# 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 otherUF/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?

### 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

### 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.