

**Why should you organize your
Social Media Activities?**

**To stay on track with
your time and tasks!**

Your Social Media Plan will do this.

Copyright © 2011 by Kathy Colaiacovo
www.TimeOnTaskVA.com | www.Social4Business.com | www.MySocialMediaVA.com



Saving Time ...

Many ask me, how does having a plan save you time?

Do YOU ever find yourself asking the following questions?

- ✓ Did I post a tweet about that seminar?
- ✓ I think I forgot to talk about my 10% off Special this week
- ✓ I should post a tip about XXX (but you already did the same thing yesterday)
- ✓ Did I remember to mention my new blog post?

Not to mention this can make your social networking a little stressful



Outline

- ✓ **Foundations to have set in place**
- ✓ **Reasons to have a own Social Media Marketing Plan**
- ✓ **Components of a Social Media Plan**
 - Networks to use**
 - Content to use**
 - Tasks to schedule or automate to save you time**
 - Building Contacts**
 - Live Networking**
 - Tracking**

Why Use Social Media Marketing?

- ✓ **Brand Awareness**
- ✓ **Establishes your area of expertise**
- ✓ **Markets your Products or Services**



Foundations



- ✓ Website
- ✓ Blog
- ✓ Newsletter or other manner of building your 'list'

Basic Accounts

- ✓ Web-based email account (i.e. Gmail)
- ✓ Social Oomph
- ✓ Bit.ly
- ✓ TwitterFeed
- ✓ Twellow
- ✓ Management tool – Hootsuite/TweetDeck

LINKING ACCOUNTS – SET-UP

- ✓ Facebook Page to Twitter
- ✓ Twitter and LinkedIn – vice versa
- ✓ Keep Facebook personal unless you work it more than the page
- ✓ Blogs to Twitter, Facebook

Start with the right set-up and you will be able to manage your content much easier



#1 Tactic for Making Social Media Marketing work for YOU!

CONSISTENCY + PLANNING



Copyright © 2011 by Kathy Colaiacovo
www.TimeOnTaskVA.com | www.Social4Business.com | www.MySocialMediaVA.com

Time on Task
VA Services
minute by
minute,
helping you
work smarter

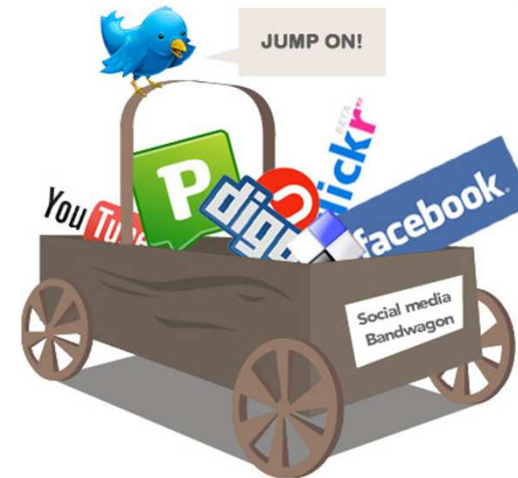
Social Media
Services &
Resources
www.mysocialmediava.com

SB
social4business

Social Media Marketing Plan

Keep yourself on track with regards to:

- ✓ Know the Content you are publishing
- ✓ Timing of the content
- ✓ Networks you are posting content on
- ✓ Saving yourself time spent on social media marketing
- ✓ Reaching the audience you want and in an effective way
- ✓ Tracking your efforts



Social Media Plan Components

- ✓ **Networks**
 - Choose ones to use
- ✓ **Content**
 - Type to publish
 - Set up Categories
- ✓ **Schedule**
 - What content
 - When to post
 - Where to post
- ✓ **Contacts**
 - Building friends, followers and contacts on the Big 3
 - Interacting with Contacts



Choosing the Networks

Your Choice will depend upon:

- Your needs, plan and strategy
- Do your research and create a strategy before you start
- Keep on track with your goals/purpose – these will keep you focused and save time.

1. Twitter
2. Facebook Business Page
3. Linked In



October 8, 2010

IVAA 2010 – Sharpening your
Technology Tools



Choosing the Networks

FACTORS TO LOOK AT :

- # people on each
- # on locally
- # in your market
- # conversations around your topic
- what your competitors are doing



The
Choice
depends
upon your
strategy

These factors along with your ease and ability to network using each specific network will help you determine if using that network is a viable option

Setup Do's and Don'ts

DO...

- **Pick a username** that reflects your company, brand or you. People will get to know you by this name. Names like *T6y78g* don't reflect who you are. Also remember that Facebook only allows you to have one account; if you have more than one and they discover this, Facebook can close them.
- **Post using the 60/30/10 rule.**
 - 50% of posts should be business related information.
 - 30% personal, show people who you are so they get to know you (and by that I don't mean what you are eating at every meal)
 - 20% sales - links to your products or specials, or sales pitches.
- **Use a Tiny URL program** to shorten links - you only have 140 characters and website links can be long. (Here is one type <http://www.bit.ly>)
- **Join in conversations** with others by sending replies to interesting posts, or even a direct email or message. On Twitter you can 'ReTweet' what others say so your friends can 'hear' it too. On Facebook you can click "Like this" or make a comment.
- **Post with a purpose** and keep your profiles up to date with current information. Set a time limit and goals for why you are using social media and stick to both.

Setup Do's and Don'ts

DON'T...

- **Follow too many people too quickly.** On Twitter they will shut down your account if you follow too many people and no one follows you. On Linked In if you send invites to people you do not know and enough people 'block' you, Linked In can also block your account.
- **Join too many groups.** This can overwhelm you - in time and effort - and be counterproductive.
- **Reply to every single post** by everyone, be selective. It is expected with these social media channels that people will not respond to everything.
- **Post things online that are meant for one person to hear**, that is when you send a direct message or an email. Even if you delete a post from your profile it can be found in a search. The internet has a long memory reach.
- **Make it all about you** and your company and don't post the same type of update over and over. Post useful and helpful information that others will see has value. People will look at your posts to decide if they want to keep in contact with you; if all they see are links to your blog posts or news articles they will pass you by.

CONTENT – what to say

Content is King!

- ✓ Network just like you do when in person
- ✓ Blog posts, News or Information articles
- ✓ Tips you have created
- ✓ Product reviews
- ✓ Links to products, services, email list
- ✓ Humour / Funny stories or videos
- ✓ Questions/Polls/Surveys



Mix Up Your Content

Need a balanced Mix of Sales, Business and Personal to make it work well

Business	>>>	50%
Personal	>>>	30%
Sales	>>>	20%



Copyright © 2011 by Kathy Colaiacovo
www.TimeOnTaskVA.com | www.Social4Business.com | www.MySocialMediaVA.com



Who will Listen?

Why would I tweet about anything??? The answer is simple:
People do Listen and you can listen to others!



SCHEDULE

Using Hootsuite, you can schedule some of your content.

- ✓ This will save you time when using social media
- ✓ It offers you more time to network and ‘talk’ to people online rather than trying to remember what to post

- ✓ Categorize the content you want to publish and mix up when it gets posted
 - Business
 - Sales
 - Personal

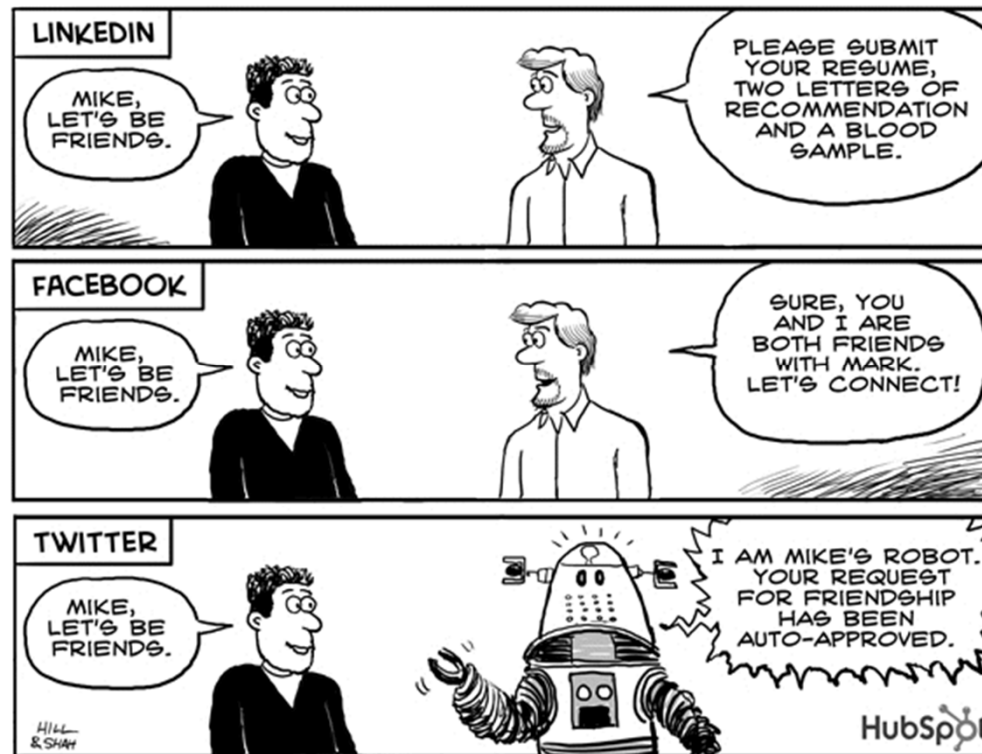
DO NOT SCHEDULE CONTENT if you have no plans to do any LIVE networking too. It will all look fake and people will not be attracted to connect with you.

CONTACTS

Social Networking means finding people to connect with; you cannot be 'social' by yourself.

- ✓ Look for contacts that fit your goals but add in ones for fun
- ✓ Find contacts on each network you plan to use
- ✓ Build by adding contacts regularly

MAKING FRIENDS IN SOCIAL MEDIA



LIVE NETWORKING

Now that you have contacts you need to interact with them.

- ✓ Participate, Participate, Participate
- ✓ Schedule time in every day
- ✓ Twitter – Retweet, add comment in retweets, ask a question of a role model.
- ✓ Facebook – Post and Share on your Facebook page and others.
- ✓ LinkedIn – join in group discussions and the Q & A



TRACK

Tracking your Return on Investment is not only for Clients, but your business as well.

- ✓ Implement your Plan just like a Client's plan
- ✓ Set up tracking as much as possible using links you can track, check the analytics on your website, check your progress, how many times people Retweet your updates or your name is mentioned.
- ✓ Monthly report on yourself
- ✓ Analyze the Report – look at the results,
- ✓ Tweak it for what works and what doesn't

SUMMARY

- ✓ FOUNDATIONS
- ✓ SETUP
- ✓ PLAN
 - ✓ NETWORKS
 - ✓ CONTENT
 - ✓ SCHEDULE
 - ✓ CONTACTS
 - ✓ LIVE
 - ✓ NETWORKING
 - ✓ TRACK



Social 4 Business is a 6 week class that walks you through the steps of how to use each network and use them with a **LIVE training session online.**

SPECIAL DISCOUNT FOR your Group of 25%

Visit

www.social4business.com/CASPAA

to learn more



Open for questions now – and always open for questions on my Facebook Page

www.facebook.com/TimeonTaskVA

Follow my blog for Social Media resources and tips

www.MySocialMediaVA.com/blog