

Social Media in 5 Minutes-a-Day

Monday - set up your week

Got 5 minutes

- Come up with three posts
- Schedule them on different days and different times

Got 10 minutes

Take a look through your inboxes

- Direct messages you need to write back?
- Don't have time to look, set up a bounce back message.

Got 15 minutes

- Any opportunities coming up this week to contribute to social?
- National Day Calendar

Tuesday - review and revise

Got 5 minutes

- Review your scheduled posts –
 - how can you make them better?
 - Hashtags?
 - Tag other accounts?
 - Tag stakeholders?

Got 10 minutes

- Take a look through other UF/IFAS accounts
 - Find anything you can repost and then customize.
 - Make a note for next week to repost that content.

Got 15 minutes

- Content type debrief
 - What have you been posting?
 - All links?
 - All videos?
 - A mix is best. Think about how to achieve that.

Wednesday - React and respond

Got 5 minutes

Think about your audience

- Find analytics on who they are
- If I was a what would I want to know about this time of year?
- Come up with one post with them in mind, hold the idea for next week

Got 10 minutes

- Review comments on your recent posts – do you need to respond?
- Review inbox messages – do you need to respond?

Got 15 minutes

- Engage with content from other accounts. Make friends.

Thursday - Get ideas

Got 5 minutes

- Take time to scroll
 - Look for other posts getting lots of engagement, how can you capture that in your work?
 - Follow other universities, departments, Extension offices.
 - Stakeholders, non profits, companies

Got 10 minutes

- Do some professional development
 - LinkedIn Learning
 - Newsletters

Got 15 minutes

- Continue the PD or find a way to incorporate that into what you do.

Friday - Look ahead

Got 5 minutes

- Touch base with your team
 - What is going on next week?
 - Ideas for posts?

Got 10 minutes

- Look ahead further
 - What's coming up this month? Next month?

Got 15 minutes

- Set some goals
 - This quarter I want to create my first Facebook live
 - » Create steps for how you will get there.