



Social Media Matrix Template

Determine what you must master yourself, what you should delegate, what you can automate and what you ought to ignore on social media.

TIME	<h2>>> Automate</h2> <p>What you can automate - anything tedious, repetitious, manual processes that software can do.</p> <ul style="list-style-type: none">Manually posting content to social media [instead use queues in Buffer, Meet Edgar and/or Co-Schedule].Calculating analytics	<h2>>> Master</h2> <p>What you need to master - things only you can do. [5hrs per week]</p> <ul style="list-style-type: none">Relationship building via social mediaContent creation or curation.Responding to personal blog, Facebook or Twitter comments.Defining the social media strategy [and revisit once a year].Deciding the process for how to handle negative comments.Setting the social media guidelines [and revisit once a year].Schedule 10 updates from your personal account when you publish a new piece of content [via Co-Schedule]
	<h2>>> Ignore</h2> <p>Things ought to ignore because they're not important.</p> <ul style="list-style-type: none">Vanity metrics [chasing likes or followers for the sake of it].Being active on every single social media platform [just pick the ones that are right for your business].	<h2>>> Delegate</h2> <p>Things you should delegate to people who can help or do better than you.</p> <ul style="list-style-type: none">Responding to company tweets, Facebook and LinkedIn comments.Repurposing content [into e-books, tweets or lists].Creating graphics or infographics [in Canva or Piktochart].Adding social media updates into queues [in Buffer Meet Edgar].Managing and updating your company social media profilesManaging your company blogInterpreting analytics.

VALUE