

Social Media in 20 minutes a Day

Facebook Page (the business page)

- Check your wall for questions, inquiries or comments posted by Fans. Respond[†] accordingly.
- Remove any Spam that might have been posted
- Review your newsfeed (click on “Home” in the upper right of the Page to reveal the newsfeed)[†]
 - “Like” at least three status updates
 - Add a comment to one of the Page’s status updates
 - Click “share” on a post that has an attachment containing something fun or interesting.

Twitter

During a weekly one-hour work session you will schedule tweets to go out over the course of a week. During your 20-minute session, however, do the following:

- Read and respond to Direct Messages
- Look at the profiles of new followers and decide if you want to follow them back
- Look at the most current tweets on your newsfeed and click on links that seem relevant, Retweet a couple, and see if there’s at least one you can “reply” to with a comment or an answer.[†] (This kind of activity will increase your “klout” and influence score.)
- Look at the tweets from people on your Twitter lists – these are the ones you’ll most likely want to engage with.[†] (e.g., retweet, and reply to)

YouTube

- Check your account for activity, and respond/reply according to your pre-determined policy / procedure
 - Inbox: friend invitation or other messages
 - Comments posted to any of your videos
 - New subscribers
- “Share” a video(s) from your channel via Facebook or Twitter and include a compelling comment that is relevant to current events
- “Share” a video from your channel via e-mail with specific people (e.g., someone who has expressed interest in participating with or supporting your organization); include a personal note.
- Choose one subscriber and see if there’s an opportunity to post a comment on one of their videos.

[†]Engage

The ability to engage through social media is where you will find the most value. Engagement tactics are marked in the 20-minutes-a-day activities above. Create a list of things you can do to increase your level of engagement activities. Here are a couple ideas to get you started:

- Using a reader such as Google Reader, periodically review new blog posts and post your own comments when it’s appropriate.
- In YouTube, sign up for e-mail notifications when Channels you subscribe to have posted a new video. Then, if appropriate, “like” it or post a comment.

