



## **Social Media Strategy Pre-Planning**

**It is important to plan ahead for your social media or you will get burnt out.** As an example, I write articles once a month and then pre-plan when they will launch. I then pre-tweet and have something set up to post my articles on my Facebook page and in my LinkedIn Blog section.

This doesn't mean that I don't then add pieces during the month or even that I don't follow the progress but what a relief to know that my social media is going on without me and I can then plan accordingly. To that end, I am giving you some resources for setting up your social media strategy using pre-planning techniques.

**Tweeting Ahead:** I believe this is a fabulous idea, because it allows you to send content out into the twitter community about information you are providing on your blog today and in the future. It guarantees that you have some interesting chatter no matter what you are doing that day. There are so many options for you to set this up. For the most control, I like Twaitter but you can also use something like Twitterfeed for a more automatic link to your blog.

Twitterfeed also works for pre-planning your **Facebook business page postings**. My opinion is that Facebook is the most delicate of the social medias. People do not want too much information from you on too consistent of a basis unless it is fun ... so be careful how often you add content.

**For LinkedIn**, I like to simply link my blogs to my professional page and that way a constant flow of current blog information is being fed into that section and people can choose to follow my blog if it seems interesting. This is a very "opt in" personal way to handle LinkedIn.

**Measuring Your Tweets: If you like to measure, there are so many tools online to measure your tweets and I really like these tools because they don't require you to create a login and password!**

You can measure responses with your tiny URL linkbacks (to see how many people click through to read more). This can be done through a service like <http://bit.ly> (this one needs registration but then keeps track of current and past links). You can also use these tools to help analyze your twitter strength:

### **Twitter Analyzer**

- no. of users that click on each tweet
- no. of unique readers
- which links were clicked through the most
- which day was the most popular for your tweets being read



### [Klout](#)

This tool gives a rating of how much influence your tweets have on the general twitter-sphere. The rating is determined by a number of factors, and scores above 70% indicate that your tweets are being well received.

### [TweetBeep](#)

This application notifies you when your tweets are being re-tweeted, mentioned, direct messages, and website links.

### [TweetStats](#)

This is another tool that gives nice graphs to analyze the success of your campaigns. More appropriate for gaining long term information on your most effective tweets.

### [Tweet Effect](#)

This tool is great for assessing which tweets were responsible for adding the most followings to your account, and which tweets were most responsible for driving followers away.

I hope this helps you think about your social media strategy for pre-planning. We offer some tools to help keep you focused, like our [Consistency is Key](#) worksheet to plan out and keep track of your blog posts, helping you optimize them for the search engines and reminding you to bookmark them and more. You can read more about the worksheet and our other services [here](#).

[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](#).