

Social Media Time Saving Hacks

Get>
Ahead
your virtual agency

Social media is a great way to build communities, share news and keep in touch with customers and clients. Unfortunately, it can be time consuming too and it's easy to get side tracked.

Here are our top tips to save time on social media:

Schedule your social media posts

Create your posts, wording, graphics and hashtags in advance, then schedule them to appear at regular intervals. Some social platforms include free scheduling but paid-for scheduling tools are also a great investment.



Allocate regular time

Automation is great, but you need to be on social media in person at least some of the time. Book in regular time slots to catch up on replies and interact with your customers, clients and business family. Set a timer so you don't overrun!

Don't use social media for important communication

If you're waiting for someone to send you a social media DM about your business, you'll need to keep checking the platform and you could get distracted. Instead, streamline your communication so everything comes through one channel, usually your work email.

Outsource your social media

Did you know you can outsource social media campaigns, advertising, scheduling, post creation, replies, analytics and more? If social media takes up too much of your own time, one of our social media managers can deliver a cost-effective solution.

Turn off your notifications

Turn off social media notifications so you don't get distracted during your working day. If you've already streamlined your communications, you won't miss anything urgent. And if it's not urgent, it can wait until your regular social media check-in.