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How to Monitor Social Media in 10 Minutes a Day

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Introduction

Monitoring your business' social media presence is incredibly important. You need to respond to people talking about your brand and understand how people view your company. Social media isn't this magical fairy dust that makes business leads come rushing in for your company. It's hard work! It requires time and effort, often across multiple departments and amongst multiple employees.

This ebook is built to help you formulate a plan whereby in ten minutes a day, you can monitor the social media information you need within a tight, streamlined strategy. Consider it the "8 Minute Abs" of social media. How can you best take advantage of the limited time you have in a day to get the best results possible? After reading this ebook, you will be able to develop your own, solid routine that works for you.

Prepping Your New Routine

In order to successfully monitor social media in just 10 minutes a day, you'll need to have some things prepared in advance. Even visiting each social network's URL and logging in could take up to 10 minutes a day. We'll show you a way you can limit that as much as possible by creating a daily plan upfront to help you streamline your process.

If you are considering investing in a paid tool to help aid your monitoring, there are a handful that help with social media monitoring, interacting, and marketing strategy. The tool tracks social mentions from leads, opportunities, and customers and logs those interactions into your contacts database. The value here is not only in the ability to both monitor and react within the tool itself, but to also track how these conversations integrate with your entire marketing strategy.

For now, let's talk about each social network assuming you don't have any paid tools readily available. Some free social media monitoring tools you might want to check out include TweetDeck, Google Alerts, Topsy, and Social Mention. Ready to jump in? Let's discuss what specifically you'll need to monitor on each social network, and how you can consolidate and consume the most important information every day.

Twitter

The great thing about Twitter is that there's a world of possibility out there for things you can search and discover. However, this can also lead to information overload and monitoring in 10 hours a day instead of 10 minutes. You'll have to pick and choose exactly what you want to monitor, and if it's an effective use of your time based on how many mentions that stream gets and if it's useful for your brand. The following list includes some streams we suggest you start with. These lists could be arranged side by side in TweetDeck or included as immediate email notifications in Social Inbox. No matter which tool you use, make sure you're testing out frequency and usefulness of these lists for yourself. If one list isn't getting much action -- nix it and save yourself some time!

Twitter mentions and searches.

Most likely (if you're taking the free approach), you are looking for industry tweets, @replies, and mentions of your business. Go to twitter.com/search where you can conduct searches for your competitors, industry terms, executives' names, and whatever else may be relevant to your business. Feeling a little ambitious and want something slightly more real-time? Use a tool like TweetDeck where you can save searches and react via the tool itself without needing to log into Twitter.

Relevant questions about your company.

If someone tweets, "Should I buy X product or its competitor's product?" you want to be ready to respond. If not directly by offering helpful content about your business, perhaps you could point that person to a customer of yours.

Relevant questions about your industry.

Being helpful by answering someone's question is a great way to develop credibility with that person. In the event they need a product or service related to the one(s) your business provides, they might end up coming to you!

Twitter (continued)

Requests for support.

If a customer tweets a request for help (either directly to you or perhaps to their network), you should notice that tweet and respond accordingly. Happy customers are essential for the long-term results of your business.

Complaints and feedback.

Critics are always out there, and it's important to acknowledge and resolve issues as they come up.

Praise.

Please sir, can I have some more? Praise is a wonderful thing to receive! Why not say thank you? Retweet it. Save it to your favorites. Send that person a t-shirt! It's wise to appreciate those who appreciate you.

Competitor mentions.

Competitor intel, anyone? Other people are praising, complaining, and asking questions about your competitors, too. You should monitor those conversations, if only for the information and data. Now that you know which types of tweets to specifically monitor, you can create your plan accordingly. Keyword searches are an excellent way to filter through the masses of tweets to find the messages you're looking for. Use a tool that allows you to save keyword searches as a live stream so you won't miss out on what's being said about your brand, your industry and your products. You can do this using a free tool like TweetDeck, where you can also receive an email when someone matches an important search term you've identified.

Facebook

Facebook! We use it to check out photos of our friends and kids. We use it as a news source for the day's latest articles. We use it to share our love for brands, engage in online contests organized by various companies, or let a company know when its customer service has failed us. These days, the content on Facebook almost fully mirrors many individuals' lives. People make their personal profiles their homes for their likes and hates, and businesses can use Facebook Pages as a gateway to interact with people.

Your Facebook Business Page timeline is the 'home' where your business' fans, friends, customers, and critics can all interact directly with your company. They can post questions, comments, feedback, or fan mail. Fellow fans of your business may interact with each other. Many individuals will interact with the content your business has posted itself. There are a few ways people can interact on your Facebook Business Page that you should be monitoring:

Timeline posts.

If you have it enabled, people can post messages to your brand's public-facing Facebook Timeline. They can say good things, complain, talk about a recent experience they had with your brand—anything! People can even post photos straight to your timeline. These remarks are user-generated content about your brand.

Comments.

Comments are an opportunity to react to a post in the timeline. Both you and your fans can comment. Consider it a mini conversation that spurred from the original post.

Facebook (continued)

Private Messages.

If you go to a brand's Facebook Page, you will see a "Message" button on the bottom right corner of their cover photo. When you click this button, a box pops up and prompts you to start a private message with that brand. This is a very important piece to monitor, as this is where many fans will send support-related concerns and questions about your products or services. See the image below for an example of this.

Reviews.

Formerly known as "Recommendations," Facebook has introduced the opportunity to leave a review in the form of a comment and a star rating. Many restaurants and local businesses are taking advantage of this functionality to build awareness. It's important to be diligent when monitoring this section, because if someone leaves you a bad review you should gently comment with an apology or empathetic explanation.

Another important thing to understand about the content you post is that the more people interact with a specific post, the more viral that post becomes. Your "News Feed" calculates is the most relevant and important items occurring in your network. Your goal should be both to react to important items on your business' page and to get your posts featured in others' News Feeds.

LinkedIn

LinkedIn is arguably the most business focused social media site out there. There are more than 300 million professionals around the world using LinkedIn as of April 2014. Its purpose is for networking, recruiting, social selling, content promoting, and generating thought leadership. So what should you be monitoring on LinkedIn to do just that?

Company Page.

If you're monitoring for a brand, make sure to check comments on LinkedIn Company Page posts. You'll likely find the volume here is much less than that of Twitter and Facebook, but you'll still receive comments occasionally and you should be aware and on the lookout for those that need answers.

Group Discussions.

LinkedIn members interact often within LinkedIn Groups by posting discussion questions, topics, and more to the group. These discussions offer other opportunities to answer, comment, and link to your resources when it makes sense and is valuable to the community. The best way to get group notifications and still save time is by getting a group digest of popular topics sent to your inbox.

Additionally, if any executives at your company are a part of the LinkedIn Influencer program, it's always good to check in occasionally on the comments on these posts. Some might mention your brand, while others are just friendly banter, so you might want to leave it to the next section to give you some tips on how to streamline this process.

Google Alerts

Quora questions.

Quora is becoming the new go-to place to ask questions and get answers. The quality of the community is quite high. A person may ask, “Why did company X make Y business decision?” Oftentimes, the most highly voted answer is given by the CEO of the company. For users, it’s a great opportunity to learn collectively from a large group where the best answers rise to the top through voting.

Your primary goal for monitoring Quora, is identifying questions relevant to your business and industry that you should answer. If someone posts a question about your company and there is no representation from your company among a stream of answers, that is a lost opportunity to guide the message (or deflect negative sentiment). Add your company’s name as a Google Alert to find these types of questions and inquiries.

Quora topics.

Topics are broad categories of questions like “marketing,” “business,” “books,” etc. If you are a marketer, you should be monitoring the “marketing” sections for opportunities to respond to questions that give you the opportunity to flaunt your business’ expertise.

Google Alerts (continued)

Blog articles.

You should consider blog articles just as important (if not occasionally more important) as news coverage! You should know who is writing about your company and what they are saying. Are you generating major coverage regarding a product launch or another piece of news? Is there some sort of controversy occurring around your industry? Competitors?

Comments.

What are people saying in response to articles about you, your competitors, or your industry? Should you weigh in as well? Are people liking your content or do they have feedback for improvement? You'll be able to see comments on blog post as well as Google+ through Google Alerts.

Links.

Links make the inbound marketing world go 'round! Do the blog articles written about you also include links back to your website? If not, perhaps you should send the author a friendly note. If you created content that a blog article is referencing, you should be credited with a link.

Your 10-Minute Checklist

Now that you have set up a consolidated platform for monitoring your social media presence, you can implement a new habit of opening your social networks and checking your emails first thing in the morning to find relevant information.

- **4 minutes.** Check for Twitter chatter about your company and its competitors. You can do this through TweetDeck, Social Inbox, or through bookmarked or saved streams on Twitter.com.
- **2 minutes.** Log in to Facebook to scan for comments, private messages, and reviews. Keep your company's Facebook page bookmarked in your web browser and stay logged in to your account to save time.
- **2 minutes.** Read your LinkedIn group digest and scan your Company Page for new comments.
- **2 minutes.** Check your email for Google Alerts for brand mentions and industry-related content via Quora, Google+, blogs, or other sources and publications.

Your 10-Minute Checklist

Got 5 More Minutes? What's Next?

By integrating this 10-minute plan into your schedule, you will have a very solid understanding of the social media conversations and content that is relevant to you and your business online. The next step, of course, is reacting! From here, perhaps you could add some items to your to-do list that spawn from what you may have read during the monitoring process. Maybe today you noticed that a great question was asked in a LinkedIn group, you have a response that could be valuable, and you want to make sure you answer. Maybe you took notice of a relevant blog article, and you decided you should comment on it during lunch. Did someone tweet a positive testimonial about your company on Twitter? Make a note to favorite it! Because you have already created a solid plan for staying aware of activity occurring in social media that's important to your business, you can choose to take an extra five minutes to prioritize the best content and react. You've now created a bridge between listening and engaging.

Conclusion

As time goes by and you develop better and more effective social media habits, you should make sure you also have a system in place to measure your success. (After all, you want data to prove those golden ten minutes are paying off, right?)

Reflect on the goals. If your goal was marketing-related, you should use tools like Google Analytics, HubSpot, or another tool to monitor the amount of traffic, leads, and customers you're generating through social media channels as a result of your efforts.

If thought leadership was one of your goals, has there been an increase in the volume of blog and news articles written about your company? Has there been an increase in links? Links are a fantastic indication that people are using you as a resource and want to send their readers to your content. (And it's a double win for SEO!)

No matter what the goal, be sure to monitor your metrics over time. If you decide to begin spending more than just ten minutes into your social media monitoring efforts, your success should correlate with the additional work you're putting in!

More Resources

The Bonanno Group Digital Marketing was founded in 2005 and has helped hundreds of businesses better leverage the internet to help achieve their business goals.

Request a **Free Consultation** to Learn How We Can Help You Be Successful Growing Your Business.

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