Manage Your Small Biz Social Media In 30 Minutes A Day

Strategy #7 – Pick The Right Platforms

Choose the top 2-3 platforms for your business

a. Facebook – Popular but is most effective with advertising
b. Google+ – Still a “fringe” platform but great for SEO
c. LinkedIn – Great for B2B, prospecting, and networking
d. Twitter – Promotes thought leadership and referrals
e. Pinterest – Predominantly female audience. Excellent for visuals and online sales.

Strategy #6 – Avoid The Time Wasters

DON’T bounce in and out of your company’s social media
DON’T wander to your personal social media
DON’T monitor likes, shares, and comments repeatedly
DON’T muse without action

Strategy #5 – Plan It!

Create an editorial calendar
Strategy #4 – Find Great Content

Set up news feed on Feedly.com

Strategy #3 – Take Control

Use a dashboard like Buffer (bufferapp.com) or Hootsuite (hootsuite.com) – or use both!
   a. Buffer – more intuitive and easier to set a daily posting schedule
   b. Hootsuite – great for “listening” and retrieving analytics

Strategy #2 – Know When To Post

Facebook Insights
Twitter – SocialBro.com

Strategy #1 – Check Out These Automation Tools

LikeAlyzer
Social Oomph
Canva

Delaware ShoutOut is a social media consultation firm specializing in the Delaware market. Services include hands-on training, strategy development, social media setup, posts, engagement, blogs, and LinkedIn profile writing. For more information, please contact:

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