

## **TOPIC 4**

### **Time Management and Social Media**



## **NO ONE SAID SOCIAL MEDIA WAS EASY...**

*And when someone asks if it is expensive...*

*"No, it's not expensive...but it's expensive in a different way...even though it can end up being quite expensive."*

In order to be successful on social media, you must participate everyday and "24/7": *management of social media, brand reputation, scope, customer service, invigoration, content creation...*everything takes **time**.

To be very clear, the crux of the matter is that there are no shortcuts, although some people want to obtain certain results without doing the necessary steps...

You must **interact with brand users, followers**, you must **respond**, you must do **follow-ups**, and if necessary, you must do them one by one...which implies much more **time**, of course.

But if you want to reach hundreds, thousands or millions of customers, you can invest in **paid advertising**.

In small companies, there is no Community Manager or they outsource it or there is someone in the company that is going to be dedicated to said tasks.

The question is that it seems like a **social media manager's** job is never over. It doesn't matter what time of day or day of the week, there is something more urgent to do as social media moves at an astronomical rate, and so it may be difficult to stay up to date.



### **2:00 p.m. - 5:00 p.m.**

Relevant research articles to share with the brand's online community.

More checking mail and social media for updates.

Respond to any message, tag or comment...

Constantly check the monitoring to identify influential factors to connect with them.

Get trapped in not one, but two trending topics on Twitter.

How can it already be 5:00?

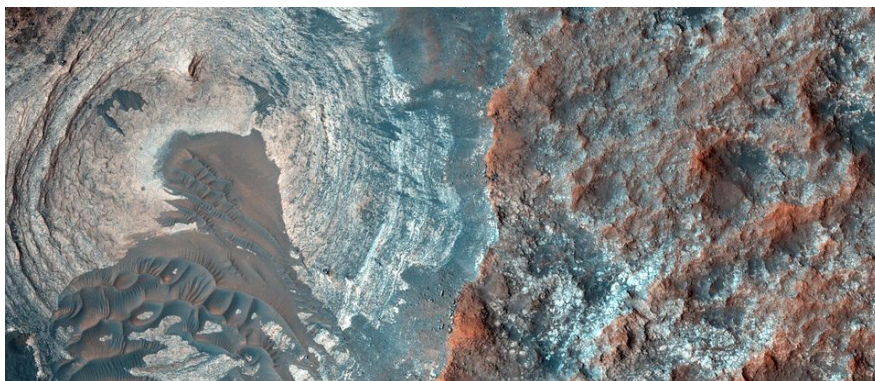
### **5:00 p.m. - midnight**

Daily analysis of social media.

Prepare the first social messages for the following morning.

Register in an interesting marketing Webinar about visual content on social media.

... Or maybe not...Morpheus is calling



In summary, **Social Media** takes up a lot of **time** and "time" is going to be one of the **main hidden costs** to take into account and the **most difficult to quantify**. You must be very careful in professions related to **Social Media**, because it's very easy to waste time on other tasks other than those you should...

Therefore, first we are going to see some **strategies** to take into account when **digitalizing the brand**, and later see some **suggestions to better manage our time on Social Media**.

## **STRATEGIES TO OPTIMIZE THE SUCCESS OF YOUR BRAND'S DIGITAL MARKETING CAMPAIGN**

### **1. THE CUSTOMER**

Understanding **who your clients are**, in addition to those that influence them is one of the most important points to discover.

**Essential questions** to answer with respect to your customers:

- How did they discover the content your brand provides? How do they consume content you provide?
- To what degree do they participate with questions and the topics you present?
- Do they comment on the products and/or services that are offered?
- What actions are they going to take?
- Who and which are the influential factors on social media for your customers?
- 

We need to know all of this in order to be able to **plan effective social communication**, and plan your social media **content**, so that your company provides the most **relevant and useful information** to your **customer** or potential buyer. And equally important is that **influential people** may promote this content.

The fact that the influencers share your content is very important because all of your followers will see your products or services and they will all benefit.

## 2. create a community

Creating a community to distribute the content that you provide is the next step. It's very important to have valuable content and know to which customer to send it, yet you need to avoid the "me, me, me." You need to stop just sharing and attract a community that is involved.

The brand's **content distribution** will be achieved, if:

- It is **really useful information** and not directly promotional.
- The content is packaged in an **entertaining** way.
- It should not be harmful or **spam**.
- From all of the content you share, don't make the mistake of sharing other's content no matter how interesting it is, because users want to know about your brand.
- Don't just share your brand's publicity, but other interesting types of **information** that is **appropriate, relevant and reflective** from the audience's perspective

## 3. IMPROVE THE USER'S EXPERIENCE

You need to make the user's experience **nice, easy and satisfying**. In order to do so, take into account a few points:

- Do all of the Social Media of your brand have a common aesthetic theme?
- Are the links to Social Media on your page easy to find?
- When someone reads the blog, is it easy to share the message on your favorite social media?
- How many clicks does it take to share on social media?
- When someone shares your content, do they have to take more steps to do so?

Try to have everything in line so that everything is easy to find and intuitive for the user of your website.





To see if your website is optimized for Social Media, you can pass it through here and see the results:

[smo.knowem.com](http://smo.knowem.com)

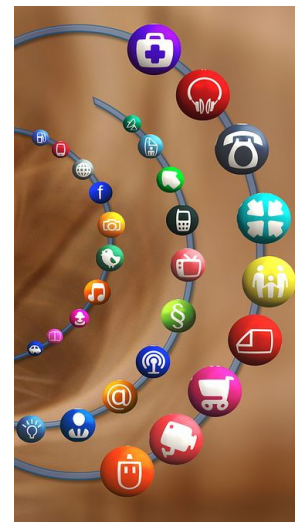
## PROBLEMS AND SOME TOOLS TO RESOLVE THEM

### 1- Your Users Do Not Easily See the Content

Many times, it's due to the fact that you post off and on, without a strategy or adequate plan. It's the first thing you must do. **Plan your content** on each one of the social networks, both **texts** and **images**.

On this link you can get some ideas that may help:

<https://blog.hootsuite.com/social-media-templates/>



### 2- Decide What Type of Content You Should Share

Clearly you should promote your company or services, but you shouldn't bore your client or potential buyer with that. You should constantly look for **new content that may interest your audience** and be careful to not lose your professionalism on the news feed.

You can't think of any topics to include on your blog. Or simply, you don't know what topics to share on your social media. I think that "Content Curation" sounds familiar: "search, selection, classification, organization and content orientation":

<http://bit.ly/FFF0007>

As you find content, you'll start **programming (hootsuite, Tweetdeck, buffer...)**

You should have a strong command of **Excel**. It's also going to be very useful and this link provides you with some ideas:

<http://bit.ly/FFF0008>

### 3- **Some Tools** You May Use for Your **Strategy** on Social Media and Improve Time Management:

Depending on your availability and your social media content strategy, there are many tools that can help to achieve more with less time and increase productivity.

#### **Content Curation Tools**

- **Scoop.it:** <http://www.scoop.it/>  
tutorial: <https://youtu.be/IXNlq4Da8b4>  
FAQ and support: <http://feedback.scoop.it/>
- **Storify:** <https://storify.com/>  
tutorial on pdf at "recommended readings" and <http://bit.ly/FFF0001>
- **Feedly:** <https://feedly.com/i/welcome>  
tutorial: <https://blog.feedly.com/introducing-new-feedly-tutorials/> AND <http://bit.ly/FFF0002>
- **ManageFlitter for Twitter**  
It filters contacts on Twitter for people that do not follow us, contacts without an image on their profile, fake accounts, inactive accounts, etc...  
You can regularly clean your account quickly and simply.



- **Audisense for Twitter**  
Find out when is the Best Time to Tweet and get the maximum result of each Tweet that you post and much more:  
<http://userguide.audiense.com/>
- **Manage your Google + followers with Circloscope**  
This video tells you how:  
[https://youtu.be/LKZsCJhJl\\_w](https://youtu.be/LKZsCJhJl_w)
- **Youtube and creating videos**
  - To create educational videos:  
<http://www.reelseo.com/edu-playbook/>
  - How to upload a video to Youtube:  
<https://youtu.be/Hlxqk0iHp5w>
  - Editing videos:  
<http://filmora.wondershare.com/video-editor/free-video-editing-software-windows.html>
- **Experience Periscope and Livestream**  
**Periscope**  
<http://mashable.com/2016/01/26/periscope-gopro-hands-on/#.bOUtCo7sqo>  
**Livestream**  
<https://youtu.be/hg4H1ruupMc>
- **Image bank and free videos:**  
<https://pixabay.com>

### **Social Management Plug-ins and Tools**

- **Hootsuite:** <https://hootsuite.com/>  
Tutorial: <https://help.hootsuite.com/hc/en-us/articles/204598140-Quick-start-guide>
- **Buffer:** <https://buffer.com/>  
Tutorial: <https://buffer.com/guides>
- **Sprout Social** (de pago): <http://es.sproutsocial.com/>  
Tutorial: <http://sproutsocial.com/insights/guides/>
- **Klout:** <http://bit.ly/ALE290715>  
<http://bit.ly/ALE2290715>

**DO YOU WANT MORE?** Impressive list of **22 Social Media Management tools:** <http://bit.ly/FFF0003>

#### **4- Your Blog Strategy**

Writing a blog takes a lot of time, so creating a content calendar is highly necessary.

- You don't know where to start - How to create a calendar for posting:  
<http://bit.ly/FFF0009>  
<http://bit.ly/FFF0010>  
<http://bit.ly/FFF0011>
- In order to do so, you must have an organized process and plan your content ahead of time. One interesting tool is:  
**Coschedule**, ( <http://coschedule.com/pricing> ). Very comprehensive and payment is required.  
Social media can be easily programmed within WordPress, which is very versatile.  
A free plug-in: <https://wordpress.org/plugins/editorial-calendar/>  
Installing an Editorial Calendar on Wordpress: <https://youtu.be/zHx8hV9Gonc>

#### **5- Strategy on Pinterest**

Some tools to monitor, program and manage Pinterest:

<http://bit.ly/FFF0012>

<http://bit.ly/FFF0013>

#### **6- Program and analyze on Instagram**

<http://bit.ly/FFF0014>

#### **7- Analyze the competition**

<http://bit.ly/FFF0015>

<http://bit.ly/FFF0016>

<http://bit.ly/FFF0017>



Make a list with all of your social media.

Make a list with the tools that you're going to use to: create content, program content on your social media, analyze your competition, analyze the result of your social media.

Prepare a calendar of content every week.

Prepare a report of results.

## **ADVICE TO BETTER MANAGE YOUR TIME ON SOCIAL MEDIA**

### **1- Have a Plan.**

Figure out where your clients are and how they may add value to your company:

Google alerts

<http://www.talkwalker.com/alerts>

Planning content is fundamental, and even though it's normal to hear that the job of a Community Manager is 24/7/365, there's no reason to exaggerate...there is life beyond the screen of your laptop / iPad / smartphone...

### **2- Focus on one tool at a time.**

It's much better to use one effective way than five bad ones. Choose the tool you consider most appropriate for the result you want to obtain.

### **3- Appear regularly.**

If you can only spend one hour per week, make it be regular. This is a much better strategy than spending 3 hours one day and then 15 minutes next week.

### **4- Establish a time limit.**

Each activity you're going to do must have a time limit, it's easy to get distracted. It's estimated that up to 2.1 hours per day are wasted.

Try to eliminate distractions.

### **5- Program new content.**

To start, once per week would be good.

### **6- Schedule for posting on Social Media.**

This is a dilemma to resolve, but there are several studies that agree on their findings. The data provided below corresponds to a study carried out by **Quicksprout**.



## **BEST HOURS and DAYS TO POST ON SOCIAL MEDIA**



# facebook



## BEST DAYS TO POST

M

T

W

TH

F

SA

SU



86% of posts are published during the work week with engagement peaking on **Thursday** and **Friday**



Engagement rates **fall 3.5%** below average for posts published Monday through Wednesday



In correlation, the "Happiness Index" on Facebook spikes by **10% on Friday**

### NOTE

Specific industries vary slightly, but most spike towards the end of the week.

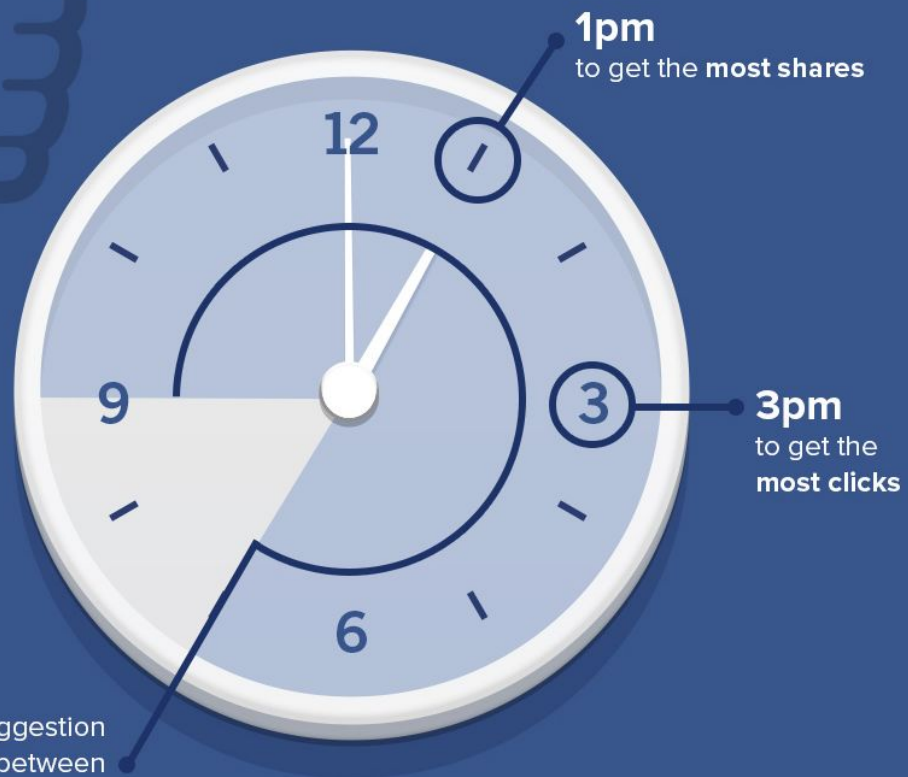
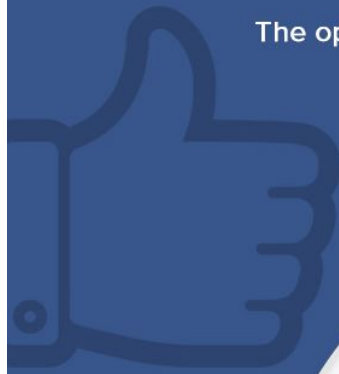
“ the less people want to be at work, the more they are on Facebook! ”

– Buddy Media

## BEST TIME OF THE DAY TO POST

The optimal time to post is early afternoon if the time zone with most of your audience.

*Data varies from different source*



### TIP

Use the tool **Fanpage Karma** to find the optimal time tailored to your audience.

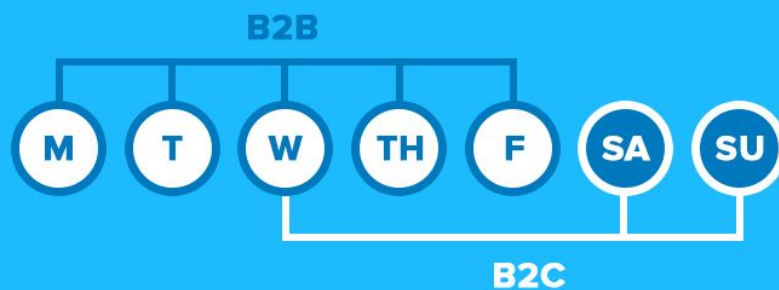




# twitter



## BEST DAYS TO TWEET



### B2B

Weekdays provide 14% more engagement than weekends.

The guess is that businesses work with other businesses during the weekdays, where consumers explore with brands during the weekend.

### B2C

Engagements and CTRs are highest on weekends and Wednesdays

According to Dan Zarrella, Twitter engagement for brands is 17% higher on weekends

## BEST TIME OF THE DAY TO TWEET

**5pm for highest retweets. 12pm and 6pm for highest CTR.** This could be due to lunch breaks and people looking for something to keep them occupied on the commute home after work.



### TIP

Use the tool **Followertwork** to find the optimal time tailored to your audience.



According to Twitter, users are **181% more likely to be on Twitter during their commute.**



They're also **119% more likely to use Twitter during school or work hours.**



in

# LinkedIn



## BEST DAYS TO POST

M

T

W

TH

F

SA

SU

## BEST TIME OF THE DAY TO POST

According to LinkedIn, weekdays during business hours are the best time to post.

After analyzing data from 14 million users, AddThis stated that you get the most clicks and shares on **Tuesdays, 10am-11am**



93%

of B2B marketers rate LinkedIn as the top B2B social media lead generation source

According to Fannit, the **best times to post are 7am-8am and 5pm-6pm**. The worst times are Monday and Friday for US based time zones

LinkedIn consists primarily of a B2B audience, that's probably the reason why the highest engagement rates are during weekdays and business hours.



# Instagram



## BEST DAYS TO POST

According to TrackMaven, Instagram engagement stays consistent throughout the week, with slight spikes on Mondays and a slight dip on Sundays.



## BEST TIME OF THE DAY TO POST

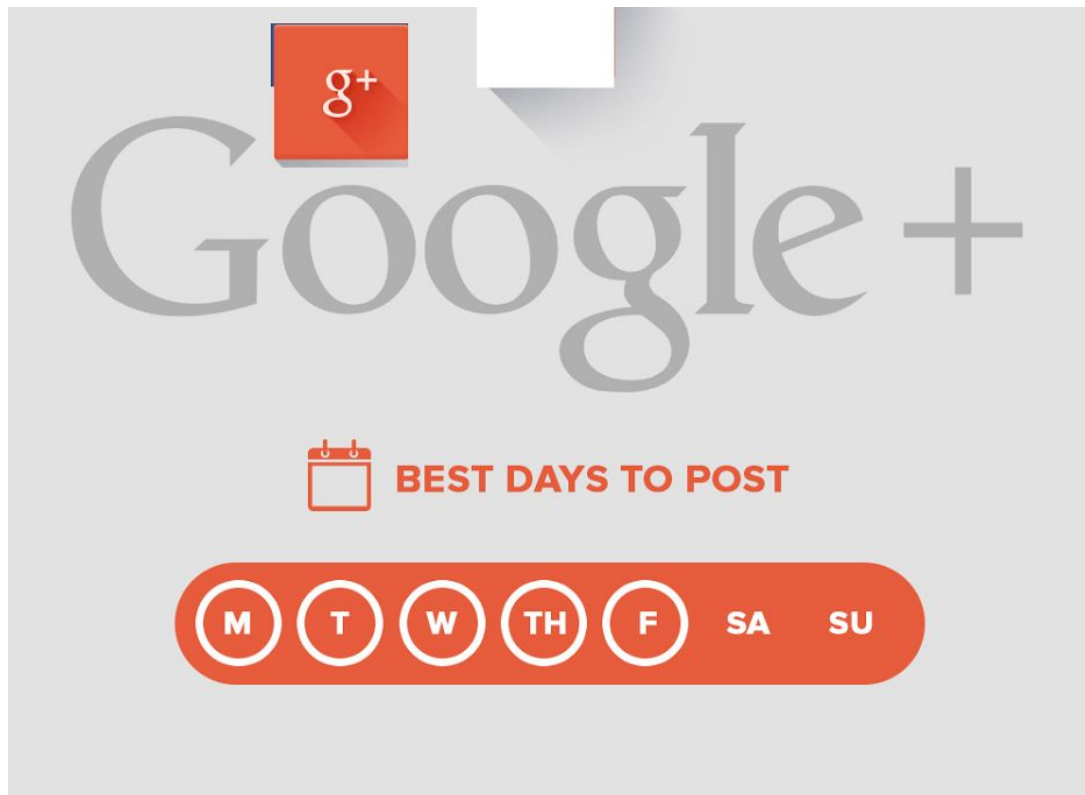
Off work hours

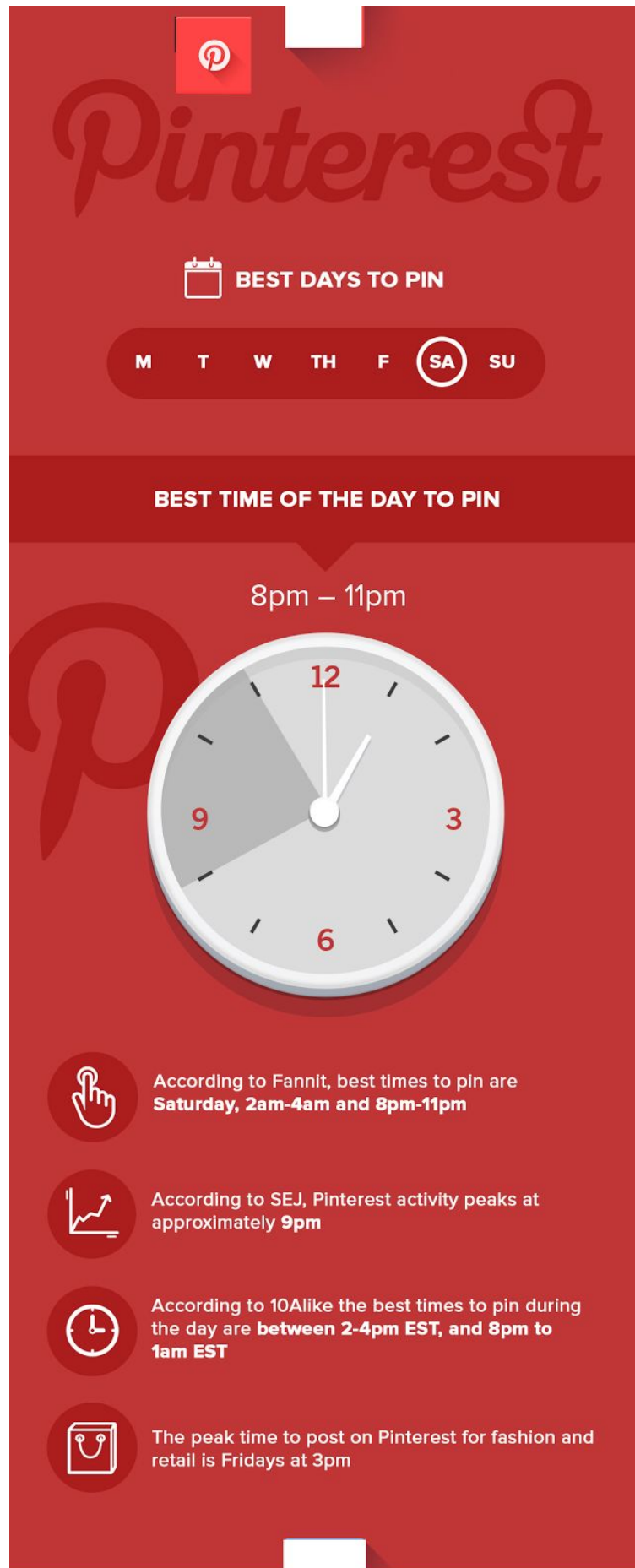


Fortune 500 companies overwhelmingly put photos up on Instagram during business hours, with posts spiking between 3pm-4pm EST



During work hours, an average of 22.5 per 1000 Instagram followers interacted with videos posted by Fortune 500 companies. During off-hours, 33.4 per 1,000 followers interacted with the content









Once you reach that point, we know of several very useful tools to minimize the time, we've learned the guidelines to learn to control but how should the day-to-day life of a social media professional be?

## THE DAY-TO-DAY OF A PROFESSIONAL ON SOCIAL MEDIA

## 1. Establish objectives

What do you want to use social networks for and establish a series of **markers** that will allow you to know if you are achieving them.

Measure:

- Create **information** on social media.
- **Traffic** obtained on the brand's website through social media.
- **Number of followers** of the brand on each media you are present on.
- Number of **interactions** of the brand on social profiles.
- Brand **mentions** outside the networks and profiles.
- **Relationship of the brand** with its followers.

## 2. Follow a methodology

You can establish 5 chronological phases that will allow you to use social media step-by-step in an organized way:

- **Generate information.**
- **Post content.**
- **Stimulate conversations.**
- **Capture clients online and offline.**
- **Monitor the results.**

## 18 Expert Tips On Organizing Your Content Creation Process

<http://bit.ly/FFF0018>

## 3. Get started with a strategy

A basic strategy on social media consists of:

- **Information,**  
generate valuable information so that users come to you.
- This way, a **community** is created where there will be participation and a connection with the brand.
- You need a defined **methodology** to fulfill all management phases on social media coherently and in an organized fashion.
- **Time.** If you are able to integrate said management as a part of your communication, you will be able to fulfill all matters by prioritizing and selecting the most urgent ones.
- **Consistency.** It's not about creating a lot of information, but adequately distributing it in time as a function of your objectives and continuous analysis in real time on the internet.



## PLANNING FOR THE COMMUNITY MANAGER

### 1. Breakfast:

Check the main social media to be up to date with all of the relevant information:

- **Google alerts** to be up to date with the news.
- **Feedly** to be aware of the blogs that may interest you.
- **Twitter** to know what is happening in real time.
- **Facebook** to know what is most important that day.
- **Facebook groups** to segment information.
- **LinkedIn groups** to segment jobs.

## 2. Lunch:

Select the content from external sources (Content Curator) or create individual content to put on social media:

- **Twitter** to create a brand minute-by-minute.
- **Facebook** to create day-to-day conversation.
- **Blog** to create content every week.
- **Google+** to create positioning every month.
- **LinkedIn** to connect with professionals.
- **LinkedIn Groups** to create a brand.
- **Pinterest** to create links, positioning and archiving.
- **Instagram** to upload images in real time.
- **Flickr** to have a cloud space for images.
- **Youtube** to show conferences and interviews.
- **Slideshare** to load valuable content.
- **Foursquare** to share the places you visit each day.
- **iVoox** to load podcasts or sound files.
- Write on **well-known blogs as a specialist**.
- **Talk on the radio and create a podcast** with valuable information.
- Have a **website** as the center of your strategy.
- Incorporate **services and innovations** in the form of online products.
- Link online **information with your social media**.

## 3. Food:

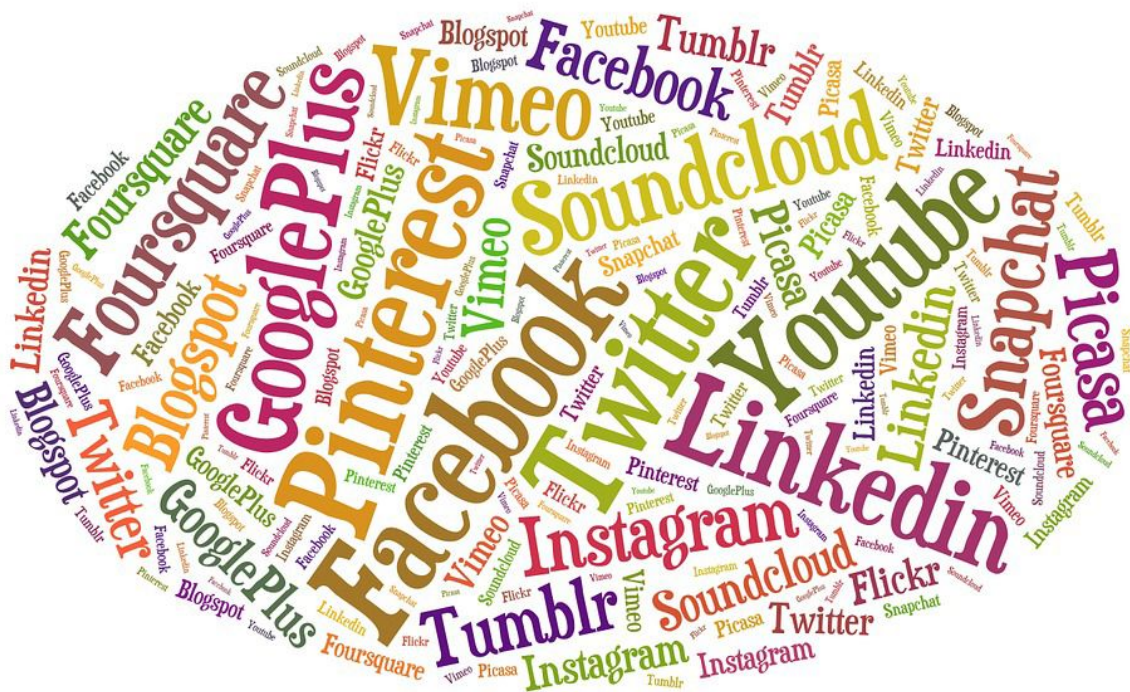
Create dynamic content and valuable conversations around these matters:

- Always respond to **comments on Facebook**.
- Even if content is repeated on **Google+**, change the media.
- Tend to **tags and follow conversation on Twitter**.
- Respond to **comments on your blog** and make them visible.
- **Respond on LinkedIn**, providing value.
- **Respond on Foursquare** in real time in the place.
- **Respond on Slideshare** about the content generated.

#### 4. Snack:

You can't just base your **strategy** on the **online environment**, you should combine it with the **offline environment** and also with creativity and difference-making elements for the brand:

- **Capture contacts and blog subscriptions.**
- Send **news bulletins** every month.
- Write, edit and post a **book on pdf and paper.**
- Incorporate **innovative elements into the book.**
- Make **creative business cards.**
- Wear **promotional shirts.**
- Use other **brand distribution** elements.
- Create your **Curriculum Vitae** on a map.
- Create **new concepts** and back them up with content.



#### 5. Dinner: monitoring

At the end of the day, it's helpful to **analyze and measure** everything you've done, so that the analysis allows you to **obtain conclusions and plan new actions** for the next day:

- Choose the **key words** with which you want to position yourself on **Google Adwords**.
- Achieve a natural positioning (**SEO**) with those **key words**.
- Achieve a natural positioning (SEO) with your **own name** or with your company's brand.
- Analyze the blog with **Google Analytics**.
- Analyze the **sources of traffic** to manage them.
- Monitor the campaigns on social media through **URL Builder**.
- Use the **statistics from Facebook pages**.
- Evaluate what **news have generated more reach and dissemination**.
- Analyze your community of users on Twitter with **SocialBro**.
- Analyze the **scope of your actions on Twitter**.
- Analyze the **+1** of your page on **Google+**.
- Analyze the **visibility** of your **videos on Youtube**.
- Analyze the **playbacks** of your videos on **Youtube**.
- Analyze the **visibility** of your **presentations on Slideshare**.
- Analyze the **reach** of your **presentations on Slideshare every week**.
- Analyze how **viral** your blog posts are.
- Analyze the **contacts and blog subscriptions**.
- Achieve **influence outside your networks**.

## Conclusion

You can work for many people throughout your life, but your brand will always be with you. Social media are tools that allow you to facilitate work but shouldn't make it more complicated. That's why you should use the most natural form possible without forgetting to do it with your head in order to organize your day, and with your heart in order to empathize with the audience.

(Plan based on Gerson Beltran)





To finalize this tour, try these 9 ideas to **FIGHT THE LACK OF IDEAS-**  
(Berto Pena in Spanish: <http://bit.ly/FFF0006>)

Sometimes you may feel immersed in a creative pool, without ideas and without knowing where to look to find inspiration. And you feel that bad because you are a person who comes up with ideas everyday. Some good, most bad. But you always come up with ideas...and it turns out that right now, you can't think of a thing...

### **1- Immediately eliminate the "I can't" from your head**

That vicious cycle of reactions and negative thoughts NEVER will lead you to have a good idea. Nip it at the bud and short-circuit it with a positive thought. Stop being desperate with yourself, change the "I can't" for a "relax, I can do it if I use my means."

- 2- Change of activity and "isolate" the problem
3. Draw or write randomly on paper
4. Eliminate noise from around you, surround yourself with things that inspire you
5. Try a restorative nap. It works like a charm.
6. Start to paint from the center of the canvas outward
7. Take a walk in the park or exercise
8. Avoid multi-tasking like the plague
9. Don't look for a great idea, just an idea

