

# Social Media Management for HISentrepeneur Online

A Guide for HISentrepeneurs to “Go Into All the  
World: (GIATW) Using Social Media  
(Mark 15:16)

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# A Guide to Help HISentrepreneurs GIATW Using Social Media

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*[And he said to them, "Go into all the world and proclaim the gospel to the whole creation. Mark 16:15 NIV]*

*[So then, brothers, stand firm and hold to the teachings we passed on to you, whether by word of mouth or by letter. 2 Thessalonians 2:15 NIV]*

I was at the local used book store and stumbled across a plethora of resources on church history. I read somewhere that Martin Luther (Father of Reformation) used the newly discovered printer press to its fullest to get his message out to the people. During the time when he discovered the power of the printer press, he believed that the Catholic Church's doctrine was corrupted. He was passionate about his discovery and was ready to take on the Roman Catholic Church at all cost, even his life.

After studying the word intensive he chose to take a certain stance about Christianity. He made an uncommon commitment to change things by way of words and using the latest and greatest medium. At that time it was the Johannes Gutenberg Printing Press

## What can we take from Martin Luther (1483 – 1546) use of the printing press?

1. The printing press was God's gift to Martin Luther
2. Printing press was a medium that was used to spread a very significant and relevant message
3. He mastered this new medium; he used it to spread and turn what would have been a local affair into an international movement. ...

Medium is a means or agency for communicating or diffusing information, news, etc. to the public. Media is the plural of medium. Kenneth Hagin, Jr. said media is important and if you want to reach the world, you can do it with media. So true! If you have a ministry or business, it is vital to use media.

Social media to HISentrepreneurs is what the printing press was to Martin Luther in the 15<sup>th</sup> Century. We must use social media to maximize our reach to connect with our flock, whether it is business or ministry. We must use social media as a God given tool and resource to spread our messages, our services and our products like wild fire as did Martin Luther. We must use social media just like the secular folks to do spread our messages. We must use social media to "Go out into all world....unless you have a lot of frequent flyer miles what better way to reach the world than social media through Internet.

## Now let's go over some interesting statistics:

### According to Royal Pingdom:

- **30 billion** pieces of content (e.g., links, photos, notes) are shared on Facebook each month)
- **25 billion** tweets were sent on Twitter in 2010
- **152 million** blogs on the Internet at the end of 2010 (Source: Royal Pingdom)
- **100 million** new accounts added on Twitter in 2010 (Source: Royal Pingdom)

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## According to eMarketer

- **50%** of U.S. CMOs (Chief Marketing Officer) at Fortune 1,000 companies said they launched a corporate blog because “it’s the cost of doing business today”)
- **\$3.08 billion** will be spent to advertise on social networking sites in 2011, a 55 percent increase over 2010

## According to Google

- **200 million** views of YouTube via mobile per day (Source: Google)

## According to Harris Interactive

- **65% of U.S. adults use social media and say they have received a positive benefit as a result**

## According to Twitter

- **200 million** registered accounts on Twitter as of January 2011
- **110 million** tweets are sent per day on Twitter

**NOTE: Facebook has 600 million active accounts**

## What about the Church?

According to [www.churchmarketingsucks.com](http://www.churchmarketingsucks.com):

- 47% of churches actively use Facebook.
- 20% of churches use social media tools included in church management software.
- 40% of churches don’t use any social media tools.
- Bigger churches are more likely to use Facebook: 81% of churches with 500 people or more use Facebook, compared to 27% of churches with fewer than 50 people.
- 78% of churches have a website.
- Less than half of those churches use their site for interactive purposes (prayer requests, event registration, streamlining church processes).
- 15% of churches update their site more than once a week.
- 40% update it once a week.

**\*\*Why use social media...because that’s where the people are...want people, go where they are...**

## Reasons HISentpreneurs Should Use Social Media

1. Get information and news to your flock easier and quicker
2. Help people feel better connected with your ministry or business
3. Build relationships with your flock and those who can help advance your efforts
4. Empower people to be the true church which allows them to teach, preach, pray, and exercise gifts outside of the four walls
5. Create groups and invite friend to have online fellowship
6. "Go into ALL the world..." as mentioned in Mark 16:15
7. Encourages you to stop limiting God to a small territory
8. Use your voice to educate and speak to the nation
9. Extend & expand your provision territory
10. Gives you more leverage to discover provision in the vision
11. Use your God-given creativity to reach your flock
12. Gain trust and credibility through communication
13. Gives you the ability to inspire and motivate more people
14. Increase your presence

## Manage your social media return

We all know social media is hot even for the kingdom of God. Businesses and ministries large and small are using it to connect directly to their flock or customers as well as attract potential people. Social media can generate exposure for your business OR ministry like no other methods tried before. Remember the statistic earlier...there only going to get better.

By managing your social media marketing efforts across all channels you can establish yourself as an authority, an expert and a trust worthy business or ministry. But, with this new and exciting social media marketing there are dangers. While you can attract more of your flock/clients or get more exposure more than ever before, even if you work from your small home office, or kitchen table, you can also waste more time than ever before. But if you give social media some thought and planning you can explode your ministry presence or business provision and expand your reach ability by using social media to your advantage.

While social media as we know it today has only been around about a decade, it is no longer something you can play at, the consumer is street smart and can smell desperation a mile away. To be successful with social media marketing you must have a social media marketing plan and if you can afford it, a team behind your implementation efforts. If you can't have a team, you can look like you do by having a good social media management plan and systems in place.

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*Let's explore a few general questions to get an overview of social media.*

## **Well, first of all, what is social media?**

According to Wikipedia:

*"social media is designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques."*

Essentially, social media can be any software or tool, usually online, but more and more are also on mobile devices -- such as smart phones and iPads -- that enable people to generate and share content freely such as with Facebook, MySpace, Twitter, and etc.

Social media includes networking forums, blogging and vlogging too. Anything that is interactive in nature that one would consider "social" that can help you in your online marketing efforts is considered social media.

Most social media networks are services which are "in the cloud" or web based. This means that they are hosted on the service's servers and you usually do not have to download anything to your computer. You can access your networking sites from any computer, anywhere, anytime. Today you can even use your smart phones to access social media networking sites.

Millions of people are using social networking sites, and you should be too. Social media marketing is a very low cost way to connect to your target market. No cost really no cost. You can create tremendous buzz with the right marketing strategy.

## **What different types of social media are there?**

Just a decade ago, social media as we know it today did not exist, so remember, what is popular today, might not exist tomorrow. Do your due diligence and do research on any of the social media that you want to try.

While an all encompassing list of different types of social media would require a very large book, and is too much for this guide, the types we will concentrate on are:

**Blogs** -- Some of you might not have thought of blogs as "social media" but they are really the first time of social media we had available where it was truly interactive in nature. The truth is, blogs really started it all. Blogs -- short for web logs have been around a long time. They used to be micro-sites but today they are usually part of a regular website.

You can keep it updated each day with informative content and you also have the ability to post your thoughts in response to a blog post that someone else made. This makes blogging very social and very important. Blogging is foundational to all your other online marketing efforts

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because regular blogging humanizes you, is very inexpensive, and creates a feeling of trust between you and your potential customers.

The trick for proper blogging is not to make your blogs a hard sell and each post should speak to your target market. If your audience feels engaged they will eventually purchase your information or services.

## **Types of blogging platforms--**

- Wordpress.com
- Wordpress.org
- Typepad.com
- Blogger.com

**Vlogs** -- Video blogs are fast becoming very popular social media tools for online businesses to market their services and content. It is quite prevalent for ministries as well. What can be more social than hearing someone's voice, seeing their face, and being able to comment on their video. Some people are replacing written blogs with vlogs and that is perfectly acceptable and some say preferable because it is the "wave of the future." I say the future is already here, so start working toward overcoming your fear now. For those in ministry, imagine your pulpit is that little square or rectangle box.

You can use programs such as Camtasia and a webcam or flip cam to record and edit vlogs. There are other screen capture products but just to name a very popular one, Camtasia. These programs are not hard to use, and there are numerous tutorials available to you. Just Google "vlog" and you'll discover hundreds of tutorials on using Camtasia or even the flip cam. The trick is to be committed to doing it and sticking to your plan. Remember these two words "Commit" and "Stick."

## **Types of vlogging platforms--**

- Youtube.com
- Twitvid.com
- Wordpress.org or com

**Social Bookmarking** -- You've likely heard of "tagging" and sharing content with others via social bookmarking. This is simply saving the URL of the site or blog you visited and enjoyed into one of your social bookmarking accounts where you can share and organize all that interests you.

Social Bookmarking is an easy and fast way to organize, manage, share and search everything on the web. Even emailing a friend a link to something, or sharing it on Facebook, or sending a Tweet about a website or resource you liked is social bookmarking.

## **Types of social bookmarking platforms--**

- Digg.com
- Del.icio.us
- Stumbleupon.com

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- Twitter
- Facebook

**Social Networks** -- Most of us are familiar with these types of networks. It is where you can get and give updates about your business or yourself, share pictures, share content, videos, and more to everyone who is on your friend, follower, or connection list.

## **Types of networking platforms--**

- Facebook.com
- Twitter.com
- LinkedIn.com
- Ning.com

**Forums** -- These are online communities where many different content contributors, or forum posters, discuss issues that are important to them. They share different points of views, insight, recipes, tips and more. These are also called **Discussion Boards**.

## **Types of networking platforms --**

- Ning.com
- Wahm.com
- Mingle.com
- Facebook.com
- LinkedIn.com

In the above examples you probably noticed that some of the types of social networking sites cross several categories. Twitter, for example, is both a micro blogging platform, as well as a bookmarking site, and a networking site all at once.

## **How much time should I spend on social media marketing?**

Social media is a powerful marketing tool for any ministry or business. It is important for Internet marketers to employ social media marketing. *If you are using the Internet to let individuals know about your product, service or ministry, you are an Internet Market (It's really okay).* How much time you should spend depends on whether you're being productive or not.

Many successful marketers are spending 6 to 10 hours a week on social media endeavors. How much time you spend should be something you decide. The important thing is to set aside some time each day to devote to productive time on social media. (Note: *Playing Farmville on Facebook is not productive time for most Internet marketers*)

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## How can you avoid social media overwhelm?

**Get organized** -- It's very important to get organized when it comes to your social media strategy. Why? Well, organization saves you time, and time is money. The other thing it does is keep you from being frustrated. In the military everyone has standard operating procedures or SOPs, these SOPs keep things organized by having a system in place to do everything. In the business world, we have policies and procedures.

Create a password system -- create a system to choose passwords. A good example would be to have a specific formula. Say you need a twitter password. You could use a number that only you know, say the date of your first date with your husband, plus TW for twitter, plus predetermined symbols, such as !\$.

So for twitter your password might be 1884TW!\$. This is January 8, 1984 Twitter, and the predetermined symbols. Keep in mind that some systems have different requirements and you should have a plan for that in place.

This password system will save you time from losing them. You can of course purchase a password management application such as: [roboform.com](http://roboform.com) and you can also keep track of them on a spreadsheet which we will discuss later. It only costs \$10.00 a year to reap the benefits from this tool.

## Organizing your Social Media

Keeping all this social media organized can be a very chaotic experience. It is very easy to spend hours wasting time. In order to get a good return on your investment (ROI) you have to be organized.

While at first it can feel overwhelming there are ways to get organized that will pay off once you get all the systems in place. We will go over several different ways to get organized. Everyone does not think the same way so we will go over more than one possibility.

## DASHBOARDS

Dashboards are either in the cloud (remember web-based) or downloadable programs that enable you to put all or most of your social media into one place so that you do not have to sign on to each service separately. They can save a lot of time or they can be time wasters. Some are simple, and some are more complex.

The best way to figure out what is right for you is to try out a few different services to see what works best for you and your technology skill level. Read the descriptions and see if they have what you need, if it doesn't move on to the next. You can find more by doing a search for social media dashboards.

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**netvibes** ([www.netvibes.com](http://www.netvibes.com))



With netvibes you can create a start page just the way you like it. It can include all your social media widgets, your emails, blogs you like to visit, and more. You can add RSS feeds, tabs, and create multiple instances for different niches if you're involved with several. The platform is "in the cloud" which means you're using space on someone else's server and not your own. Plus if something happens to your hard drive, your information is still out there "in the cloud!"

Netvibes has many different widgets (over 180,000 of them!). Widgets are simply, apps, or programs that perform a certain designed function. An example of a widget is that you can use one widget for "[TinyURL](#)" which is a website service that will create short urls for you right on the dashboard without having to open a new web browser window.

You can also have the ability to create a bookmark with a thumbnail, and even have access to a language translator right at your fingertips. You can use it free, or become a VIP for even more great benefits for as little as \$50.00 per month. The currency is in pounds so it depends on the current exchange rate.

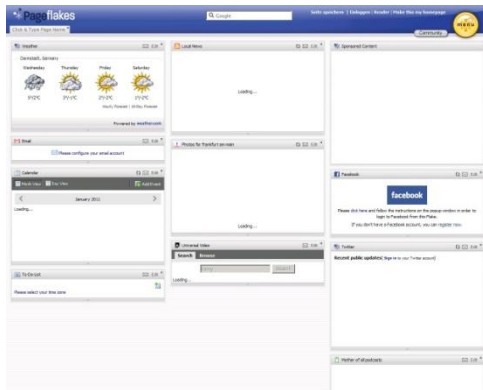
## **Benefits of netvibes:**

- Everything is in one place
- Customizable
- Create Tabs and multiple dashboards
- Manage social media from one spot, reading and updating
- Can be personal or private
- Set up alerts on certain keywords or subjects
- Lots of widgets
- Download a widget to your desktop
- Put widgets on your website
- Share it all with your friends from one place
- Mobile Friendly

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## **Pageflakes** ([www.pageflakes.com](http://www.pageflakes.com))



This service has a good interface that guides you through setting it up. It is also "in the cloud" so there is nothing to download and you can access your dashboard anywhere. Like netvibes you can have customized tabs so that you can keep your different niches organized.

You can even have business on one tab and personal things on another. You can add as many "flakes" as you want which are essentially widgets. There are over 200K flakes that you can choose from which can be quite

overwhelming but you can do a search on important keywords to find the right flake.

### **Benefits of Pageflakes**

- Drag and Drop Interface
- No Sign Up Required
- Easy to use
- Over 200K "flakes" (widgets)
- Facebook Page moderation automation

## **Minggle**



Minggle is free software that you install on your computer that connects you to all your networks by allowing you to create updates to whichever of your social networking sites you desire at the same time.

You can monitor via a "stream" all your network activity and it will automatically notify you about messages, comments and more without logging into each network

separately.

### **Benefits of Minggle**

- On your desktop
- One click interaction
- Blast your status across networks
- Moves all your messages to one place

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## **Hootsuite** (my favorite)



Hootsuite is one of the favorite social media management tools right now, however, some have reported some wonky issues.

They do have a responsive developer team so therefore, Hootsuite has a lot of benefits such as being able to assign tasks to your team, track results, collaborate, blog with Wordpress.com (soon WordPress.org too), schedule

and manage all your social media networks in one place, right from the customizable dashboard and there is even a mobile app!

You can get a free ad supported account that will allow up to five social networks, or you can "Go Pro" for \$5.99 per month for their unlimited version, allowing for 1 team member, with a \$15.00 monthly charge for each additional team member.

They do have a thirty day free trial. An awesome thing about the Pro version is you also get to be an affiliate! So, everyone you recommend who signs up, you get a cut of the money. This could make your account essentially free. They even have an Enterprise version which is quite pricy but if you're that big, it is probably worth every penny.

## **Time is Money! Time is Precious!**

While some of these services are free, and some services, the prices may seem expensive however the benefits these systems offer are very useful and should pay off in the amount of time you save. When deciding to spend money on your business there is a good way to figure out if it's worth it.



Assign yourself an hourly rate because your time counts too.

**For example:** If you assign your hourly rate at \$50 dollars per hour and one of these services will save you 10 or 20 hours per month then take the cost of the service and the money value of the time saved and make a decision on whether it is worth it or not.

If any of these programs seem like something you'd want to try to help you manage your social media marketing they all offer free versions or free trial periods as well as responsive customer service who can help answer your questions.

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**Regardless of how you decide to manage your social media the important factors are:**

**PRIORITIZE** -- You can start small, you really do not have to be everywhere at once. Figure out where your target market is, and be there! However, it is highly advisable that at the current time you are on Twitter and Facebook at least.



**Remember this could change.** The number of social media platforms is mind boggling, is growing every day and as we know, what is hot today might not be tomorrow. (Think MySpace) It is very important to target and prioritize your market as much as you prioritize which networks you will be apart.

Even if you choose Twitter and Facebook you don't have to do it all today. Start one at a time and spend a few minutes a day on each getting to know the system. Once you know that system and have a system in place, add another, and so on. The important thing is to get started.

Before joining any social media networking service consider the following:

- ✓ Why do you need it?
- ✓ Who uses this service?
- ✓ Why do you want to use this service?
- ✓ Is your target market here?

**TARGET** -- If you want to maximize your social media marketing strategy you need to pick the right social media to use. You can't use them all, and you really shouldn't. Pick the ones that are most used by your target market. If your target market is not using that particular platform, don't use it. When it comes to online marketing for online businesses or ministries, small really is better.

If you are unsure about how to target your market, ask yourself the questions: Who is my ideal client? And no, it's not everyone! The smaller your target the better. Then you will know where you should be in terms of your social media marketing strategy. Understanding your market is one of the best ways to get organized, save money, save time, and become more effective with your overall marketing strategy.

**BE FLEXIBLE** -- What's in today, will be out tomorrow. Stay awake and aware. One way to do that is to keep track of your analytics to make sure that what you're doing is having the desired results.

**ORGANIZE** -- Just like the bookkeeping in your business you must keep the social media organized in order to be efficient. There is a multitude of ways to keep organized. From the paid services above, to using free services, to using a Virtual Assistant, you must get organized. Remember to play to your own efficiencies. If you're not good at something, let someone else do it.

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Social Media Network Accounts						
Platform	URL	Description	Account ID or User Name	Password	Security Questions/Answers	Email
5	Twitter	<a href="http://www.twitter.com">http://www.twitter.com</a>	Micro blogging platform, social bookmarking, can only use 140 characters per post			
6	Facebook	<a href="http://www.facebook.com">http://www.facebook.com</a>	Share info, sites, pictures and more with "friends"			
7	YouTube	<a href="http://www.youtube.com">http://www.youtube.com</a>	Video sharing, can imbed into blogs, on FB and more			
8	LinkedIn	<a href="http://www.linkedin.com">http://www.linkedin.com</a>	A business networking site where you can find colleagues, get and give references. Very business focused			
9	Digg	<a href="http://www.digg.com">http://www.digg.com</a>	Find and share content			
10	Delicious	<a href="http://del.icio.us">http://del.icio.us</a>	Bookmarking service, tag, save, organize, manage webpages in one place			
11	WordPress	<a href="http://www.wordpress.org">http://www.wordpress.org</a>	Self-hosted wordpress blogging / website platform			
12						
13						
14						
15						

You can keep organized by using something as simple as an spreadsheet, or even just a Google Doc with all your information located in one spot. If you have not looked at what Google Docs has to offer, here is a screen shot series to give you an idea of what you can do with Google Docs. You can find a sample spreadsheet on [www.HISentrepreneur.com](http://www.HISentrepreneur.com).

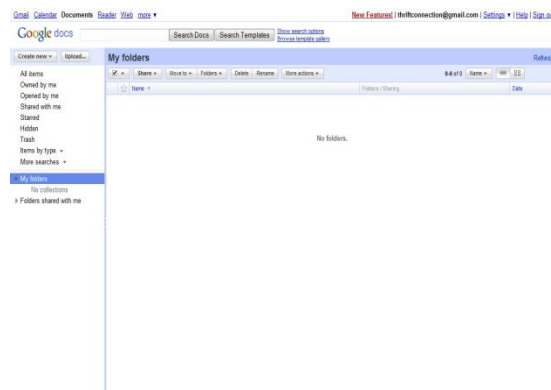
You can upgrade to Google Apps for Business for \$50 per user account per year. Keep in mind that a user account means an email account, not domains. You will get 24/7 customer support, increased security, and enhanced versions of the applications you've grown accustomed to on free Google. Plus they have a plethora of tutorials that you can view anytime.

Free account or paid account you have access to a variety of apps in the Google App marketplace, as well as various free apps. Don't be scared to explore and look around and discover what Google has to offer and try out everything that is free.

## With Google you can:

- Set up **Google alerts** to help you monitor your reputation as well as alert you to anything you need to comment on.
- Set up **Google feeds** to your **Google reader** for all the blogs you want to follow, including your own.
- Set up your own "dashboard" without using a multitude of programs and apps to monitor all your social media.
- Set up collaborative documents
- Set up **Google Tasks**
- Set up **Google Calendar**

This is an example of what Google Docs looks like without any files in it at all. As you see you can create a new document, upload a file, share, move, make folders, and more right here.



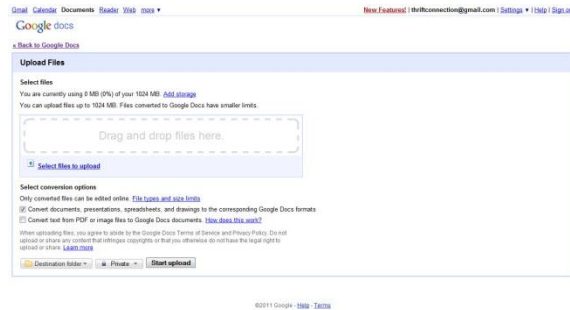
To upload a file to share, click **Upload**

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This is what you see after you click Upload.

As you see you can Drag and drop files or you can click Start Upload, it's up to you. We will drag one of our files into the area.

Then we will click "Start Upload" Notice that you can also choose a destination folder if you wish.



Below is what it looks like after the file is uploaded.



You can click Share, to share the file with as many people as you want to, so that you can work collaboratively on it, or you can set permissions so that they can only read it and not change it.

As you can see this can come in very handy to use for yourself, and to use if you have a partner, or a Virtual Assistant.

Organizing in the cloud keeps you from having the chance of missing an email due to an overactive spam catcher, having a computer crash due to a virus or other problem. You can access these files from any computer with an Internet connection. To look at the file simply click it and it will open.

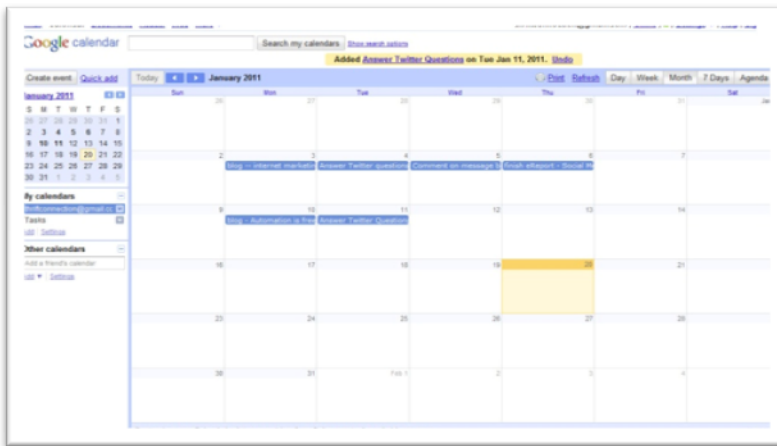
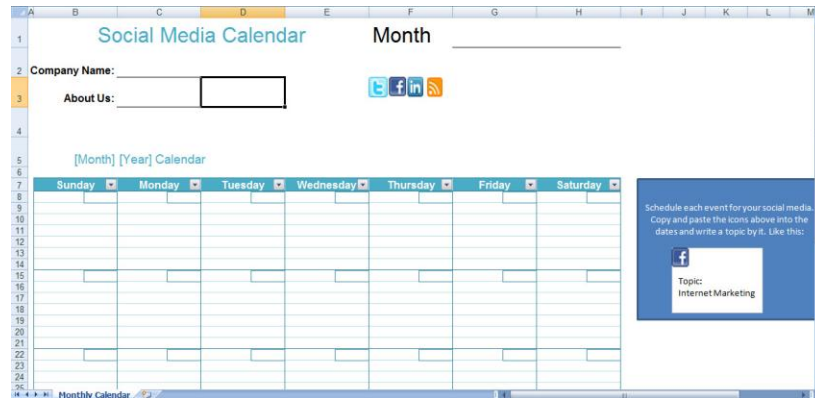
**Schedule** -- Keeping up with your social media marketing will be made a lot easier if you schedule your activities. Start doing things on a schedule daily, weekly, or monthly depending upon your established marketing strategy and goals. You can keep track with a **Google calendar**, or on an Outlook calendar so that each day you know exactly what you're supposed to be doing.

By creating an online social media marketing calendar you will be able to easily tell if you're being productive or wasting your time. We all know how easy it is to spend hours messing around with social media than actually working. Don't allow social media to become a time waster. Keep your personal business separate from your business and devote the time you need to in the right places.

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You can create a perpetual calendar in Excel or Word (included in appendix) such this one.

Fill out the calendar with which social media to use, topics to focus on, and who will do it. Go to [www.HISentrepreneur.com](http://www.HISentrepreneur.com) to get a template.



Alternatively you can use **Google Calendar** to schedule tasks. You can create many calendars and color code them. They can be shared with others, embedded in your blogs and websites, and synced to your mobile technology.

**Automate** -- Find ways to automate your activities. You can automate by using apps, widget, dashboards or Virtual Assistants. If you are using a self-hosted Wordpress blog platform, there are many ways to add "plugins" which are simply applications or programs that expand the use of your blog or website and automate tasks such as sending your friends, followers, or connections a notice that you just posted a new blog.



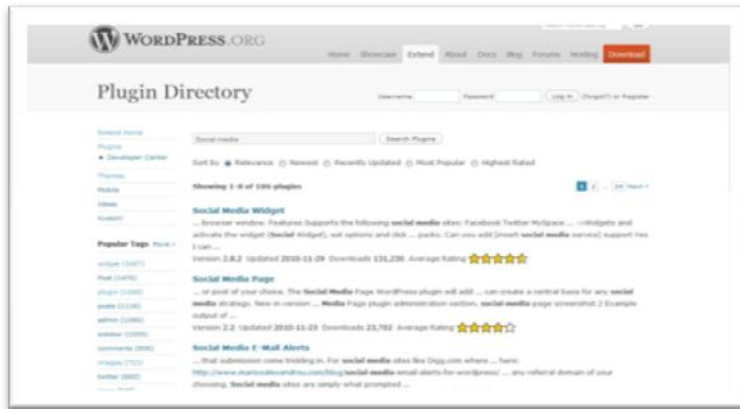
There is no doubt that automation can save a lot of time but do so with care because you don't want to take the "social" out of social media marketing. Social Media Marketing is supposed to be interactive. If you're not interacting, then you will not see the results you desire.

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## **\*\*For the Wordpress User**

[You can find "plugins" at the Wordpress.org plugin Directory](#)



This is what the directory looks like. You type your search term in the little window then click Search Plugins.

You can also look at the popular tags and browse in that way.

**Below is a list of Wordpress plugins that you might find useful do not use them all, try out only what you find useful:**

[ShareThis](#) -- Puts all the social media share icons where you need them on your blog

[Akismet](#) -- Not social media, but helps with spam.

[FeedBurner](#) -- Enables you to create a good Feed

[Social Media Manager](#) -- Helps manage all your social media in one spot.

[Social Count](#) -- Shows how many times someone shared, tweeted or buzzed your content

[Social Media Pack - Twitter Module](#) -- Sends a Tweet when you post something new

[Follow Me](#) -- Sets up icons on your site so that people can follow you across social media

[WordPress Easy Feed](#) -- You can include your favorite RSS feeds on your blog including your own feeds across several social networks

[SocialGrid](#) -- Widget that allows you to organize, share and add profiles across networks

[WP Tweetbox](#) -- Send a Tweet from your blog or website

[FaceBook Like Button Plugin for WordPress](#) -- Visitors can "like" your content

[Leenk.me](#) -- Auto Tweet new blog posts

[Full Circle](#) -- Automate notifying your social networks about new blog posts.

[Dantoon](#) -- See who your subscribers are

[Your site in Facebook - create your fan page from WordPress](#) -- Create custom pages formerly "fan" pages

[Tumblr](#) -- Pick items to share on Tumblr.

[My beautiful tubes](#) -- Allows you to post YouTube Videos where you want on your blog

[ComplexLife](#) -- See a historical view of your online activities

[Lifestream](#) -- Show your social feeds on as many networking sites as you desire

[CommentLuv](#) -- Posts your commenter's last post and encourages interactivity

[Retaggr](#) -- Create an interactive business card

The amount of plugins that exist is practically endless, go to the WordPress.org site and do a search on the functions you would like and you'll find something that accomplishes what you need.

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**Integrate** -- If you can easily integrate everything into one platform, all the better. Your website should have a blog, and your blog should have access to your social media. Your blog posts should be sent to your social media networks as well as your email marketing software, such as Aweber which has the ability to automate the process of notifying your email list when you have posted a new blog.

Having to go to each separate service or site can be a real time sucker. Remember what was stated earlier, time is money, so integrate and use software that works together as much as humanly possible in ways that does not interfere with your ability to be social.

**Outsource** -- If you can afford it, and there will come a time when you can't afford not to, outsource tasks that can be done less expensively and faster by someone else. If your passion and money maker is creating products for your clients, or writing books -- and not mastering technology -- let someone else master the technology while you do what you're good at and what earns you money.

You can find people to outsource to by asking your immediate colleagues, friends, and connections for recommendations or you can place a request at various places like elance.com or shelancers.com.

When and if you do outsource consider using an organizing platform such as Central Desk Top or Base Camp. These will further help you keep everything organized.

**A note about Virtual Assistants** -- One way to use a Virtual Assistant to manage your social media is to use her or him as your central person that others are feeding content to, and she is responsible for posting said content.

It's dangerous to have more than one person managing the actual posting of content across all your social media channels because it can be too easy for mistakes to happen. If your VA collects the content from the writers or you, she can then post it to the appropriate places, keeping track as she goes along about where, when, and what was posted and shared. In addition your VA should not make up answers or posts herself without your approval to questions asked on your social media networks, what she should do instead is alert you to messages that need answers, so that you can answer them in your own voice.

In some cases a cheat sheet can be created with your standard answers but you have to be careful of sounding too robotic on social media because people are expecting you to be personal.

**Interact** -- Even if you hate technology, and you outsource, and do all the other things mentioned in this guide, you still need to set aside time each day to interact with your friends, followers and connections yourself. It's so important that you respond to questions, and do not appear like a robot. While automation is good for some aspects of your social media management, some types of automation will create a situation where everyone is simply ignoring you, hiding you, or deleting you.

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You will appear more trusting and authentic if you are doing the interacting each day. At the very least create what you want said in a file that your VA can cut and paste, but you'll get more bang for your buck if you are simply YOU sometimes and socialize, interact, and network.

Engaging with your customers online will help establish a connection with them, and too much automation might get in the way of that. A good rule of thumb is that it's okay to automate sharing a new blog post, but not okay to automate welcome messages, or the job of answering inquiries from clients or potential clients.

Systems, as mentioned above are most important to establishing a profitable and well run business. This is true whether your business is online or offline. With a system you can be consistent which is one of the biggest markers of success for Internet marketers.

### Final Thoughts

**Strategy** -- Plan your social media marketing strategy, define your goals, and know your target market.

**Consistency** --It's the old "tortoise and the hare" story. Keep a regular pace for the long-term because consistency over the long term is the common denominator to success when it comes to social media marketing.

**Outsource** -- Either via automation or a Virtual Assistant, get help, and you will reap the rewards.

**Testing Processes** -- Try more than one method so you can compare your results and know what works best.

**Measuring Results** -- Check your analytics, test your efforts in order to create the best systems that will get the most return on investment. (ROI)