

# HOW TO BE MORE PRODUCTIVE ON SOCIAL MEDIA



## Crazy Fact:

We're on social media for **3.6 hours** every day.

A study by Ipsos found that the average social network user spends **3.6 hours** on social media every day.

That's about **25%** of your waking time.

Here is the average daily usage by age:

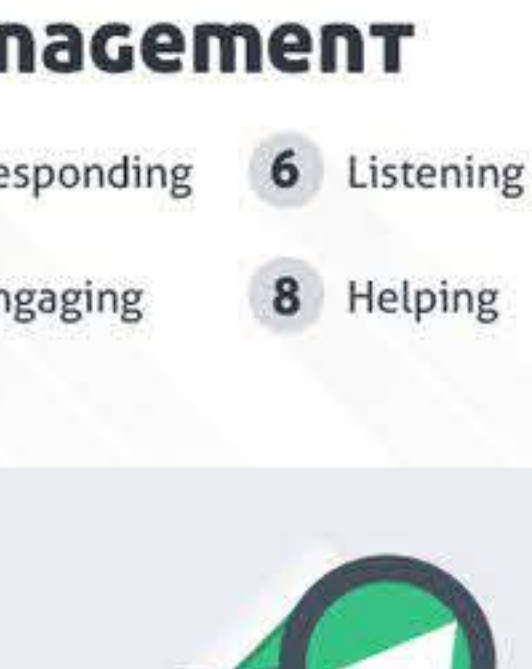


## The Daily Tasks of a Social Media Manager

12 elements of their job that get handled on a daily basis.

### Content

- 1 Curating
- 2 Crafting
- 3 Posting
- 4 Scheduling

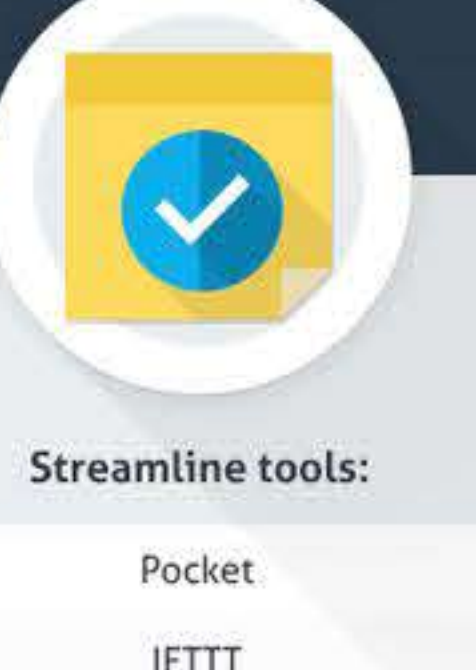


### Community Management

- 5 Responding
- 6 Listening
- 7 Engaging
- 8 Helping

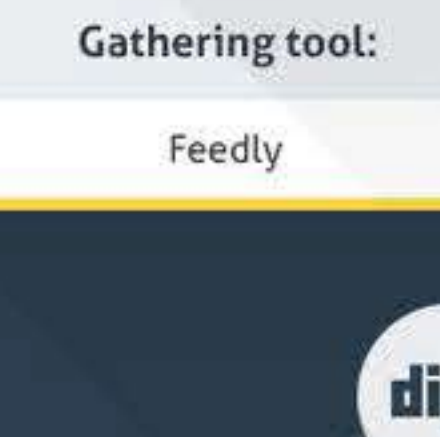
### Growth

- 9 Measuring
- 10 Analyzing
- 11 Planning
- 12 Experimenting



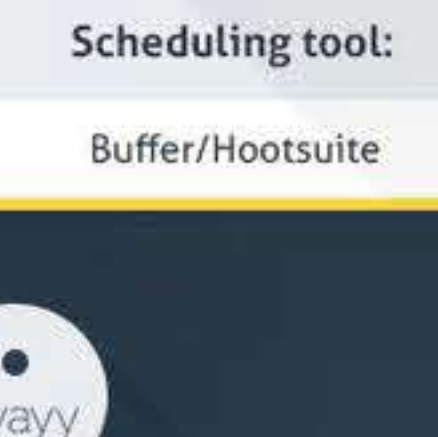
## CONTENT

### TOOLS:



#### Content sources:

Nuzzle  
Digg Deeper  
Swayy



#### Streamline tools:

Pocket  
IFTTT



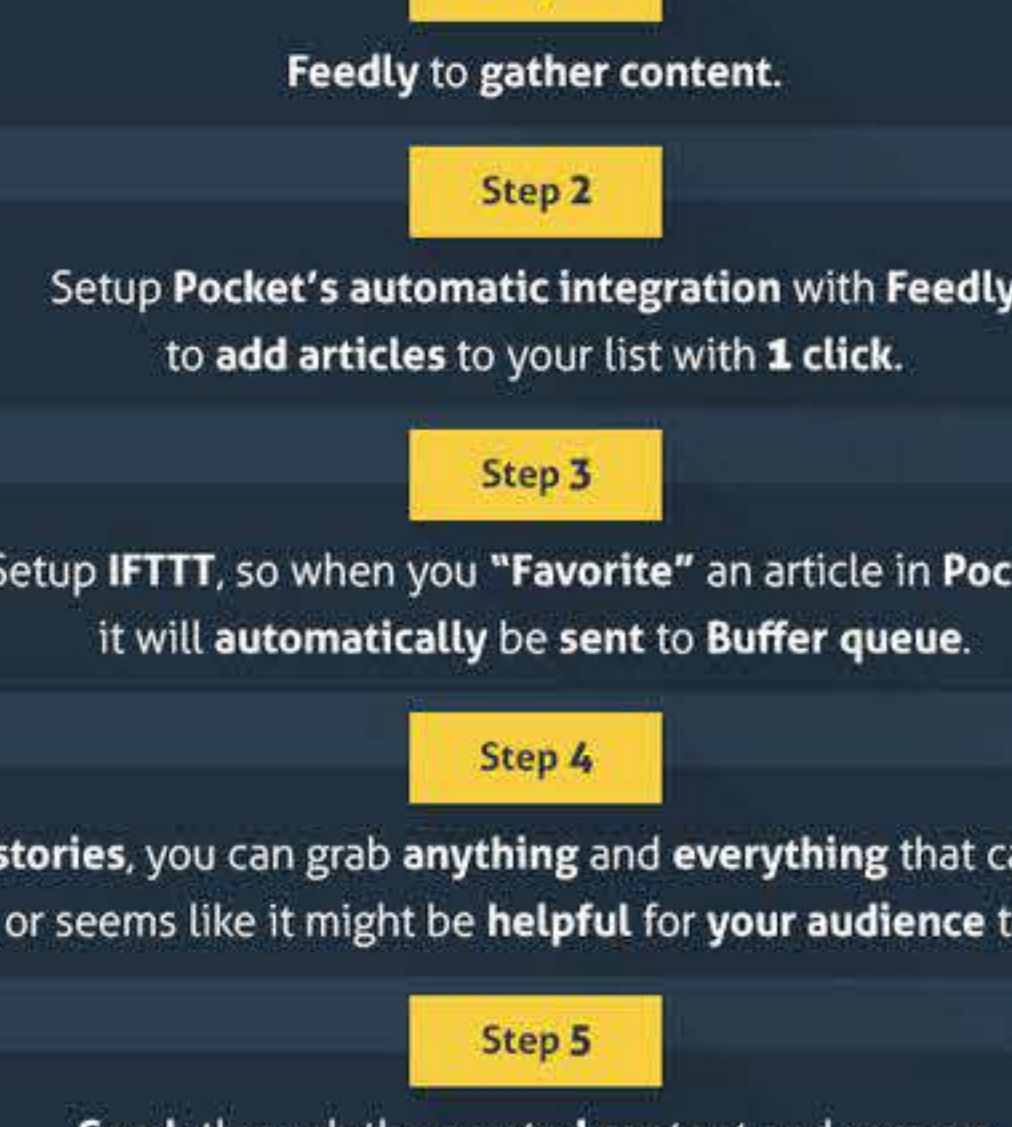
#### Gathering tool:

Feedly



#### Scheduling tool:

Buffer/Hootsuite



## How to Setup These Tools to Work for You:

### Step 1

Feedly to gather content.

### Step 2

Setup Pocket's automatic integration with Feedly to add articles to your list with 1 click.

### Step 3

Setup IFTTT, so when you "Favorite" an article in Pocket, it will automatically be sent to Buffer queue.

### Step 4

Collect stories, you can grab anything and everything that catches your eye or seems like it might be helpful for your audience to read.

### Step 5

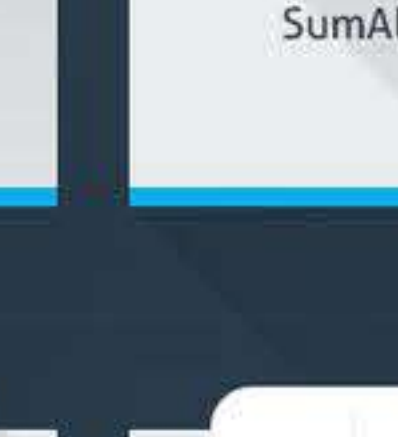
Comb through the curated content and remove anything that doesn't apply.

## COMMUNITY MANAGEMENT

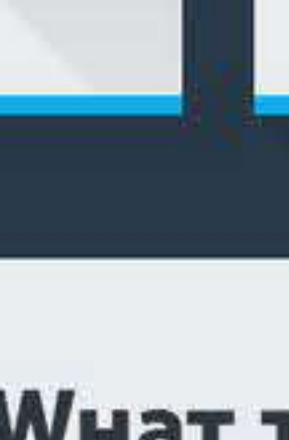
### TOOLS:



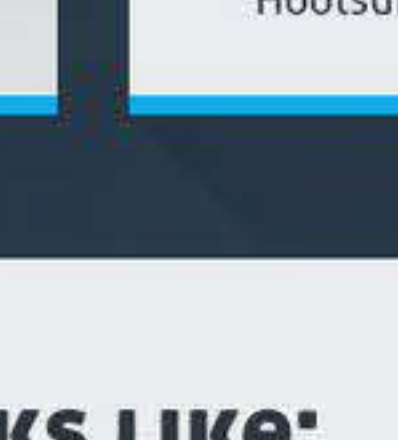
Mention



Commun.it



Manage  
Flitter



Email  
notifications

## WHAT THIS LOOKS LIKE:

### Step 1

Reply (or schedule the reply) for all mentions of your name/brand appeared across the Internet with Mention.

### Step 2

Double check the notifications section inside all your social media channels for missed interactions.

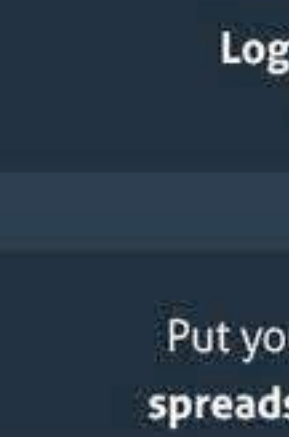
### Step 3

After addressing the mentions, start engaging.

- 1 Respond to the post comments
- 2 Respond to any direct mentions
- 3 Answer any questions involving your product
- 4 Answer questions about your niche and industry through Hashtags
- 5 Engage with your customers or influencers

## GROWTH

### TOOLS:



Twitter  
Analytics



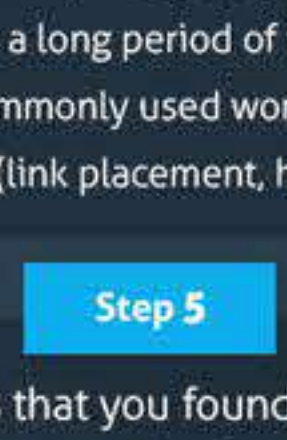
Facebook  
Insights



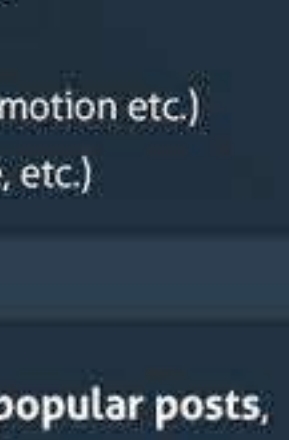
SumAll



Bitly



Google  
Spreadsheets



Buffer/  
Hootsuite

## WHAT THIS LOOKS LIKE:

### Step 1

Figure out the crucial metrics.

### Step 2

Log in to the various places where you collect data on your social media marketing.

### Step 3

Put your top performing content and metrics into a spreadsheet, so you have 1 place to view everything.

### Step 4

Analyze the top performing content and find what's working so you can further test based on the following elements:

- Post type (image, link, video, status update, etc.)
- Post timing (over a long period of time)
- Post content (commonly used words, voicing, emotion etc.)
- Post formatting (link placement, hashtag usage, etc.)

### Step 5

Take the common factors that you found from your popular posts, and integrate them into the future posts and tests.

IF YOU'RE SUPER BUSY, HERE IS A VERY COMPACT WAY TO MAXIMIZE YOUR TIME ON SOCIAL MEDIA.



### TOOLS:



Twitter, Facebook  
themselves



Buffer/  
Hootsuite



Feedly

If you barely have any time to manage social media, just do the following:

### Step 1

Start by re-sharing your most popular content.

### Step 2

Visit your most-trusted content sources. (add them to Feedly if you haven't)

### Step 3

Use management tool to clean up all of your queued content.

### Step 4

Respond to and engage with all the notifications in the social channels directly.



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