

social media workout

Controlling and optimizing your social media channels is essential in building your brand and achieving your communications goals. While your individual routine will vary, Fenton offers this generic 'workout' to help you get started on implementing good practices that should become routine for you and your staff.

DAILY TASKS (37 MINUTES):

- Scroll through your Facebook Timeline – what are people buzzing about? (5 minutes)
- Scroll through your Hootsuite Twitter deck, including saved hashtag searches, Twitter lists, and any mentions of your organization(10 minutes)
 - Retweet or respond to tweets about your issues (5 minutes)
 - Follow people who are buzzing or complaining about your issues (2 minutes)
 - If you read something interesting, share it. Others will find it useful as well. (5 minutes)
- Schedule Facebook post with relevant content (10 minutes)

WEEKLY TASKS (25 MINUTES):

- Skim LinkedIn group discussion update emails (5 minutes)
- Flag any relevant discussions for response; develop response to post (15 – 20 minutes)
- In your regular browsing, bookmark any potential items. (5 minutes, when possible)

MONTHLY TASKS (2 HOURS):

- Identify upcoming milestones for your social media editorial calendar (30 minutes)
- Review the Pinterest boards you follow and any other relevant boards. Pin content to your own board. Or invest this time into another social media channel that works for you. (30 minutes)
- Share your updated Pinterest board [or other social media content] on your Facebook and Twitter channels. (10 minutes)
- **Measure success.**
 - Review Facebook Insights, Twitter (Hootsuite) analytics, and Google analytics to identify successful content and other insights to inform social media strategy moving forward.
 - What content received the most likes, shares, and comments?
 - What about retweets?
 - Website visitors?
 - Why types of responses did audiences share?
 - How can those insights impact social content for the next month?(50 minutes).

ADJUST AND REPEAT