

Social Media in 20 Minutes a Day or Less!

LisaMarieDiasDesign

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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CLICK TO TWEET THIS E-BOOK 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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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"



CLICK TO TWEET THIS QUOTE

Identify YOUR Keywords



Use these keywords in all your

- Profiles
- Bios
- Past Job Descriptions
- Posts

"Keywords are how people will FIND you online"



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"



CLICK TO TWEET THIS 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!"



CLICK TO TWEET THIS 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!"



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"

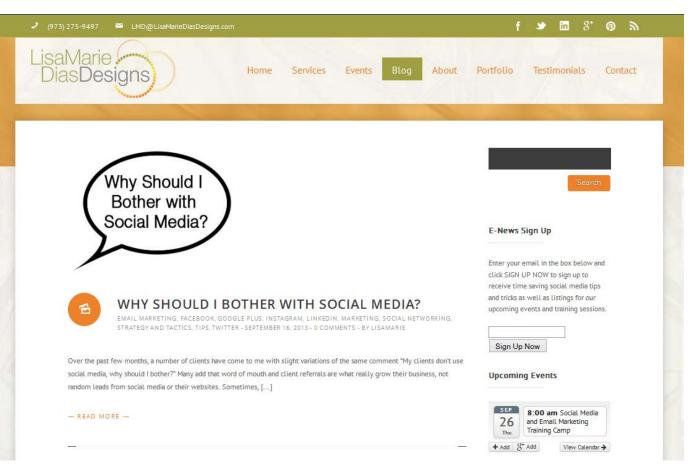


Regular Tasks:

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 at 20 minutes a day (or less!) and achieve YOUR goals.





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



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):

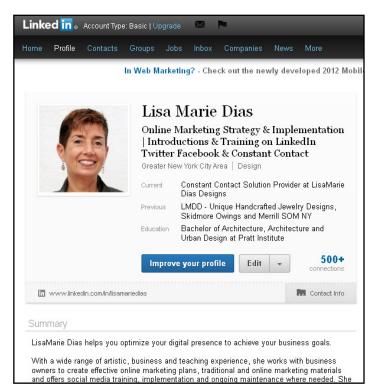
Review/ edit your profile

Include new keywords

Update your cover image

LinkedIn

Personal Profile



Company Page



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



Business Page



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+)

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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

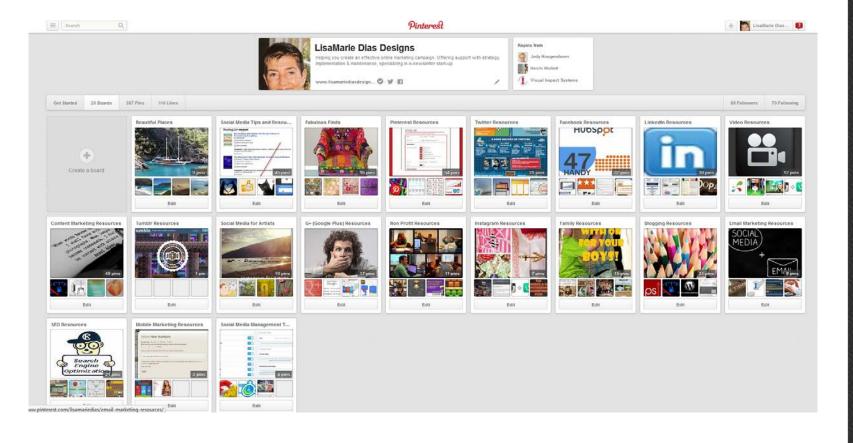
• +1, comment and/or share something

Regularly:

Build, engage with and nurture your community

 Check other people's circles to find people of interest

Pinterest



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!



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!)



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 Twitter.com/lisamariedias Linkedin.com/in/lisamariedias Plus.google.com/u/0/114093099693831560560 Pinterest.com/lisamariedias

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