



Save Time!

Social Media in 30 Minutes

He who every morning plans the transaction of the day and follows out that plan, carries a thread that will guide him through the maze of the most busy life. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidence, chaos will soon reign. —Victor Hugo, French poet, novelist, dramatist

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MANAGE YOUR SOCIAL MEDIA IN 30 MINUTES A DAY

There are **four steps to managing your social media** in 30 minutes a day:

1. Start the day by **curating content**.
2. **Schedule** your social media posts.
3. Later in the day, **return to your social media networks to socialize**. Review your newsfeeds and don't forget to Like, Share, Comment on updates your readers, followers, and fans have posted.
4. Once a week **review your analytics**. Determine which posts received the highest level engagement and strive to replicate that content.

What is Curation?

Each day you need to search for great content that is relevant to your readers. Check your news feeds, curation websites, and a number of applications that will do the work for you.

Curation Sites to Save You Time

- www.Alltop.com
- www.Addictomatic.com
- www.Google.com/Trends
- <http://www.reddit.com/>
- www.Scoop.it
- [Twitter lists you create over time](#)
- Newsfeeds

My Favorite Content Curation Applications

- Swayy
- ContentGems

Schedule

Scheduling your content is your next step. You will need to find an application that fits your budget and has the features you want, for example, HootSuite and SocialOomph are great applications.

Scheduling Apps

- Hootsuite
- Buffer
- SocialOomph (my personal favorite)
- Just for Twitter: TweetDeck, Twuffer, Pluggio (has great analytics)

Socialize

To be successful on social media, you will need to allocate time in the day to be social. You can fit this into your schedule in a variety of ways: while waiting for a friend at a café, sitting in a doctor's waiting room, or browsing your social networks on your smartphone or mobile device while relaxing on the couch at night.

Apps for Socializing

- Join a Twitter Chat: <http://twubs.com/twitter-chats>
- Join LinkedIn Groups
- Join Google+ Communities
- Join Facebook Groups
- Read through your Facebook news feed and comment, Like, and Share
- Go to your **Twitter Notifications Tab** and check new followers, faves, and retweets
- Check your Twitter lists of Tweeps you're paying close attention to
- Read through your LinkedIn news feed
- If you use Google+, check your Dashboard

Sign up for these applications to **keep up with your contacts, followers, and friends**:

- ✓ Newsle (<http://newsle.com>)
- ✓ Facebook Messenger (www.facebook.com/mobile/messenger)
- ✓ Nutshell Mail (www.nutshellmail.com)

Analyze

You can tackle the final step—analyzing your metrics—on a weekly or monthly basis. This step is the crux for how you will continue to develop your social media marketing strategy. Every once in a while you will need to clear a few minutes to check your Insights (Facebook's free analytics tool) to determine what content resonates the most with your fans. Are your fans sharing your content? Was there a post that didn't generate a single Like? On Twitter, take a look at your retweets and mentions. Are they dropping or climbing? Compare the content you post against the metrics.

Free Analytics Tools

- Facebook Insights for fan pages once you have 35 Likes
- Twitter analytics: <https://analytics.twitter.com>
- Pinterest Business Accounts have free analytics
- Google Analytics – website

Fee-Based Analytics

- SproutSocial
- SocialReport
- Actionly
- SocialBro and Tweriod to determine your best tweeting times
- Buffer & Hootsuite Paid Plans offer Free Analytics
- SocialOomph tracks click-through rates

Questions?

[Frances Caballo](#) is a social media manager for writers and author of [*Avoid Social Media Time Suck: A Blueprint for Writers to Create Online Buzz for Their Books and Still Have Time to Writers*](#). You can grab a free copy of her book, [Twitter Just for Writers](#), on her website. Presently, she is the Social Media Manager for the San Francisco Writers Conference and her clients, all of who are authors. You can find her on [Facebook](#), [Twitter](#), [LinkedIn](#), [Pinterest](#), and [Google+](#).

Practical Tips for Marketing Your Books on the Social Web

