

WORKING SMARTER

with social media

1. Introduction

- a. A question I get all the time is: “How can I do all of this social media stuff and still write?”
- b. The answer is to work smarter with social media. It can be done.

2. Social Media Stats (DataReportal.com and Omnicoreagency.com)

- a. 4.65 billion people using social media – 75% of the world’s eligible population.
- b. Typical social media users actively spend about 2.5 hours per day on social media.
- c. Facebook (2022)
 - i. 2.9 billion monthly active users.
 - ii. 56% of users are male
 - iii. 82% of college graduates are on FB
 - iv. On average, users spend 34 minutes a day on FB.
- d. TikTok has 1 billion monthly active users. (2022)
- e. Pinterest (2022)
 - i. Has 431 million monthly active users.
 - ii. 77% of audience is female
 - iii. Evenly distributed audience among age groups.
- f. Instagram (2022)
 - i. Has 1.478 billion users.
 - ii. Evenly split male and female (48% and 52%)
 - iii. Average user spends 30 minutes a day on the platform
 - iv. 73% of teens say Instagram is the best way for brands to reach them

3. Create a plan

- a. Don’t do everything – pick two or three and do them really well.
- b. Know the medium – know how to use them to their full potential and learn tips.
- c. Know your audience – know where they are on social media so you don’t waste time where they are not.
- d. Know your strength – if you are not computer savvy, give yourself grace and either stick to other platforms or learn to use some of the simpler ones and keep it simple.

4. Where to find content

- a. SEO/Content Generators – (Ubersuggest.com)
- b. Google/Pinterest search suggestions
- c. Current events
- d. Newsletters - SmartBrief.com
- e. Trending YouTube videos/podcasts
- f. Old content – update it and repost.

5. Plan it out

- a. Have a content calendar. It saves you from scrambling to come up with content ideas at the last minute. Can be as fancy as a paid service or as simple as a spreadsheet.
- b. Set some goals. Know exactly what you want to get out of the post. Do you want more website visits? More engagement?
- c. Determine the types of content that makes sense for you.
- d. Load your content plan into a calendar while considering holidays, seasons, anniversaries, etc.

6. Create Content

- a. Brainstorm ideas in bunches.
- b. Batch content – Doing a bunch of similar tasks at the same time saves time. Do a week's worth at a time... or more.
- c. Repurpose and cross-post content.
- d. Schedule ahead – Hootsuite, Buffer, Later, etc.

7. Time Management

- a. Set a limit – set your alarm for a specific amount of time to respond and stick with it
- b. Get rid of distractions – only open email during established times of the day; put phone on do not disturb., etc.
- c. Don't multi-task – Focus on doing one thing at a time. This will keep you from going down rabbit trails. If you come up with an idea, write it down on a list and get back to it later.

8. Use your toolbox

- a. Facebook common questions – Figure out the most common questions you get and add them to Facebook and Instagram's chat function. It will help keep the number of questions you need to respond to on Facebook to a minimum. (go to your page, under the Meta Business Suite click on inbox and then automations. (top right))
- b. Templates – Set up templates to help save you time when designing

- c. Analytics – track which posts are successful and what aren't, so you can post more effectively.
- d. Take notes - Tools like Trello, Sticky notes for computer and other programs can help you keep track of ideas, links and other ideas you want to share.

9. Take it to the next level

- a. Chatbots – a computer program that uses artificial intelligence and natural language processing to understand customer questions and automate responses to them. People are using them on their website, Facebook and other platforms to help answer basic questions or to guide a visitor through a sales funnel. (MobileMonkey)
- b. Post Testing – Facebook and Instagram have a built-in service that allows you to test your posts to find out the best-performing content with your audience. You can test anything from video content, to titles, thumbnails, and descriptions.
- c. IFTTT.com – If This Then That ... allows users to program a response to events in their world. If certain conditions are met, then something else will happen. (Zappier, IFTTT)
- d. Take classes – stay on top of social media trends (Lynda.com, Udemy, Masterclass, etc.)
- e. Hire someone – There are a lot of people looking for this type of work. They enjoy it. Sites like Upwork.com, Guru, Hubstaff Talent, Freelancer, local colleges.

10. Other tips

- a. Professional profiles – Facebook now allows you to use professional profiles instead of having a fan page. It provides analytics and gives you better reach than a page.
- b. Keep one profile – Don't have multiple. Easier to find you and less to maintain.
- c. Use keywords
- d. Create a routine that works for you.
- e. Turn off notifications – you don't need to know every time you get a piece of spam.
- f. Close those tabs – we tend to check them unconsciously. If you're not scheduled to check an app, closet it.
- g. Check you SM on a schedule, not on a whim.
- h. Use a scheduler with a library option to save time looking for artwork. PostPlanner.com