

2015

Finding the Time To Create A Social Media Strategy

Connie Hancock

University of Nebraska - Lincoln, chancock1@unl.edu

Glenn Muske

North Dakota State University, glenn.muske@ndsu.edu

Follow this and additional works at: <http://digitalcommons.unl.edu/cvicollect>



Part of the [E-Commerce Commons](#), and the [Marketing Commons](#)

Hancock, Connie and Muske, Glenn, "Finding the Time To Create A Social Media Strategy" (2015). *Community Vitality Initiative Collections*. 8.

<http://digitalcommons.unl.edu/cvicollect/8>

This Article is brought to you for free and open access by the Community Vitality Initiative at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Community Vitality Initiative Collections by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

Finding the Time to Create a Social Media Strategy



There are only so many hours in a day — how can I do it all?
Here are some tips to help you manage your time and accomplish the goals of your online marketing plan.

Watch the video for tips on how to do it all.

TIPS FOR FINDING TIME TO CREATE A SOCIAL MEDIA STRATEGY

Prioritize

Prioritizing takes time. You need to make some decisions and focus on online marketing to be effective. Use the following tips to make the process easier:

Make a List

- Write down everything that needs to get done in a day
- Separate into urgent versus non-urgent

Assess the Value

- What is the most important – putting the client first before the other work that needs to get done

Be Honest

- Be realistic about what you can do

Be Flexible

- To effectively prioritize you need to deal with changing priorities — what is important today may change tomorrow

Cut the Cord

- Sometimes we have to make the decision that good enough is good enough!

Develop a business strategy and online presence strategy

What do you want to accomplish with your online presence — setting goals and writing them down helps you commit to working on the goals and being able to analyze your success. Setting goals for your online marketing is not difficult if you use a planning guide to help you create them. Once you know what you want to accomplish, it will be easy to see what you have accomplished in reaching those goals.

discover more tips ↓

Power of Business

Friday 15

connect with us



Develop a Content Calendar – (see attached)

Use a systematic process. Make it part of your business routine. Know what you want to do and when to do it .

Use available tools

Tools to help schedule:

- Hootsuite – <https://hootsuite.com/> allows you to use your time efficiently

Tools to help find your customers:

- Search for relevant #hashtags and keywords
 - Find and track conversations
 - o Hashtags help you find people talking about the same topic
 - o <http://blog.marketmesuite.com/how-to-use-hashtags/>
 - o Monitor those conversations
 - Twitter – <http://twitter.com>
 - Google – <http://google.com>
 - Facebook – <http://facebook.com>
 - LinkedIn – <http://linkedin.com>

Are you still thinking you do not have the time to market online? Here are a few more ideas designed to help leverage your time:

- Get someone you trust to help
- Take one step at a time
- Start small
- Join your audience where they are “hanging out” online

“ You can't increase the number of hours in a day, but you must make time to be online. Your customers are engaged in social media, and are buying goods and services online! ”

