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How to Effectively Manage the Social Media Time Suck

presented by
Lissa Duty

June 29, 2013

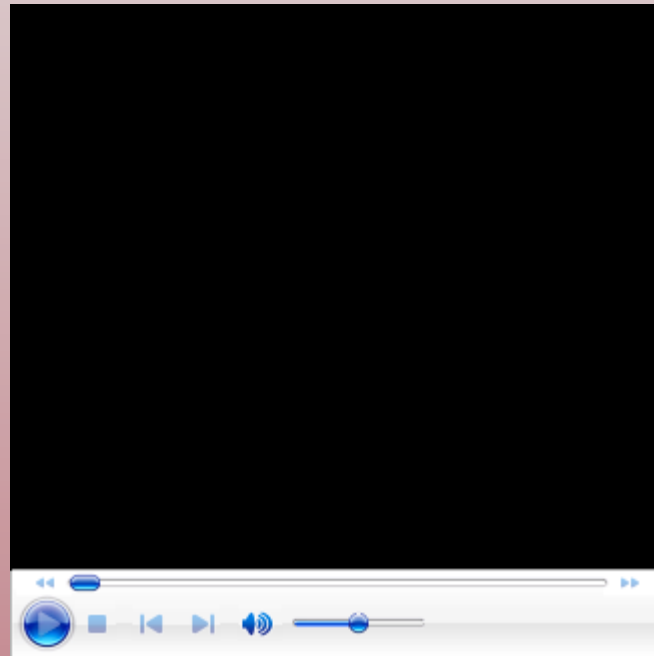
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Statistics

Facebook	1.11 billion users
LinkedIn	225 million users
Twitter	500 million users (200 million active)
YouTube	1 billion users (4 billion views per day)

Source: <http://bit.ly/SMUsersJune2013>

Social Media Revolution



Things to know before you start using social media:

1. Define your objective – why are you using social media?
2. What is the message you are wanting to get out to your connections?
3. What are the results you hope to achieve?
4. Who is your target audience?
5. Which social media sites are your target audience using?

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Evergreen Content



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Write your updates in advance

15 Minutes Daily or 1 Hour Weekly

Type in word

Use character count feature for

Twitter

Schedule Updates in Hootsuite

I am going to schedule my tweets for the day and make my work easier. :-)

Scheduling

Add a link...

AutoSchedule **NEW!**

AutoSchedule your message for optimal impact.

June 2013

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

2013-06-23

12 : 50 AM PM

Email me when message is sent

Want to save time? Try the [bulk message uploader](#)

67

Twitter

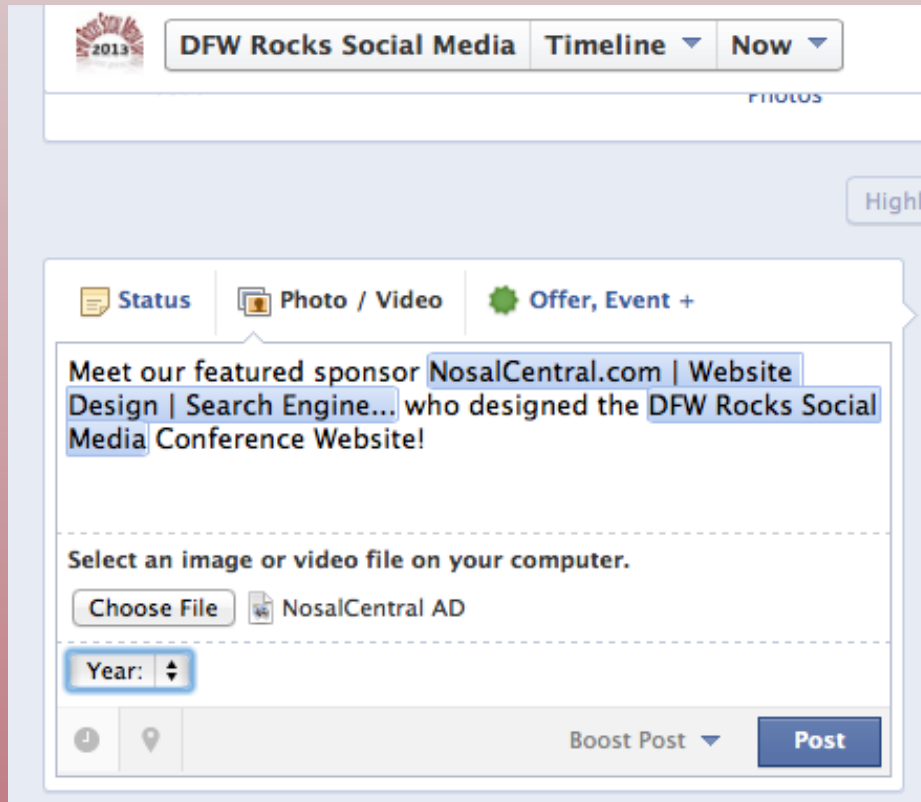
LinkedIn Profile

Groups

Company Pages

Google+ Pages

Schedule Updates for Facebook Pages

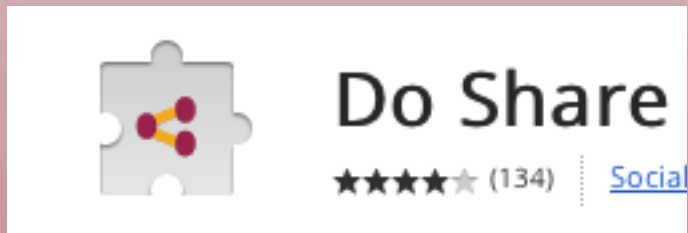


Once you set the date your company / organization started you can use the schedule feature.

Other Scheduling Tools



Pinterest




Chrome
Extension
for Google+

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Content Tools

Bufferapp.com

RSS Readers



The screenshot shows the homepage of dlvr.it. The logo "dlvr.it" is in teal, with the tagline "You publish. We deliver." below it. In the top right corner, there are links for "promoted stories", "sign up", and "blog", along with social media icons for Twitter, Facebook, and Google+. A navigation bar contains "Why dlvr.it?", "Plans", and "Log in". The main content area features the headline "Distribute your blog to facebook, twitter, google+ and more." with a teal "more..." button and a "show me" button with a play icon.

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Follow Tools

Twellow.com

Tweetadder



(1 profile \$55, 5 profiles \$74,
Unlimited \$188)

Unfollow Tools

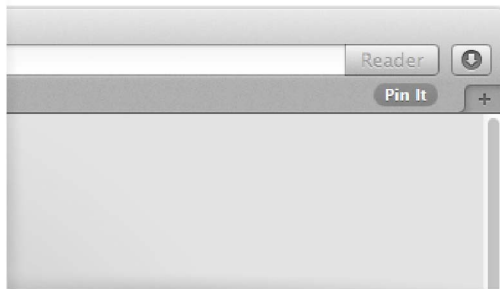


Tweepi.com
Tweetadder

Pin It Button

The Pin It Button

Pin things you find on the web.



← Drag this button to your toolbar

The Pin It button (a bookmarklet) lets you easily pin things you find on websites and blogs. Drag the red button above to your toolbar—then click it when you see an image or video you want to pin!

Social Media Success

- Set a schedule - don't get caught up.
- Define what your goals are for each day.
- Use tools to make it easier.
- Set email preferences to limit interruption in your day to day activity.

Social Media Reminders

It's about sharing information, Developing Relationships, Building your Brand.

You must share knowledge, give others recognition and acknowledge your followers by communicating and nurturing conversations.

Secret: Your success will come in the form of recognition and recommendations from your followers!

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Contact Information



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