Have a Plan

- ✓ Consider ROI in EVERYTHING – focus on the items that are the best use of your resources
- ✓ Schedule the time each day and make it part of your routine
- ✓ Limit how much time you spend (set a clock)
- ✓ Know what you want to achieve every time you login
  - o Use a checklist
- ✓ Turn off distraction notifications, and only keep vital ones turned on
  - o You don't need to know every time you have a new fan, but you do need to know every time a comment is left on your page

Integrate Social Media Into Your Other Activities

- ✓ Look for opportunities to create social media content with what you are already doing
- ✓ Use your mobile phone to create content on-the-go
- ✓ Find others who can naturally create content for you
  - o Are there others who can take Instagram photos (you can find them with a hashtag)

Test, Learn, and Improve

- ✓ Build analysis and exploration time into your plan
  - o Look at what works, what doesn't work and what others are doing
- ✓ Create mini-tests to optimize your return

Use Efficiency Tools

- ✓ Cross post similar content across social networks as appropriate in a NATURAL looking way
- ✓ Schedule posts
- ✓ Check multiple networks from one site
- ✓ Set up smart automation
- ✓ Use tools to save time – focus on tools that improve your results or save you time