



Social Media Strategist, Trainer & Author

He who every morning plans the transaction of the day and follows out that plan, carries a thread that will guide him through the maze of the most busy life. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidence, chaos will soon reign. —Victor Hugo, French poet, novelist, dramatist

How to Manage Your Author Marketing Platform in 30 Minutes a Day

What is an Author Platform? Michael Hyatt answers this question best:

The means by which you connect with your existing and potential readers.

Michael Hyatt, ***Platform: Get Noticed in a Noisy World***

Authors want to know:

- How do we “get an author platform?”
- How do we maintain it?

What is Platform?

It is a means by which you can more easily be seen, heard, and can converse with your readers. Think of it as a stage.

What is a brand? You are your brand. Everything you write, post, tweet and share should further your brand, which can be defined as the lasting impression you want to leave with your readers.

Four-Step Cure to Social Media Time Suck

1. Curate
2. Schedule
3. Socialize
4. Analyze

What is Curation?

Each day you need to search for great content that is relevant to your readers. Check your news feeds, curation websites, and a number of applications that will do the work for you.

Schedule

Scheduling your content is your next step. You will need to find an application that fits your budget and has the features you want, for example, HootSuite and SocialOomph are great applications.

Socialize

To be successful on social media, you will need to allocate time in the day to be social. You can fit this into your schedule in a variety of ways: while waiting for a friend at a café, sitting in a doctor's waiting room, or browsing your social networks on your smartphone or mobile device while relaxing on the couch at night.

Analyze

You can tackle the final step—analyzing your metrics—on a weekly or monthly basis. This step is the crux for how you will continue to develop your social media marketing strategy. Every once in a while you will need to clear a few minutes to check your Insights (Facebook's free analytics tool) to determine what content resonates the most with your fans. Are your fans sharing your content? Was there a post that didn't generate a single Like? On Twitter, take a look at your retweets and mentions. Are they dropping or climbing? Compare the content you tweet against the metrics.

Applications to Ease Your Social Media Marketing

Curation Applications

Alltop (<http://alltop.com>)

Created by social media megastar and venture capitalist Guy Kawasaki, this is the mother of all curation websites. You'll find the day's top articles here in every possible niche.

Scoop.it (www.Scoop.it.com)

Have you ever wanted to publish your own magazine? Now you can with Scoop.it. In addition to scouring the web to find the best articles it can on the topics you select, Scoop.it enables you to regularly publish an online magazine featuring the top articles you found. You can also use this application to find great content to post.

Google Trends (www.google.com/trends)

Type in any topic and Google Trends will let you know whether it is trending up, or down—and provide you with great statistics on the topics you write about for your next blog post.

Check your Twitter news feed too.

Scheduling Applications

SocialOomph (<https://www.socialoomph.com>)

SocialOomph is a scheduler on steroids. It will allow you to schedule your social media posts, set up recurring tweets and LinkedIn posts, find new followers, and track your click-through rates and keywords. It also provides limited analytics and will find new friends for you to follow.

PostPlanner (www.postplanner.com)

An application designed just for Facebook, PostPlanner enables you to schedule your status updates. It has additional features that are tempting on its \$19/month plan: this application will show you the newest content trending in your niche, help you target your readers, and provide you with real-time analytics. It also has a cache of thousands of updates that you can select from on those days when you absolutely can't think of anything to say.

Pluggio and Tweetdeck: Use this for Twitter only.

Analyze Your Metrics

LikeAlyzer (<http://likealyzer.com>)

All you need to do is type in the web address of your Facebook page (not your profile) and this free program will analyze your engagement. Your score will be somewhere between 1 and 100. The higher your score, the better your page is performing. This application will rate your growth in page Likes, rank your score against similar pages, measure your response time to comments left by fans, determine whether you are asking questions often enough, and remind you to denote more milestones. Basically, it provides an at-a-glance look at the areas you excel in and the areas that need improvement. Every-one with a Facebook page should take advantage of this free analytics program.

Social Report (www.socialreport.com)

For \$9/month, Social Report will connect to a variety of social media platforms including Twitter, Facebook, YouTube, Tumblr, Blogger, and LinkedIn, and provide weekly and daily digests of your web analytics. The metrics include insights into your social networking accounts and the interests, geographical locations, and gender of your readers. These types of metrics will enable you to hone your content and marketing language to better suit your audience. For \$39/month, you can also use this tool to schedule your messages and track goals and objectives.

SproutSocial (www.sproutsocial.com)

For \$39/month, SproutSocial will analyze your Facebook and Twitter accounts. The analytics are comprehensive, and in addition to a PDF report, you can download an Excel spreadsheet that examines your click-through rates on a day-by-day basis. It provides in-depth demographics and measures tweets, retweets, follows, mentions, replies, and direct messages. It will also measure how social you are and determine your influence. You can also use this application to schedule your posts, unfollow users, and, at the premium level, it will determine your best posting times.

About Frances Caballo

Frances Caballo is a social media strategist and manager for author. Her clients include the San Francisco Writers Conference, the Women's National Book Association—San Francisco Chapter, the Bay Area Independent Publishers Association and numerous authors from around the country. She sets up accounts for clients, provides one-on-one training, and manages social media accounts for her clients. Her books include

- ***Avoid Social Media Time Suck: A Blueprint for Writers to Create Online Buzz for Their Books and Still Have Time to Write***
- ***Social Media Just for Writers: The Best Online Marketing Tips for Selling Your Books***
- ***Blogging Just for Writers***
- A free ebook, ***Pinterest Just for Writers***, is available on her website at www.SocialMediaJustforWriters.com.