WORKSHEET

10 WAYS TO AUTOMATE YOUR SOCIAL MEDIA POSTS

For More Buzz and Visibility

Use this Worksheet to make sure you miss no opportunity to make sure your blog posts convert!

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| **Steps to take** | **Actions** |
| 1. List the social networks that you regularly and consistently use 2. Check the Insights or analytics for your account in each of these networks. Determine which time frame provides the most engagement with your posts 3. Browse stats for these networks via Google search (include current year in search) 4. Calculate where the highest active concentration of your target market likes to congregate. 5. Take into account:  * How you like to communicate (what media and networks you prefer) * How your audience likes to communicate (post types they like best, networks they are most active on)  1. Study your stat-search results. Note any results of relevance to you. 2. Visit social networks that show relevant engagement patterns. Check to see that your audience is indeed active and does have a presence on these networks. | 1. Create a spreadsheet in either MS Excel or MS Word for your social networking 2. Include fields such as:  * Time of Day (for most engagement/activity) * Post types drawing most engagement * Post media drawing most engagement * Hot topics   And any other fields you notice patterns occur with   1. On a separate line each, enter:  * The social networks you currently use * The social networks you would like/need to add  1. Study your stat-search results. Note any of relevance to you and your unique audience 2. Enter your results into your spreadsheet. 3. Get into the habit of updating your spreadsheet |

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| **Steps to take** | **Actions** |
| 1. Research and make a list of any influencers and/or authority blogs/sites you need to follow 2. Make a list of keywords you would like to set alerts for in your RSS feed 3. Check out MeetEdgar, Recurpost and Buzzstream to see if either of these content managers is a viable tool to use in your research, as well as in automation and outreach—especially if you are going to be looking for:  * Speaking/posting opportunities * Guest speakers/posters | * Make a list of keywords you would like to set alerts for in your RSS feeds   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Make a list of: * Potential guest speakers/posters you would like to approach * Potential podcasts or blogs on which you would like to be a guest speaker/poster |

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| **Steps to take** | **Actions** |
| 1. Make a list of social plugins you are interested in (search them at the [WordPress plugins directory](https://en-ca.wordpress.org/plugins/)) | * Check their ratings, if they are on the WordPress Plugins Directory * Read reviews for these plugins, noting any pros and cons of relevance to you * Make a short-list of plugins you definitely plan to install |

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| **Steps to take** | **Actions** |
| 1. Check the **stats** for your existing social share buttons. 2. Check the **settings** for your existing social share buttons. 3. Decide on their visual effectiveness, and whether or not it is time for a change. 4. Decide whether you need your social buttons  * In a sidebar (widget) * In your posts * Other | * Research social share button widgets and plugins |

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| **Steps to take** | **Actions** |
| 1. Consider how to maximize—and share—your testimonials—especially those you receive via social media 2. Check out best-selling author social profiles and websites. Make note of social strategies they use and consider if you wish to follow suit. | * Check out a testimonials widget such as Repuso’s Social Testimonials and Reviews * Find your best social testimonials |

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| **Steps to take** | **Actions** |
| 1. Research seasonal strategies other entrepreneurs use | * Make a list of seasonal strategies you feel would work for your website/social sharing |
| **Steps to take** | **Actions** |
| 1. Decide how much of your social posting and sharing you need to or desire to outsource | * Explore outsourcing strategies * Create a monthly social sharing plan * Program your social apps and tools |