



Social Media in 20 Minutes a Day or Less!

LisaMarieDiasDesigns

Game Changing Social Media and Email Marketing Solutions



Introduction

Facebook, LinkedIn, Twitter, G+ and other social networks can be both a blessing and a curse. They are an invaluable way to keep in touch with friends, family, business associates, clients and customers. You can use them for everything from networking to establishing your expertise and from researching to finding fun diversions.

Once you start using them, it is not uncommon to wonder how you ever lived without them!



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But whether you are using them for business and or pleasure, they can also be a huge time drain! The number one problem I hear from active social media users, by FAR, is that they are overwhelmed by all the time they find themselves spending on the various sites and are having a hard time determining if there really is any ROI, any Return on this Investment of time.

In direct response to this pressing concern, I have created this e-book to show YOU How to Manage and Monitor YOUR Social Media profiles in 20 minutes a day or less!

There is no one, single solution or formula for everyone. Each business has it's own challenges and clientele, each person has their own goals, their individual preferences and level of technical expertise.

Once you have determined which platforms are right for YOU (contact me at LMD@LisaMarieDiasDesigns.com if you need help with that!) this e-book is designed to list the tasks you need to do on each site, broken down into daily, weekly and monthly items so you can go in, do what you need to do and log out.

While content preparation and keyword research needs to be done in advance to minimize the time you spend on the sites day to day, that prep will be time well spent!

Once prepared, depending on the number of sites you want to participate on, you may be able to take care of all the monitoring and maintenance tasks in as few as ten minutes a day. More sites will require more time but only incrementally more. And once you get the hang of it, these tasks will get easier.

Make them a part of your daily routine and you WILL see results and the rewards of focused time spent on these social platforms!

Before You Get Started:

Define YOUR Goals



Social Media can help:

- Establish Your Expertise
- Drive Traffic
- Fill Events
- Do Research
- Find Leads

“Create calls to action based on YOUR goals for best results on social media”



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QUOTE

Define YOUR Ideal Audience



What info is valuable to them?

- Stats and news
- Special offers
- Insights and advice

“Knowing your ideal Client, Customer or Patient will help define the content you will share”



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Identify YOUR Keywords



Use these keywords in all your

- Profiles
- Bios
- Past Job Descriptions
- Posts

“Keywords are how people will FIND you online”



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QUOTE

Set up Your Profiles



Remember to:

- Use keywords
- Be consistent, especially when including your physical address
- Include photos

“Be sure to BRAND all your social profiles”



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QUOTE

Remember:

**It is better to be focused and
effectively engaged
on one or two sites
than to try to be EVERYwhere!**

Build Your Community



Who You Follow
+
Who Follows You
=
Your Social Media Experience

“Invite, Accept Invitations and Engage Accordingly!”



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QUOTE

Create a Posting Plan

- Mine your own website and share content from others
- Prepare in advance whenever possible so you are not scrambling to come up with content each day.
- Format content with the social platform in mind (ie: hashtags where used, short links when needed).

“Consistently sharing CONTENT of VALUE is KEY to Social Media Marketing Success!”



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Create a Maintenance Plan

A successful social media presence is one which is monitored and maintained on a regular basis by someone who is familiar with social media best practices, is comfortable with the platform(s), is clear on YOUR branding message and fully aware of the goals you are trying to achieve.

“Your Community Manager is a key component of your Social Media Marketing Plan”



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E-BOOK

Regular Tasks:

Here are the monitoring and maintenance tasks you need to perform on a regular basis, depending on the platform(s) you choose.

By focusing on fewer platforms, having a posting plan ready, including calls to action in line with your goals and engaging regularly with your community, you can effectively manage and maintain your social presence in as little as 20 minutes a day (or less!) and achieve YOUR goals.


Blog

 (973) 275-9497

 LMD@LisaMarieDiasDesigns.com
















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Why Should I Bother with Social Media?



WHY SHOULD I BOTHER WITH SOCIAL MEDIA?

EMAIL MARKETING, FACEBOOK, GOOGLE PLUS, INSTAGRAM, LINKEDIN, MARKETING, SOCIAL NETWORKING, STRATEGY AND TACTICS, TIPS, TWITTER - SEPTEMBER 16, 2013 - 0 COMMENTS - BY LISAMARIE

Over the past few months, a number of clients have come to me with slight variations of the same comment "My clients don't use social media, why should I bother?" Many add that word of mouth and client referrals are what really grow their business, not random leads from social media or their websites. Sometimes, [...]

[— READ MORE —](#)

Search

E-News Sign Up

Enter your email in the box below and click SIGN UP NOW to sign up to receive time saving social media tips and tricks as well as listings for our upcoming events and training sessions.

Sign Up Now

Upcoming Events

SEP	8:00 am Social Media and Email Marketing Training Camp
26	
Thu	

[+ Add](#)  [Add](#) [View Calendar →](#)

Blog:

Weekly:

Ideally create and post at least one post a week and share content socially.

Use 'teaser text' and link back to your blog for full post

Monthly:

Search for and identify guest blogging opportunities

Cross reference old posts

Periodically:

Refresh and re-publish old posts

Twitter

The screenshot shows a Twitter profile for LisaMarie Dias (@LisaMarieDias). The interface includes a top navigation bar with icons for Home, Connect, Discover, and Me, along with a search bar and settings. The left sidebar contains links to Tweets, Following, Followers, Favorites, and Lists, as well as a section for Photos and videos. The main profile area displays the user's name, handle, bio, and statistics: 8,186 tweets, 2,679 following, and 2,896 followers. Below the profile is a list of tweets, including a tweet about LinkedIn and two tweets about optimizing Pinterest images for SEO. The bottom section shows 'Who to follow' with suggestions for Lorie Marrero, evernote, and BBC Click.

Home @ Connect # Discover Me

Search

Tweets

Following

Followers

Favorites

Lists

Photos and videos

Who to follow · Refresh · View all

Lorie Marrero @clutterdiet

Follow

evernote @evernote

Follow

BBC Click @BBCClick

Follow

LisaMarie Dias @LisaMarieDias

Helping you create an effective digital & social media presence. Marketing strategy, training & profile maintenance, specializing in e-newsletter start-up about.me/lisamariedias

8,186 TWEETS 2,679 FOLLOWING 2,896 FOLLOWERS

Edit profile

Tweets

LisaMarie Dias @LisaMarieDias 52m

Are you struggling with LinkedIn? Have no idea why you are there or feel that you are just wasting your time?... fb.me/2kldWmvG1

Expand

LisaMarie Dias @LisaMarieDias 4h

18 Tips for Optimizing Your Pinterest Images to Improve SEO ow.ly/oPhYh fb.me/2yGN0b6me

Expand

LisaMarie Dias @LisaMarieDias 4h

18 Tips for Optimizing Your Pinterest Images to Improve SEO ow.ly/oPhYh

Expand

Every visit (3–15 x per week):

Post a TWEET - content of value to YOUR community

- Include keywords & hashtags
- @tag people

Check for @mentions

- Reply and/or send a thank you

Check for and reply to DM's

- Reply as soon as possible

Check your lists

- Read and RT where possible

Read through your tweetstream

- Read and RT where possible

- Click thru to see at least 2 pages, more if you have time
- If you are not checking daily, go back further

Try to RT at least one post per visit

- If you are not finding content to re-tweet (RT), reply to or share, consider un-following people and redouble your efforts to identify accounts sharing content YOU value

Check for content to share on other platforms

- Reformat content for other platforms, adding comments or insights if possible.

Weekly (1 x per week):

Check your Follower ratio

- Try not to follow more than 10-20% more people than are following you.
- Check my Twitter Resources board on Pinterest for tools to help you monitor un-follows

Continue to build your community

- Search on terms to find new people to follow.
- Check other people's lists
- Check the suggestions that Twitter posts in your sidebar

Periodically (1-2 x per year):

Review/ edit your profile

- Include new keywords

Update your cover image


LinkedIn

Personal Profile

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More

In Web Marketing? - Check out the newly developed 2012 Mobile Search Rep



Lisa Marie Dias
Online Marketing Strategy & Implementation
| Introductions & Training on LinkedIn
Twitter Facebook & Constant Contact
Greater New York City Area | Design

Current

Constant Contact Solution Provider at LisaMarie Dias Designs

Previous

LMDD - Unique Handcrafted Jewelry Designs, Skidmore Owings and Merrill SOM NY

Education

Bachelor of Architecture, Architecture and Urban Design at Pratt Institute

Improve your profile

Edit

500+ connections

www.linkedin.com/in/lisamariadidas Contact Info

Summary

LisaMarie Dias helps you optimize your digital presence to achieve your business goals.

With a wide range of artistic, business and teaching experience, she works with business owners to create effective online marketing plans, traditional and online marketing materials and offers social media training, implementation and ongoing maintenance where needed. She

Company Page

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More Companies

In Web Marketing? - Check out the newly developed 2012 Mobile Search Rep



LisaMarie Dias Designs

HOME CAREERS SERVICES INSIGHTS

Share an article, ask a question, or post a special offer to interested LinkedIn members



Effective Online Marketing Solutions

RECENT UPDATES

LisaMarie Dias Designs Facebook Tools, Tips and Resources - a FREE E-book, packed with useful links and practical advice to help you make the most of your time on Facebook!
<http://lisamariadidasdesigns.com/2012/11/05/facebook-tools-tips-resources-free-e-book/>

Personal Profile:

Every visit (3–5 x per week):

Post a status update with
'shareworthy' content

- Content of your own
- Curated content by others
- Include keywords

Check for and reply to
messages and InMails

- Check even if pushed to your email as you may have missed one

Like, comment and/or share
something from your newsfeed

- If you are not finding anything, delete spammy accounts and re-double your community building efforts

Check for and accept or ignore
any invitations

- Be sure to visit their profile (if you don't recognize the name)
- Hit 'reply without accepting' to ask who they are or why they are inviting you

Who You Follow + Who Follows
You = Your Social Experience

- Accept and Engage accordingly!

Weekly (1 x per week):

Visit your Groups

- Like, comment and/or share something
- If you are not finding content of interest or worth sharing, exit the group

Start a group discussion

- Ask a question, share an article you wrote or found, add your thoughts or insights

Search for new groups to join

- Join groups for both leads AND for professional development (and just for fun if you have the time!)

Monthly (1 x per month):

Search for Leads, Strategic partners and/or gather intelligence

- Based on your goals

Community Building and Maintenance

- Check out the contacts of a connection or search on a specific job description.
- Remember to use advanced filters to narrow down your results.

Periodically (3-4 x per year):

Review/edit/add to your profile

Company Page:

Weekly (1 x per week):

Post a status update with
'shareworthy' content

- Content of value
- Share content **of your own** here
- If possible, do not post content by others on your company page
- Include keywords

Check your insights to see who
has followed your page

Search for, visit and follow
company pages of interest

Facebook

Personal Profile



This screenshot shows a personal Facebook profile for LisaMarie Dias. The header features the name "LisaMarie Dias" and a search bar. The cover photo is a vibrant field of yellow sunflowers. The profile picture shows a smiling woman with short brown hair. Navigation tabs include "Timeline", "About", "Photos 81", "Friends 317", and "More". The "About" section lists her education: "Studied B of Architecture at Pratt Institute" and "Past: High School of Music and Art and Florencia H.". A status update from September 13 is visible at the bottom.

Business Page



This screenshot shows a Facebook Business Page for "LisaMarie Dias Designs". The header includes the page name, a search bar, and navigation tabs for "Timeline" and "Recent". The cover photo features the text "Effective Social Media & Email Marketing Solutions" over an image of a laptop, smartphone, and tablet displaying news. The profile picture is the same woman as in the personal profile. The page has 435 likes and 28 talking about this. The "About" section describes her as a "Consulting/Business Services" provider with "Effective online marketing strategies & materials, introductions to social networking & e-newsletter start-up with Constant Contact www.LisaMarieDiasDesigns.com". Navigation links at the bottom include "Photos", "Join my E-news List", "Visit My Blog", and "10 Social Media Tips".

Personal Profile:

Every visit (5–10 x per week):

Post a status update (can be personal in nature)

- What you are up to
- Where you are
- Photos of trips, kids, pets are OK on PERSONAL profiles
- Be cognizant of your privacy settings when posting!

Check for and reply to messages and comments

Read through your newstream

- Use tab to sort by “recent” vs “top” stories

Wish Happy Birthdays

- If that is your style – not imperative!

Check and reply to friend requests

- Reply as they arrive
- Do not feel obligated to accept all requests!
- Refer them to your BUSINESS page when appropriate

Business Page:

Every visit (5–15 x per week):

**Post a status update
(BUSINESS ONLY)**

- Content of VALUE
- Content of your own or shared from other source
- Include keywords/ hashtags

**Read through your newstream
and like, comment and/or share
something**

- If you are not finding content to like, comment on or share, redouble your community building efforts and un-link from any Spammy accounts.

**Check for and reply to
messages and comments**

Check for new fans

- Thank them by using the @tag if appropriate

**Check and reply to friend
requests**

- Reply as they arrive
- Do not feel obligated to accept all requests!
- Refer them to your BUSINESS page when appropriate

**Visit your Groups (using your
PERSONAL persona) and Start
a Discussion, Like, Comment
and/or Share something 1 x
week**

Weekly (1-2 x per week):

Visit your Groups (using your PERSONAL persona) and Start a Discussion, Like, Comment and/or Share something

- If you are not finding content to like, comment on or share, consider leaving time wasting groups and redouble your efforts to identify groups of value to you.
- Remember, think about groups for leads but also for professional development and strategic partnerships

Check for new groups to join and leave groups that are not offering value

Search for Leads, Strategic Partners and/or Gather Intelligence

- Identify the terms you will search on and identify the type of info you want to gather (Search keywords for leads? Check out the competition? Gather industry news?) so you can jump into this without prep

Community Building & Maintenance

- Identify the terms you will search on and the type of people you want to connect with.
- Use advanced filters to narrow down your results.

Weekly (1-2 x per week):

Check your insights

- Identify what is and is not working
- Try different times and days to see when works best for YOU and YOUR community

Check your Google Analytics for Social Stats to see if Facebook is driving traffic to your website

Periodically (3-4 x per year):

Update your cover photo


- And profile thumbnail

Update your bio info

Revise/ add new tabs

- Remember that you can change the image on, and the order of, the tabs!

Google+ (G+)



LisaMarie Dias

Works at LisaMarie Dias Designs

Attended Pratt Institute

139 have you in circles

Change cover

Share what's new...


Text

Photos

Link

Video

Event




LisaMarie Dias

Shared publicly · Sep 10, 2013

#GoogleAlerts

So - is this true? Are **#GoogleAlerts** back and if so, are they here to stay? Anybody have any more info on this?

<http://bundlepost.wordpress.com/2013/09/10/breaking-news-google-a-lets-tums-back-on-rss-support/>




Breaking News: Google Alerts Turns Back On RSS Support

<http://bundlepost.wordpress.com/2013/09/10/breaking-...>

+1

Comment

Add a comment...




LisaMarie Dias

Shared publicly · Sep 2, 2013

#Pinterest

Great, real life examples!




LisaMarie Dias

Shared publicly · Sep 15, 2013

#LinkedIn

Hamessing the Power of LinkedIn - an overview, via webinar on why and how to use LinkedIn to build YOUR business. Please share with anyone you know who may need LinkedIn assistance. Thank you!

<http://campaign.r20.constantcontact.com/render?oa=9c2cbf73-f9f9-41e2-9892-5d12133f81d5&c=42153660-bbfe-11e2-a310-d4ae5284344f&ch=42195960-bbfe-11e2-a310-d4ae5284344f>



Having trouble viewing this email?Click here


LisaMarie Dias ...

campaign.r20.constantcontact.com

+1

Comment

Add a comment...




LisaMarie Dias

Shared privately · Sep 10, 2013

#ABTesting

thought that you might find this interesting!


Social Marketing Writing originally shared:
7 Simple A/B Tests That Can Increase Conversions by 10% or More <http://buff.ly/18695xv>




7 Simple A/B Tests That Can Increase Conversions by 10% or More

<http://www.quickprout.com/2013/09/09/7-simple-ab-te...>

In your circles 82 people



Have you in circles 139 people




Complete your profile

Where do you live?

Help your friends find you on Google+.

90%

Add a location



LisaMarie Dias

Shared privately · Sep 10, 2013

Thought that you might find this interesting!

MAKE originally shared:
Add yourself to the mix and become part of this circuit with the Drawdio Musical Penoil, our latest beginner-friendly **#WeekendProjects**. For example draw a piano
[Read more](#)

Weekly (1-5 x per week):

Post a status update of your own

- Link back to your website or blog
- Include keywords & hashtags

Share content from others

- From G+ or another platform

Visit your home feed

- +1, comment and/or share something each time you visit

Visit people in your circles

- +1, comment and/or share something

Regularly:




Build, engage with and nurture your community

- Check other people's circles to find people of interest

Pinterest

Search

Pinterest

LisaMarie Dias Designs
Helping you create an effective online marketing campaign. Offering support with strategy, implementation & maintenance, specializing in a newsletter start-up.
www.lisamariediasdesigns...   

Repins from
Jody Hoogendoorn
Kevin Mulier
Visual Impact Systems

Get Started 20 Boards 387 Pins 110 Likes 88 Followers 70 Following

Create a board

Beautiful Places 7 pins Edit

Social Media Tips and Resources 45 pins Edit

Fabulous Finds 10 pins Edit

Pinterest Resources 54 pins Edit

Twitter Resources 25 pins Edit

Facebook Resources 47 HANDY 202 pins Edit

LinkedIn Resources 38 pins Edit

Video Resources 12 pins Edit

Content Marketing Resources 48 pins Edit

Tumblr Resources 1 pin Edit

Social Media for Artists 10 pins Edit

G+ (Google Plus) Resources 17 pins Edit

Non Profit Resources 11 pins Edit

Instagram Resources 7 pins Edit

Family Resources 45 pins Edit

Blogging Resources 38 pins Edit

Email Marketing Resources 8 pins Edit

SEO Resources 4,800 pins Edit

Mobile Marketing Resources 3 pins Edit

Social Media Management Tools 4 pins Edit

www.pinterest.com/lisamariedias/email-marketing-resources/

Weekly (1-5 x per week):

Post a pin of your own

- Link back to your website or blog
- CAN post content of others but be sure to attribute the content
- Include keywords & hashtags

Visit your home feed

- Like, comment on and re-pin images you find
- Be sure to click all the way thru to see where they link.

Check out boards by category

Search on keywords

Find a pin you like and check out the pinner's other boards

Regularly:

Build, engage with and nurture your community

- Make sure that people know you are on Pinterest

Reminders:

Make sure people know what platforms you are on

- Put up signs in store/office
- Put icons in email signature and business cards

Be honest and build in time for Words with Friends, Candy Crush Saga, visiting with friends or checking out the most popular new videos, whatever you need!

Have a plan, log in, do those tasks and log out!



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If you need help:

If you need a plan, need help with content or assistance monitoring and maintaining YOUR social presence, contact us!

With our custom designed posting plans and task checklists, we ensure that YOU effectively monitor and maintain YOUR social presence and reach YOUR goals in 20 minutes a day (or less!)



CLICK TO
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Contact us today so we can get you on your way!



Email: LMD@LisaMarieDiasDesigns.com

Website & Blog: LisaMarieDiasDesigns.com

Phone: 973.275.9497

Text: LMDDCC to 22828 to join mailing list

Facebook.com/[lisamariediasdesigns](https://www.facebook.com/lisamariediasdesigns)

Twitter.com/[lisamariedias](https://twitter.com/lisamariedias)

Linkedin.com/[in/lisamariedias](https://www.linkedin.com/in/lisamariedias)

Plus.google.com/[u/0/114093099693831560560](https://plus.google.com/u/0/114093099693831560560)

Pinterest.com/[lisamariedias](https://www.pinterest.com/lisamariedias)



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