

Digital Bootcamp: Be Efficient with Social Media

Social media can be as time-consuming as you want it to be. However, making sure that you're being efficient will ensure social is actually worth your time. Here are five ways you can avoid the time suck of social media channels.

Take an inventory of your social media editorial calendar



It's important to have a strategic goal in mind with the content you're sharing on social media. With the right content, you can reinforce your brand message to drive more engagement and sales. If you don't have an editorial calendar, set one up. Know what you want to share and why.

I've got it covered!

Sit down and do your social media all at once

Tools like Buffer allow you to schedule social media posts for a later time. You could schedule all of your posts for an entire day, week, month... or even year. Whatever the timeframe, it is more efficient to set up many posts at once, as opposed to sharing sporadically. Plus, it will ensure you have a consistent stream of content coming from your social channels.



I've got it covered!

Set up analytics for your social channels



This is a big one. It is important to find out what works and what doesn't within your social strategy. Use a service like Bitly to see what people are doing with your posts (Buffer also has built-in analytics). Find out why the popular ones are so popular, and then adapt your strategy to incorporate more content of that type.

I've got it covered!

Prioritize engagements – put out fires first

Looking at a flood of mentions and wall posts from customers can be pretty daunting – but it can be easy to manage. Prioritize the conversations you have. Identify people who need assistance, are seeking advice, or are having a problem with your product – engage with them first. Then, time permitting, look for other ways to engage with people.

I've got it covered!





Don't spend more than 15 minutes per day on social

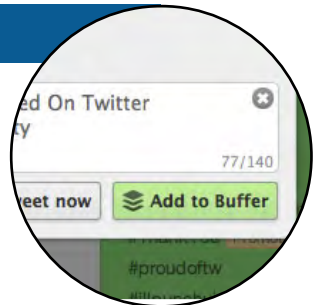
It sounds like a really small amount of time, but this should be attainable once you have an editorial calendar in place. Get your posts set, have a few meaningful interactions with people on your social channels, and try not to let it take up too much of your day.

I've got it covered!

Three great tools to simplify social media:

Buffer – Social media scheduling made easy

As mentioned, Buffer is a great way to take control of your social media efforts. Instead of having to tweet or share on Facebook constantly, Buffer allows you to get all of your social content planned out. Then, it automatically posts the content for you at a later date or time. It also boasts a pretty extensive analytics service to help you see what content is reaching the most people.



HootSuite – “Get serious about social”



Particularly in a team environment, HootSuite sets the standard for corporate social media management. It has a whole host of custom analytics to help you understand how your message is coming across on Facebook, Twitter, LinkedIn, Google+, and more. It also features app integration for services like MailChimp and Constant Contact. It is a great way to make sure you are having meaningful interactions with your audience.

TweetDeck: Desktop and browser social monitoring

TweetDeck was recently acquired by Twitter and offers a wide range of features for monitoring what's going on in your networks. You can set up custom filters to see the messages that could affect your brand or use it to research customer behavior. Like Buffer, TweetDeck offers options to schedule social media posts in advance.



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