company.



How do you start to make real connections?

Social media is about well ... being social! Quite honestly, LinkedIn is the only place on social media where it's acceptable to be totally and completely professional.

When you appear too professional on the other social networks, your fans perceive this imaginary wall around you which makes it harder for them to get to know you.

And if they don't know you, how can they trust you? Because when it comes right down to it, **people buy from people that they know and trust.**

Think about how you can start to share more of your personal life. Don't get me wrong – I'm not asking you to start using your Facebook fan page posts as your personal journal but find ways to start sharing your personal story.

Can you share something funny that happened to you over the weekend? Or what about the time you figured something out when you attended a local workshop? Sharing stories like this shows your human side.

Chances are, someone has been there, done that and laughed about it too. Then they'll click a "Like" button or take the time to make a comment to share their story.

And that's how it starts when we make a real connection.



How to build trust

One of the best ways to build trust is to teach your fans something valuable. Sometimes small business owners think they need to hold their secrets close to them or someone else will steal their ideas.

You know what? With the interwebs and all those search engines out there, we can look up how to do just about anything, so why not let them learn this stuff from you?

Share with your fans what you're passionate about. Teach them what you know and how you can save them time, money or both. Think about something you can share that makes you, YOU. The kind of thing that if they were to see you in person talking about this topic, they'd see the shine in your eyes and hear the excitement in your voice.

Getting Connected Exercises:

Think about how you can begin to create your own conversations. Try to do one of these suggestions once a week and see what kind of connections unfold.

1. Ask a question that requires more than a yes or no answer on your Facebook fan page or in one of your tweets.

If you do use Twitter for your questions, make sure you use a good hashtag (like #smallbusiness or use a # in front of the type of business you own) so people



who aren't connected to you but are following that topic can find your questions in a search.

2. Make a list of your Community Influencers who comment and share your information. Take the time to see who has a blog site or a Facebook fan page. Join in on the discussions on their sites. Conversations can go both ways – you can start talking to them on your sites and carry your discussion on their social networks.

I've personally made some good friends from just commenting on someone else's blog. Now we email each other with questions and support each other by helping to promote our latest projects.

3. What interests you outside of what you do in your business? Find a Facebook group, LinkedIn group or a blogging network where you can talk about your passion with people who share your excitement.

Think about how you can connect with people in these communities. You already have the common interest, why not direct message someone to take your connection to the next level?

When you move past the idea of just trying to make your next big sale, that's where the magic happens. You open yourself up to learning about what resonates with your audience and what matters most to them.



TIP: Talk less. Listen more. Your connections become more than just being the loudest person in the social media room broadcasting your product's coolest thing. **When you really connect, it becomes more about creating those moments where you can be heard.**

I want to leave you with a few last tips to turn these social media skills you learned into habits you can use to help you be more effective when you manage your social media marketing.

Stay Consistent

This is usually the toughest one for most people. They think they have to do their social media skill every day at the same time to turn it into a habit.

It works great for the first couple of days and then reality steps in - you have a meeting you scheduled weeks before you started the program or your child gets sick and you need to pick him up from school.

Staying consistent doesn't mean doing the same thing at the same hour, same minute of every day. It could mean doing your steps always in the morning or right after you come home and your child is doing her homework.

The time isn't as important as making sure that you're doing it in the same **place** every time. Being in the same place either in your home or office will help cue your mind that it's time to work and these cues will help turn this skill into a habit.



Give It A Try

Suspend your judgments about a certain step or part of the process. Most people will read something and say, "Oh, that's not me. I can't do something like that."

Try it out, even if it's a smaller version of the idea, before you decide that you can't add this to your day.

Sometimes when we take a couple of steps outside our comfort box, we realize it's not so bad out there. And there's no better feeling than to accomplish something that we thought we never could do.

Realistic Expectations

Understand that this is a learning process and you will be imperfect. Give yourself a break and know that you're doing your best, but expect that there will be setbacks along the way.

Don't expect big changes to happen overnight. Find your own way to create your own process. Make sure your habits move you towards your personal goals not what someone else is doing.

Keep what works for you and drop what doesn't.

Remember, it's about finding the balance with all these new habits, figuring out what works for you and finding a way to fit it all into your already hectic day.