



## Social Media Strategy Blog Post Integration

How do you integrate your blog posts into Twitter, LinkedIn and Facebook so that you don't have to update each service every time you write a new blog entry? There are a million ways (I might be exaggerating here) of automating your posts. The trick is to find the service that fits your branding needs and the social media unwritten rules regarding over posting.

I feel that Facebook, Twitter and LinkedIn are three different animals. You can post every 15 minutes on Twitter and you seem active, but if you post every 15 minutes on Facebook, everyone will hide your feed or de-friend you. LinkedIn is such a professional network that you have to be very careful as to what you are posting on that site. To solve the problem, I use different services for different social media platforms. To decide what is best for you, here are some tips and a few services to help create your [social media strategy](#).

*Hot Tip:* Make sure you pick one and don't over feed your social media, causing duplicate auto posts to your Facebook Wall, your Business Page or Twitter. This will make you look like spam. This is easy by picking just one feed for Twitter and one for Facebook, or one that does both, or auto twitter and not Facebook ... you get the idea.

**Twitterfeed.com:** allows you to connect to Twitter, Facebook and more. The great thing about the Facebook connection, is that you can allow the update to go to your wall or your fan page or both – giving you options for posting

**Twitter:** inside your twitter account, you can add “connections” that will update to other social media services. I have it set up to update my LinkedIn account

**Wordpress Plugins:** If you decide that you would like to access Facebook directly from your blog, here are a few plugins for that purpose:

- Wordbook – This plugin allows you to cross-post to your Facebook account directly from your Wordpress blog.
- Fotobook – a WordPress plugin that will link to your Facebook account and import all of your photo albums into a page on your WordPress installation.

With the first two feeds set up, my blog posts are automatically tweeting, adding the post and link to my Facebook Business Page and sending the tweet and link to my LinkedIn account.

Twitterfeed also uses bit.ly to shorten the links.

Resources: Here are a few programs (APIs) that allow you to set up auto feeds to social media – meaning a different way to cross feed your posts.



- Twitter to Facebook
- Brightkite to Facebook
- WordPress to Facebook (through plugins)
- Foursquares to Facebook
- YouTube to Facebook
- Blip.fm to Facebook

Again, when you start using these services, pay attention to your posts to make sure they aren't being cross posted and making you look like spam.

[Alison Elliott](#) is a [Marketing Expert](#) and founder of [Corner Your Market Global Marketing](#). She helps small businesses market themselves online by setting up social media and optimized blogs for small business owners and solopreneurs. She then trains small business owners to use their blogs and social media to drive traffic and increase interest in their business.

To get more small business ideas along with tips for creating your social media strategy and web marketing expert advice, sign up for our [free 10 day marketing course](#) or read one of our many blogs on [small business internet marketing](#) and [social media strategy](#).