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**social media daily workouts**

1. before you get tweeting
2. daily Twitter workout
3. daily Facebook workout

## before you get tweeting

Set up your Twitter, Facebook and LinkedIn accounts with a web or desktop management tool, instead of using the native sites (Twitter.com, or facebook.com) directly to manage your social media accounts.

**PREFERRED SOCIAL MEDIA APPLICATION:** Hootsuite – Hootsuite.com

- Good for teams managing a single account (you can see who wrote what tweet and who responded to what)
- Has built in data and reports
- Lets you schedule tweets in the future (space them out to reach people who are online at different peak times 9 AM, noon, 3 PM, 7 PM)
- Only web version + Android and iPhone versions

Alternatives:

TweetDeck – tweetdeck.com

- Good for individuals
- Lets you schedule tweets in the future
- Has desktop version, web version, iPhone +iPad

Seismic – seismic.com

- Good for individuals
- Has extensive and selective integration with multiple networks, including Bing maps, through plug-ins (the first and only with tools integration via plug-ins)
- Has desktop version, Android +iPhone

**PREFERRED URL SHORTENER AND TRACKING TOOL:** Bit.ly

- Full length URLs don't work with the character restrictions imposed by social media sites, so you need a good url shortener. Set up an account with bit.ly. It will come in very handy. Bit.ly even lets you tweet news right as you're shortening the url.

### SHORTCUTS:

Set up as many shortcuts and browser plug-ins as possible to make sharing news as quick as possible for you. The ideal browsers for shortcuts are Mozilla Firefox or Chrome.

- Hootsuite – Drag and drop Hootsuite Hootlet into your browser tool bar for easy article sharing
- Set up bit.ly shortcut in your browser tool bar

### RSS FEEDS:

- If haven't already, set up a news reader account, like Google Reader (reader.google.com) and add news subscriptions. This will come in handy for news sharing.

### SEARCH:

- The best way to find people and topics of conversation online is by using the search tools imbedded in all social networks.
  - Most social media management tools feature Twitter search. Or you can use the Twitter advanced search <http://search.twitter.com/advanced>
  - Use LinkedIn search drop-down to search the "Answers" and "Groups" sections

## daily Twitter workout

### Re-tweet 2 interesting tweets

Manually re-post others' interesting tweets and add your own commentary. Re-tweets will gain you followers and expand your network

Example: *But they'll do it right... #learnfromourmistakes RT @ChicagoNewsFeed: Parking meters: Other cities may copy Chicago <http://bit.ly/9JkiOm>*

### Post 2 pieces of interesting news/info

Post links to interesting sites or news with brief commentary

- Check your news subscriptions/RSS readers or preferred news source
- Pick two interesting articles
- Schedule tweets for these articles at peak hours

Example: *Do U know the origin of the Twitter bird? Impressive artist and surprising story: <http://ow.ly/12Os8>*

### Post something about yourself or your business

This could be an observation, an opinion or news about your business

Example: *Already making more strawberry lemon basil for Tuesday and Thursday markets. Sold out fast today <http://twitpic.com/1wjyld>*

### Chat with 3 new people

This will gain you new followers and will expand your network

Example: *@manamica So many of us struggle w choosing who we listen 2. In # 9 of tomorrow's post there will be more info on this. :-)*

### Chat with 3 people you already know

This will help you maintain relationships and keep you top of mind

Example: *@danticoa ooh, would you pls share? Would love some new book ideas. :)*

### Give thanks

If someone re-tweets one of your tweets don't forget to give thanks

Example: *thanks for the shout out @manamica! :)*

## daily Facebook workout

- Update status at least once per day

Example: *We're planning a huge event! Stay tuned for more info tomorrow...*

- Share 2 pieces of related news/info that contain image and/or video

- From your RSS feed pick an interesting article with pictures or video & post with your commentary



The screenshot shows a Facebook post by Mana Ionescu. The post text reads: "Do you agree w/ this? :) >Why It's Time to Stop Paying Attention to Lady Gaga <http://ow.ly/2CMHg>". Below the text is a photo of a woman with blue face paint. The post was shared on Saturday at 11:59am via HootSuite. A comment by Lydia Swangren is visible below, stating "amusing post :)" and was posted on Saturday at 1:25pm. A comment input field is at the bottom.

Example:

- Write a comment on the page of a new contact (business or person)

This will gain you new followers and will expand your network

- Write a comment/post referring this new contact

Example: (To refer, use the @[name of page or person])



The screenshot shows a Facebook post by Mana Ionescu. The post text reads: "Who's gonna run this Fleet Feet Sports Chicago Pumpkins in the Park race with me? We get to dress up!!!". Below the text is a cartoon illustration of a pumpkin with a face and arms. The post details the "11th Annual Pumpkins In the Park 5K" race, located at Lincoln Park - South Fieldhouse, on Saturday, October 16th at 4:00PM. The post was shared 10 minutes ago. There are "Options" and "Remove" buttons in the top right corner.

- Write comments on the posts of 3 people you've know for a while

This will help you maintain relationships and keep you top of mind

- Respond and give thanks

Always respond to posts on your page or new comments and always say thanks!