



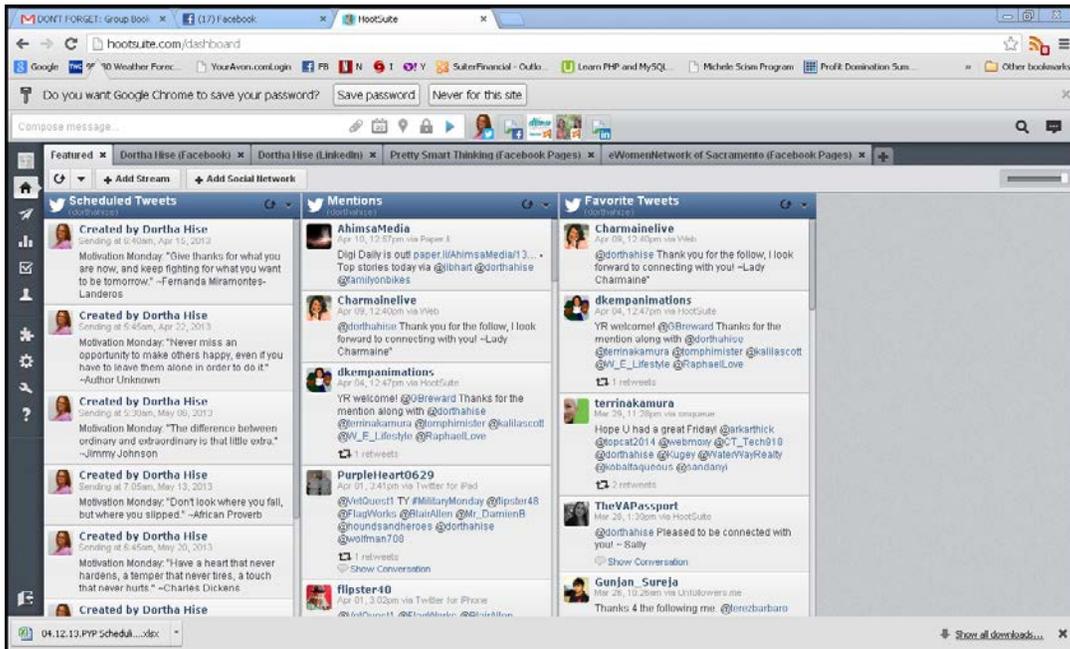
Does this sound familiar?

When you log in to your Facebook account in the morning, your heart starts racing and your palms get sweaty because you see 100+ updates in your feed, 10 new friend requests and 20 private messages.

If so, you can be more effective and efficient and gain a stronger Facebook presence in just 15-30 minutes -- or less -- a day (or perhaps you do your Facebook activities once a week). Just follow the items below and begin seeing a huge difference in how well you manage Facebook and make the most of your connections.

1. Review your news feed, select up to 5 people to like and comment on their posts.
2. Remember the power of the “share” button. When I share someone’s post, I like to tag them and mention them in my share.
 - a. To tag someone: Start typing their name and a drop-down list of your friends with that name will appear. You can also use the @ symbol and start typing their name.
3. Check your inbox for messages that need urgent reply. If there are others needing response, you can handle them later when you have more time to respond.
4. Use the navigation tools on the left sidebar to easily navigate to pages or groups for quick posting. Start with 1 or 2 per day and increase to more if you have time.
5. Set up a plan of action for your week. For example, I do a “Motivational Monday” post, and I know that every Monday, I will share an inspirational or uplifting quote. I use a pre-scheduling tool like HootSuite to schedule those updates about a month in advance. Hootsuite is a tool that houses all of your social media logins and allows you to post across multiple platforms at once—you can schedule it yourself or use the auto-schedule feature, and HootSuite will post it for you at a time it deems your post that will receive the most views and impact. Learn more here: <http://hootsuite.com/>
6. Here’s a screen shot of my HootSuite account to give you an idea of what it looks like and how to manage the content. You can see my scheduled Tweets, mentions and favorite Tweets on the screen shot below. Across the top of the page, you’ll see all of the accounts and pages I have linked to this HootSuite account. The free version of HootSuite allows you to add 5 pages / accounts linked to it, there are also paid versions allowing more pages and more users on

your account. Visit <http://hootsuite.com/plans> for more information on pricing and plans.

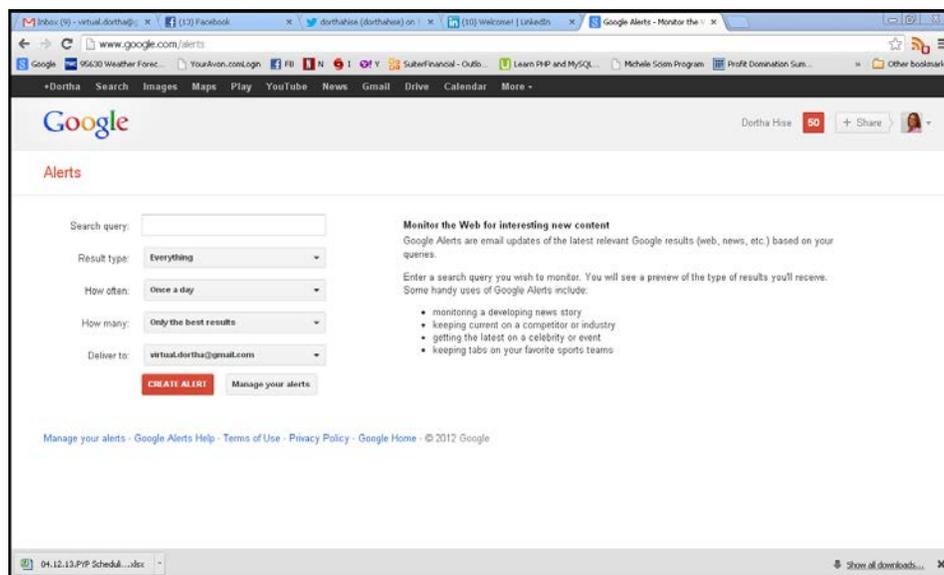


- On Facebook, use the “dashboard” at the top right of the home screen to view who has an upcoming birthday, send a quick birthday wish, or congratulate someone who got married or engaged. The ‘dashboard’ is shown below:





8. Make sure your content is “value-added”... let’s face it, we’re all in business, we all have things to sell. If you provide lots of value-added content for your followers, they will want to know more about you and will want to hire you.
9. With the recent changes to Facebook, be sure you are capturing all of the newer features by adding pictures and videos to engage your audience.
10. Build and foster relationships—your connections are real people, take the time to get to know them. Send a private message and inquire about what they do, their hobbies, etc.
11. Be prepared to adapt. As you know, technology is ever-changing. I set up Google Alerts to be “in the loop” about changes, enhancements, etc. You may want to add alerts to your email. Here’s how:
 - a. Go to <http://www.google.com/alerts>
 - b. Add your search items in the “search query” box and select the result type, frequency and where to deliver to—be sure to confirm that you set the alert up in your email inbox, and then you’ll begin receiving alerts!
 - c. A tip about setting up your alerts, use the + sign for your search terms. For example, if I set up an alert on myself, I’d use Dortha + Hise. Also, if you are searching for relevant events or other time-specific searches, I encourage you to use the year in your alert.
 - d. Here’s screen shot of setting up a Google Alert:



So now you’re set for action on all of your Facebook daily or weekly activities. If you still feel overwhelmed, feel free to book a complimentary 30-minute session to learn how my

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dortha@prettysmartvaservices.com

(916) 439-2180



team and I can take this task off your hands by either managing your social media entirely or supporting you with ghost-written posts. Grab your complimentary session here: <http://tinyurl.com/cas82xj>