

LEAN IN 15

MANAGE YOUR SOCIAL MEDIA IN UNDER 20 MINUTES A DAY.



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01

THE WARM UP






PICK THE SOCIAL MEDIA ACCOUNT FOR YOU

Are your audience predominantly on Twitter? Facebook? Instagram? Pinterest? Snapchat? Decide, and **focus on that one channel**. We've opted for **Twitter** in this piece because - well, we like it. But *your* audience should form the basis of this decision. It's far better to **do one thing well** than lots of things badly.

PRETTY UP YOUR SOCIAL MEDIA

Optimise your account(s). If you have more than one, make sure they're consistent (same branding, same colour palette, same contact details etc.) – or if you only have one, make it look as nice as possible. Ensure your **contact details** are available, your **username** is the **actual name of your company**, and that your branding looks *slick* and *professional*.




Loaf

@Loafhome

Home

About

Photos



Like

Message

Share

More

Shop Now



loaf

TWEETS

9,450

FOLLOWING

3,910

FOLLOWERS

12.7K

LIKES

8,605

LISTS

1

Follow

Loaf

@loafhome

Swish sofas, bonza beds and cool kitchen-y stuff. Champions of serious quality and good old British manufacturing, we're experts in the art of snug

London

loaf.com

Joined April 2009

Tweet to Loaf

Tweets

Tweets & replies

Media

Loaf Retweeted

Karen McKinlay-Gunn

@McG_Karen · 2h

@loafhome we love it and as said before.. soooo impressed with fantastic service, ordering,delivery and assembly!! #LoafersHomes #greatstuff

1

1

Loaf Retweeted

Karen McKinlay-Gunn

@McG_Karen · 2h

@loafhome wardrobe's now happily at home in my newly painted bedroom... #renovations #wardrobe #we'regettingthere

Who to follow · Refresh · View all

Veliche Gourmet

@Veliche...

Follow

Promoted

fay shannon

@faysteph

Follow

Waitrose

@waitrose

Follow

Find friends

United Kingdom Trends · Change

loaf

Loaf is consistent in the text used in their bios, the logos and the images they use. But they're all tailored slightly to fit to each channel's requirements.



Petplan Pet Insurance - North America

@petplan



Like Message Share More

Sign Up

Love pets? Follow us for paw-picked tips!





Tweets

30.9K

Following

10.8K

Followers

19.8K

Likes

4,416

Follow

Petplan Insurance

@Petplan

North America's best-loved pet insurance. Our passion is pet health.

Newtown Square, PA

gopetplan.com

Joined January 2009

Tweets

Tweets & replies

Media

Petplan Insurance

@Petplan · 21m

How Dogs Can Celebrate Thanksgiving (Safely!) | @FidoseofReality bit.ly/2fVj2rj



Who to follow · Refresh · View all

fay shannon

@faysteph

Follow

Waitrose

@waitrose

Follow

House of Fraser

@hous...

Petplan Pet Insurance

42.8k Followers 4.8k Following
www.gopetplan.com
Newtown Square, PA / Petplan is North America's best-loved pet insurance. Our passion is pet health.

Boards Pins



Pet Health Tips

2218 Pins

Follow



Treat Them Well

568 Pins

Follow



Healthy Reads

102 Pins

Follow



Meet the Team

18 Pins


Follow

petplanpetinsurance Follow

1,014 posts 4,594 followers 5,022 following

Petplan pet insurance 🐾🐾 North America's best-loved pet insurance. Use #GoPetplan to be featured on our page! Not #PetplanProtected? Fetch a quote gopetplan.com bit.ly/YourPettInGoodPaws

Pet Plan Insurance think about what their audience would want to see on their channels and use consistent themes rather than logos to keep their channels on brand. They also use them really well to nudge people to look at their other social channels and guides they produce (note the Snapchat icon in their pictures!)



KNOW WHO YOUR AUDIENCE IS

Sounds obvious, but if you don't know who your audience are, you won't know how to talk to them. Do some research – look at data, undertake customer surveys or simply ask people – and make *that* the foundation of your strategy. Your language and tone should reflect that of **your audience**, otherwise they simply won't listen.

02

THE
WORK
OUT





ONDAY
CREATING CONTENT

MONDAY

CREATING CONTENT

Create a **folder** on your computer and fill it with your thoughts. A hastily typed document listing things you might want to mention this week, alongside some saved screenshots or photographs. Whatever you've done or seen that you can use for sharing, in whatever format is best for you to refer back to quickly.

This shouldn't take long to assemble; it's basically a question of having a quick dig around your memory box. But if you're really stuck, and you genuinely haven't done anything worth mentioning (which we doubt, but okay), use this **15 minutes** to instead have a look at what your competitors are up to. The content they've shared might inspire you to share something similar of your own.

Don't worry about it being **brand new** content, either. If it's been a few weeks since you shared your seasonal menu, or a couple of days since that ridiculous picture of Tom wearing a silly hat, blow the dust off and plan to share it this week. Or, have a look at websites like [Days of the Year](https://www.daysoftheyear.com) to see what 'days' are upcoming. If National Pirate Day is on the horizon, and you know there's a picture of the Office Dog dressed as Jack Sparrow on someone's Instagram account, find it and repurpose for your channel.



UESDAY

FINDING CONTENT

TUESDAY

FINDING CONTENT

Unless you've had the busiest week known to mankind, you probably won't have quite enough to share on your own – so you're going to need something else to talk about.

To find content, look at your [Feedly](#) stream. You've set up a Feedly stream, right? If not, it's a great resource for collating articles relevant to your industry, so you can read and scan headlines without having to visit multiple sites. On Tuesday, visit your Feedly stream, find **5** or **6** articles that are bound to interest your audience, and save them for use throughout the week. [Flipboard](#) is another great resource.

TUESDAY

FINDING CONTENT

If Feedly doesn't work for you, or if industry-related articles aren't the kind of thing you want to be sharing, don't despair. The important thing is that you keep your chosen social channel regularly populated with the kind of content that's appealing to your audience, so – put yourself in their shoes. Where do they go to find interesting content? What will they want to see you sharing, in order to feel connected to you?

It could be local news, in which case Feedly can again be a helpful resource in keeping you up to date with local news websites rather than just industry-specific info. Or, are you partnered to any other companies? If so, could you share some of their content? Not only will this keep your channel active, you might also reap the benefit of them sharing your content in return.

And if you're really stuck for finding interesting information to share: look at the audience themselves! If they're talking about you, can you use their reviews? What about case studies? Have they tweeted or shared on Instagram a photo of themselves with your product? In our experience, **user generated content is social gold dust** – so if you have it, make the most of it. Not only does it help to foster a sense of community, it also encourages others to share their experiences - making it a self-perpetuating circle. Plus, it's free!

A large, dark red, stylized letter 'V' graphic that occupies the left side of the image. It has a thick, bold appearance with a slight shadow or gradient effect.

EDNESDAY
GET SCHEDULING

WEDNESDAY

SCHEDULING CONTENT

By now you've got content coming out of your ears, which sounds painful, so you should probably start scheduling.


There are lots of tools you can use for scheduling your social media, but [Buffer](#) is our favourite. It's free (for one account) and very user friendly, allowing you to set up your own posting schedule up to a month in advance and providing in-built analytics for what's performing well. So in short: **use Buffer.**

WEDNESDAY

SCHEDULING CONTENT

The amount you should share each day varies according to the channel you're opting prioritising. We're basing this largely on **Twitter**, for which we'd recommend sharing content at least 3 times a day, but for **Facebook** once a day is probably enough (any more than this and you may risk your audience getting bored of you).

If Instagram is your channel of choice, you have a few options. There are tools like Later, Hootsuite & Buffer that will allow you to schedule via desktop, but you still have to actually *post* via your phone. [Onlypult](#) does post to the channel via desktop but requires authorisation, and can be a bit glitchy. If in doubt, stick to another channel.



Scheduling crazily far ahead isn't necessarily that wise, simply because you don't know what's going to be going on in a month or so's time. But scheduling for a week should be safe enough, as long as you keep an eye out for any massive developments in the news (i.e. don't end up accidentally tweeting something insensitive).

Scheduling all your content doesn't prevent you from sharing real-time content as and when it happens – which is still something you should do, if you can – it just means that you're guaranteeing your channels won't be left lonely and unpopulated when life distracts you. But of course, if One Direction wander into your shop and demand an Oscars-style selfie, you should probably tweet that (or Facebook it, Instagram it, plaster it to your walls) the moment it happens.



HURSDAY

START OUTREACH

THURSDAY

START OUTREACH

Social media is social; the clue is in the name. It's the best possible tool for building and fostering communities; for reaching the audience you want to reach; for connecting with people. You can be as Black Mirror/it's-not-a-real-connection as you like, but from a business perspective social media is a fantastic resource for finding an audience you wouldn't be able to get in touch with otherwise.

But unless you do some kind of amazing viral campaign (which would be pretty impressive since you've only 15 minutes a day) that audience is not going to come to you all by themselves. So a crucial part of any successful social media strategy is outreach.

THURSDAY START OUTREACH

Outreach just means engaging with people. So, if anyone is mentioning you or your products, don't ignore them! This is your allocated time to like, comment and share their posts – encouraging the sense of community that is so important to social. Save any really great comments for next week's user generated content.

But if your audience aren't talking about you, what *are* they talking about? To figure that out, get nosy. If your business specialises in furniture, then a potential segment of your target audience might be people who are about to move house, or who recently have. In which case, look for hashtags related to that – **#ourfirsthome**, for example, or even just **#movinghouse**. On Twitter and Instagram you can use these to search for people currently talking about your topic, and then engage away! Respond to them, like their posts – be a genuinely helpful and useful resource. It's the online equivalent of hearing someone complaining about something, and then hopping over to introduce yourself.

If this doesn't end up occupying your full 15 minutes, then use any remaining time to look for influencers in your area or in your field. If you're a coffee shop in Bristol city centre, for example, then it's worth spending some time looking for bloggers or writers in Bristol (who have over 1000 followers on social) and engaging with their content. Or if you're a nationwide clothes company, are there any exciting fashion bloggers you'd like to share your message or review your products? Engage with their social media accounts and you'll be heading in the right direction towards a potential partnership.



RIDAY

MONITORING

FRIDAY MONITORING

Weekend's nearly here! Time to put your feet up, right? Well: no. Firstly, make sure you've got some content scheduled over the weekend to make sure you don't just suddenly go quiet (but you did that on Wednesday, right?). Then dedicate your **final 15 minute chunk** of the week to a bit of **monitoring**.

[Hootsuite](https://www.hootsuite.com) is the ultimate social media monitoring tool, and it's free for one account. You can set up different streams to monitor various things that might be relevant to you; people who are using your username, for example; people who are mentioning you by *name* but not using your *username*; any hashtags you're trying to promote; any industry things you'd like to keep an eye on.

Replied to by Claire Dibben
4 mins ago

"@Wildfire_C @digitalgaggle Thanks guys! We're excited too (and maybe slightly nervous...)"

WildfireComms @Wildfire_C
1 hour ago

Excited for this! @digitalgaggle @noisymonkey #SMWiBristol

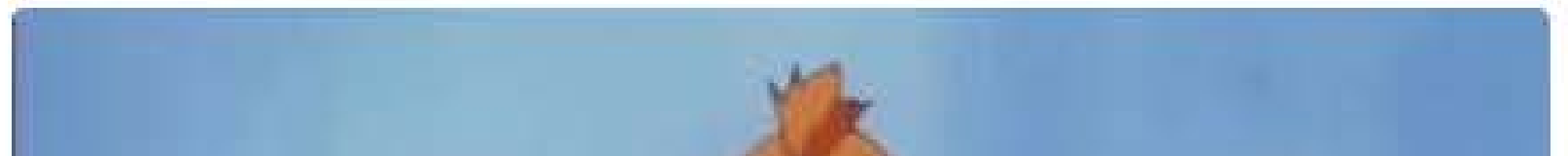
Digital Gaggle @digitalgaggle
Only two weeks until 'Dude, Where's My Traffic?' and @noisymonkey are let loose on #SMWiBristol. Who's coming to watch?



1

Ad Hoc Logic @AdHocLogic
3 days ago

Hello! @lilydoughball @ContentsFuture @noisymonkey @createcadence @Hudsonaccountan @MintyMoGraph @DoubleshotTV ☐☐😄 #HappyFriday



Incognito Social @IncognitoSocial
18 mins ago

2016's been called the year of misinformation. Should Facebook drop its News Feed? on.mash.to/2fliAdO #SocialMedia

Activate SocialMedia @ActivateSocial
19 mins ago

Daily #SocialMedia Newsletter is out! paper.li/ActivateSocial... Thanks to @1JessicaRamirez #socialmedia #marketing

Jessica Thompson @JessicaThompson
1 hour ago

The latest The Conversation... PR/131... Thanks to @... #socialmedia

Flow Online @FlowOnline
1 hour ago

Create visual content for your social media using @canva Use our easy to follow infographic, created with Canva, of course!

- 2 Choose a layout
- 3 Choose from Canva's free images or upload your own.
- 4 Select and add any elements or overlays to your design.

Noisy Little Monkey @noisymonkey
4 mins ago

@bellanutella We'll be there Bella! Which ones are you off to?

Noisy Little Monkey @noisymonkey
7 mins ago

@ContentsFuture Us rn.



Noisy Little Monkey @noisymonkey
9 mins ago

@speedcomms We'll be around too! What events are you headed to?



FRIDAY MONITORING

You've probably done a bit of this during the outreach stage, but this is your opportunity to keep an eye on how things are going for you and for your industry. Monitoring is a really, really important part of any strategy – you'd be amazed how many people miss out on really crucial things simply because they aren't paying attention. Monitoring your notifications alone isn't enough – if there's some kind of massive scandal related to your company, a lot of people will probably just be using **your company name** rather than **your company username**.

Keep an eye on other things that are going on in your industry, too. If you're that Bristol coffee shop we mentioned earlier, monitor 'Bristol coffee shop'. That way, if anything's opening up you'll know about it, or if anyone's asking for a good Bristol coffee shop recommendation you can raise your hand. Or if you're a fashion company and it's Fashion Week, monitor mentions of the official Fashion Week hashtag. Not only is it a useful way of keeping tracks of trends (ha, ha, geddit), it's also a useful source for some of that external content you can gather on Monday.

A man with light brown hair and blue eyes is sitting on a beige couch. He is wearing large black over-ear headphones and holding a black smartphone in his right hand. He has a pained or frustrated expression on his face, with his eyebrows furrowed and his mouth slightly open. The background is a plain, light-colored wall. The word "DISCLAIMER" is overlaid in the center of the image in a large, bold, dark blue font, underlined with two horizontal lines.

DISCLAIMER

DISCLAIMER

So here's the bit you probably guessed was coming. As we've shown, you *can* manage your social media in 15 minutes a day – we wouldn't have said it if we didn't think it was possible. But realistically, social media *success* is a very hard thing to achieve in less than 20 minutes a day.

DISCLAIMER

Running a successful social media strategy is a full time job; especially if you're more than just a little coffee shop in Bristol. If it wasn't, **Noisy Little Monkey** wouldn't exist. Realistically, you should be doing all 5 of these 5-day steps *every single day*, and we've left out a whole bunch of other stuff like: paid advertising; content campaigns; optimising your accounts.

DISCLAIMER

Thing is, you may simply not have the time and energy yet to invest social media with the attention that it requires in order to foster real online success. You may have decided that there are better uses of your time – which is absolutely fine. We trust you, and we trust that you're focussing your attention in the right places.

Our tips for a 15-minute-a-day social media workout will help you **manage the bare minimum**, which may well be all you need at this stage.

HEY! GIVE US A CALL

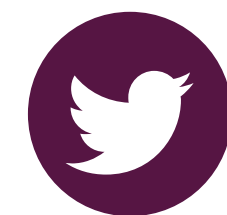
Once you get a taste of social media success, it's worth investing more **time** into your strategy. Or if you really don't have time, perhaps you should talk to a trustworthy looking bunch...



0117 327 0171



Search: Noisy Little Monkey



@NoisyMonkey

