

SOCIAL MEDIA TIME MANAGEMENT STRATEGIES

1. Know your niche and stay as true to it as possible.
2. Know your target customer and hang out where they do.
3. Niche and target customer trump visibility. If your book is about growing old gracefully, Lady Gaga won't be able to help you by retweeting to her millions of millennial followers.
4. Replicate your work whenever possible without becoming a spammer. For ex., when publishing a book review, (e.g. Amazon), copy and paste it to several other places – or link to it and post the link with a comment on other social networks. If you share an article on Twitter, share it on Facebook and LinkedIn, too, if appropriate.
5. Keep your eyes on the prize: know your goal at all times. When considering opportunities for speaking engagements, interviews, guest blog posts, etc., weigh it in regard to the objective. Typical objectives:
 - A. To sell books (immediately or shortly thereafter. Selling books “someday” or “hopefully” isn't the same thing.)
 - B. To help a friend, have fun, pay back a kindness, or polish your karma.
 - C. To improve your visibility. Warning: not all visibility will lead to sales (see #3, above).
Also, visibility is vague, and can be a handy excuse for playing around on the internet instead of actually selling or writing. Be careful.
6. Remember the Pareto Principle, 20% of your effort brings in the majority of results. Figure out what the 80% is and stop doing it. Example of time wasters:

- A. Hoping to sell your book on social networks or in groups designed for writers or any other people who are there mostly to promote their own businesses. The exception is if the members' posts are well-shared and discussed.
- B. Commenting on other people's blogs can be a time waster (unless your objective is to be noticed by or supportive of the blogger). Both you and the blogger would gain more visibility if you skipped the comment and simply shared the post on Twitter, Facebook, and/or other networks. Plus, it's faster.
- C. Social networks or groups where the same five people interact/comment/post all the time.
- D. Working hard to lure followers to your blog. The purpose of a blog is to attract search engines. Apply the best SEO practices and then let the search engines do their job by sending the Internet to you. As for luring new followers, your time would be better spent on social networks, which have a ready-made base of millions of potential fans. This is even more true if, within the social network, you concentrate on groups (see next).
- E. Trying to attract a ton of followers on Facebook or other networks where groups are active. Instead, find a group where your reader is likely to hang out, where you might enjoy interacting authentically (as opposed to just hawking your goods), and get active there. Reason? They already have a following—a ready-made audience for you. Cultivate that audience by offering your ethical participation...and slip in a tiny marketing plug every now and then, if the rules don't preclude it.