



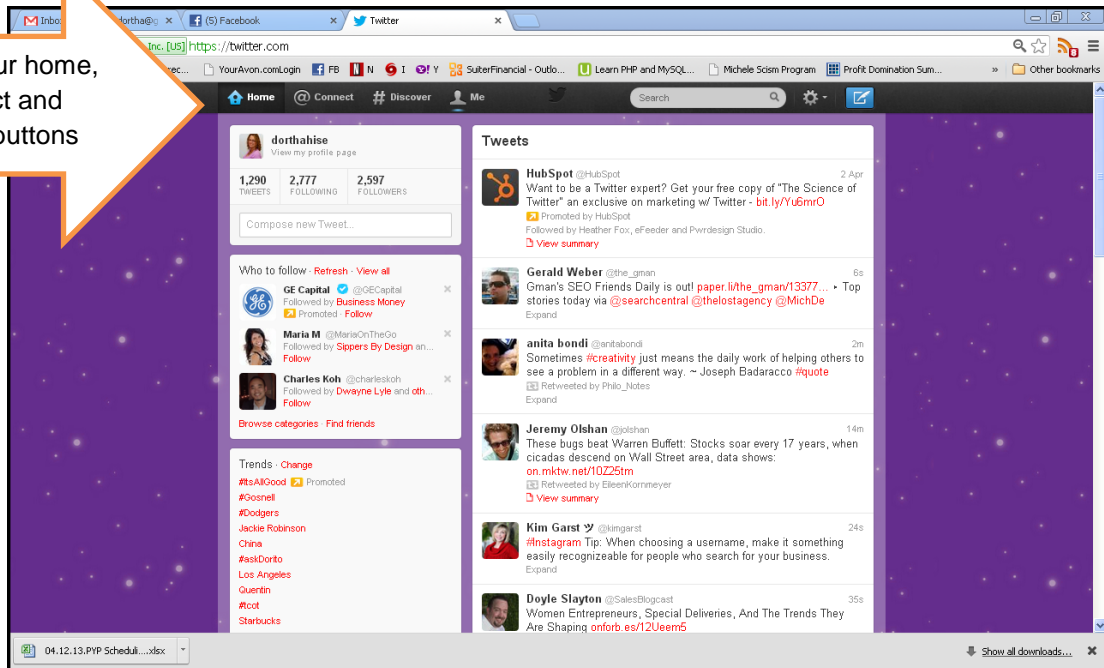
Twitter and LinkedIn Tips

Do you feel overwhelmed when you check Twitter and LinkedIn? Do you wonder how you can make your social media more manageable? Check out these tips for Twitter and LinkedIn.

Twitter:

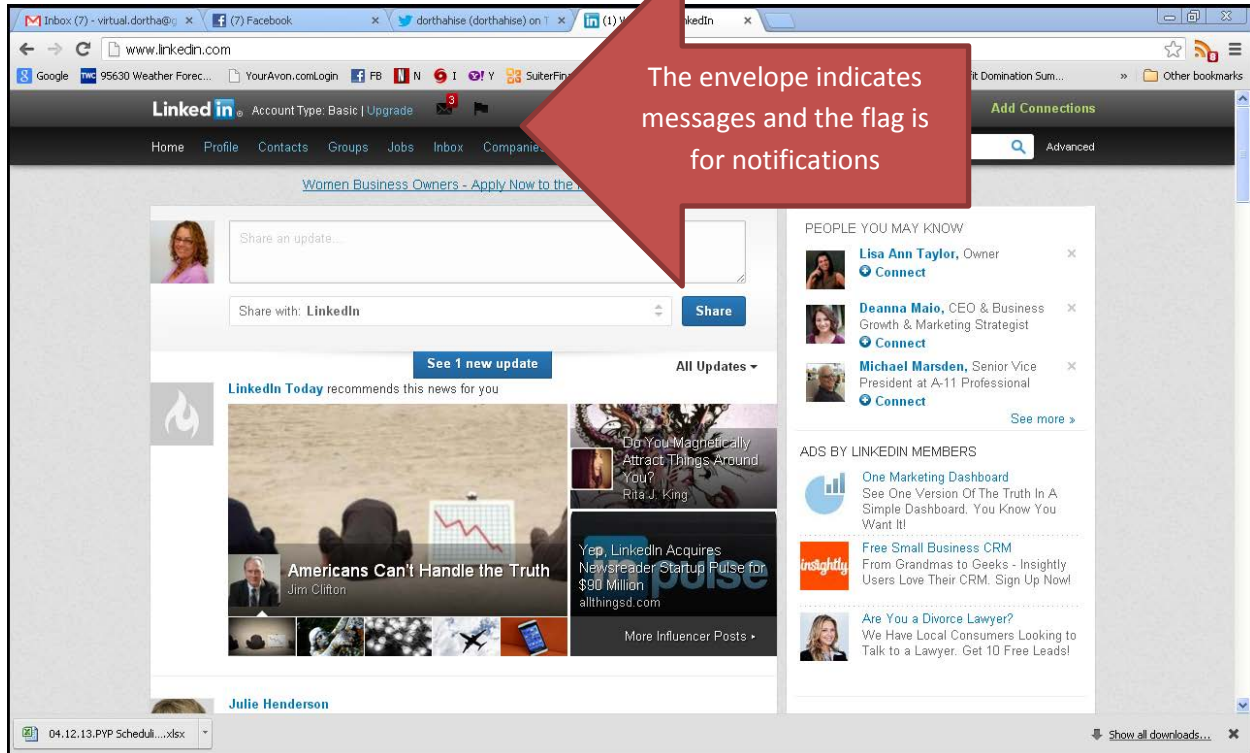
- Create a list of 10-20 key followers on Twitter to check in on a daily basis.
- Select up to 5 tweets to re-tweet or mark as favorite.
- Check new followers and follow new people as appropriate.
- Check direct messages daily or every other day.
- Tweet 3-5 times daily (consider using a system like HootSuite to pre-schedule your posts as well as doing some organic postings)
- Check the “@connect” button at the top of the Twitter menu to see if anyone has mentioned you recently—this is a great place for follow-up.
- Interact with those who follow you by sending a Tweet thanking them for following you. Sample verbiage I use when doing this step: “Thanks for following! Look forward to your Tweets~”
- Use #hashtags# as appropriate in your posts. A hashtag is used to mark keywords in a Tweet so that it can be followed by others. For example, if you are a life coach, and your business name is Suzie’s Life Coaching, perhaps your hashtag is #SuzieCoach when you post your Tweets. This raises awareness of what you are about, increases visibility of what you are doing and with recent changes on Facebook, third party integrations like Twitter will begin to carry more weight. Using a hashtag on Facebook creates an awareness for Twitter savvy users that there is a hashtag on Twitter they can find out more about. Learn more about hashtags by clicking the “#discover” button on your Twitter home page.

Here are your home,
@connect and
#hashtag buttons



LinkedIn:

1. Search & join groups in your target audience
2. Scan key groups for updates and events
3. Post to 3-5 groups per week—value added content 95% of the time, 5% of the time offering what you do
4. Post to you main feed 2-3 times per week
5. Check inbox for new messages, and respond if necessary
6. Use endorsements and recommendations to build your relationships with others
7. Below is a screen shot of my LI home page with some items marked to increase your experience on LI.



Overall Social Media Tips:

- Set up a plan of action for your week. For example, you can take excerpts from an article you have written. You can draft a blog related to the article, and then craft 1-3 social media posts related to the blog/article, with a link back to the article.
- Use a scheduling system, such as [HootSuite](http://hootsuite.com/) to post as you'd like to all your social media platforms. 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 that will receive the most views and impact. Learn more here: <http://hootsuite.com/>.
- 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

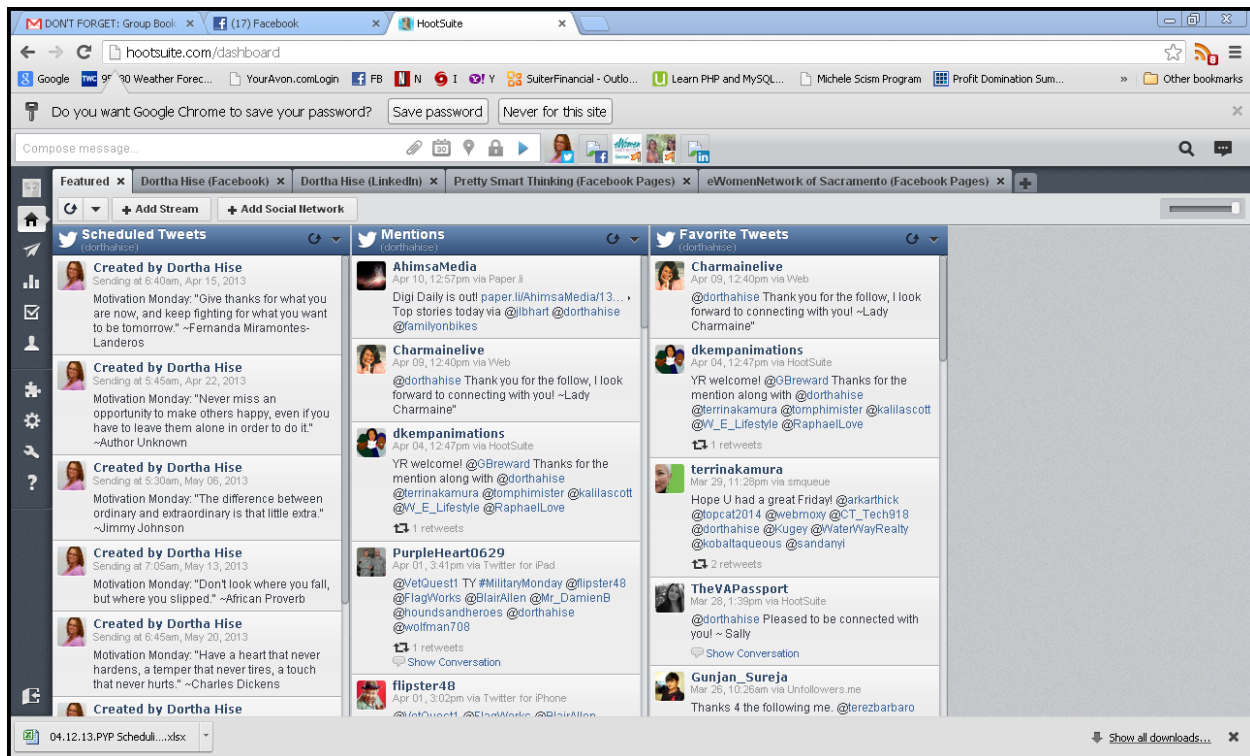
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account. The free version of HootSuite allows you to add 5 pages / accounts linked to it, there are also paid versions allowing more pages and more users on your account. Visit <http://hootsuite.com/plans> for more information on pricing and plans.



- Your content ought to be diversified, meaning promote events and offer your audience value added posts or resources. Followers will get bored if you only post/tweet event information
- Build and foster relationships—your connections are real people, take the time to get to know them. If someone follows you on Twitter, follow them in return. On LinkedIn, you can send a private message and inquire about what they do, their hobbies, etc.
- 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!

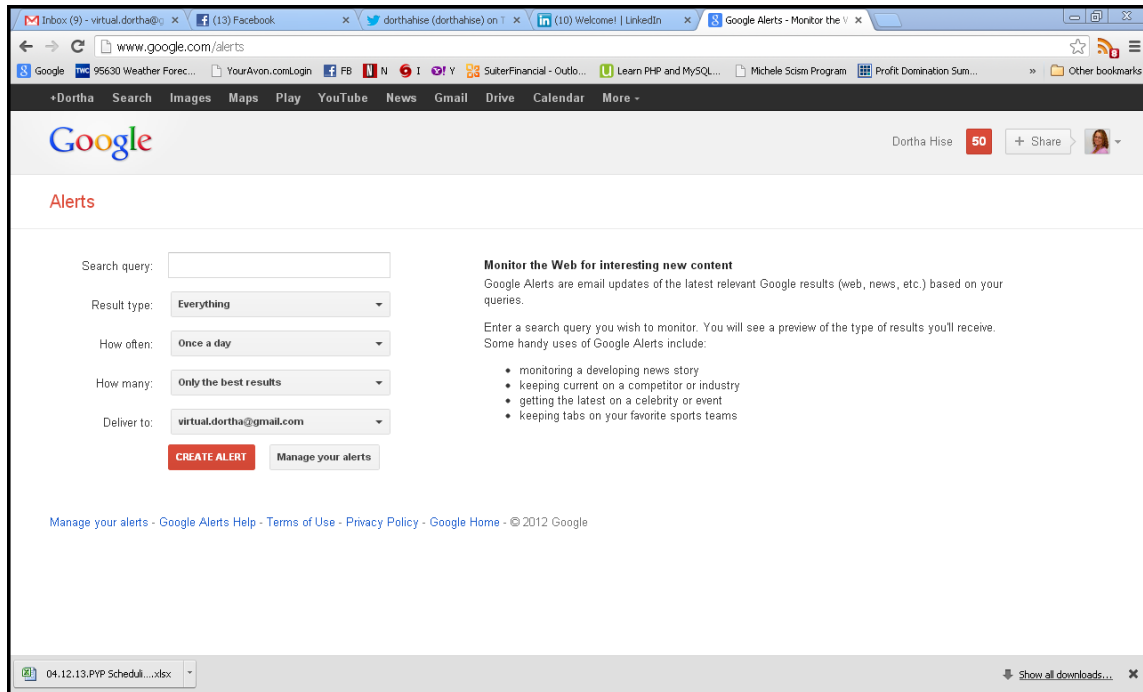
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- c. A tip about setting up your alerts, use the + sign for your search terms. For example, if I set up an alert on myself, I'd use Dortha + Hise. Also, if you are searching for relevant events or other time-specific searches, I encourage you to use the year in your alert.
- d. Here's a screen shot of what signing up for a Google Alert looks like:



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