



How much time and effort should a business be putting in to really get Social Media to work for them?

digital business podcast range



Like

Blog

Tweet

Chat

Post

Link

Share

View

What is the business aiming to achieve out of their Social Media?

1. New to Social & Want Traction
2. Utilise Existing Social Channels
3. Reach Specific Goals on Social



Gain traction on Social Media Channels by understanding:

1. The **Time & Effort** required to run Social Media
2. Initial **Manpower required** to gain traction
3. The **Resource required** to deliver the Campaign
4. Weighing up the **Benefits vs Effort**

How long should a business be spending?

- Will depend on the Business Goals
- How much resource they can dedicate
- What they are trying to achieve



Minimum of 30 mins a day to see results.

Take the time to interact with people via Social Media

A Little chat can go a long way.



EFFORT = REWARD

Not necessarily. There are also several other factors to bear in mind

Interesting

Ensure your Material interests your desired audience.

Trust

Does the user actually trust you and your message?

Incentivised

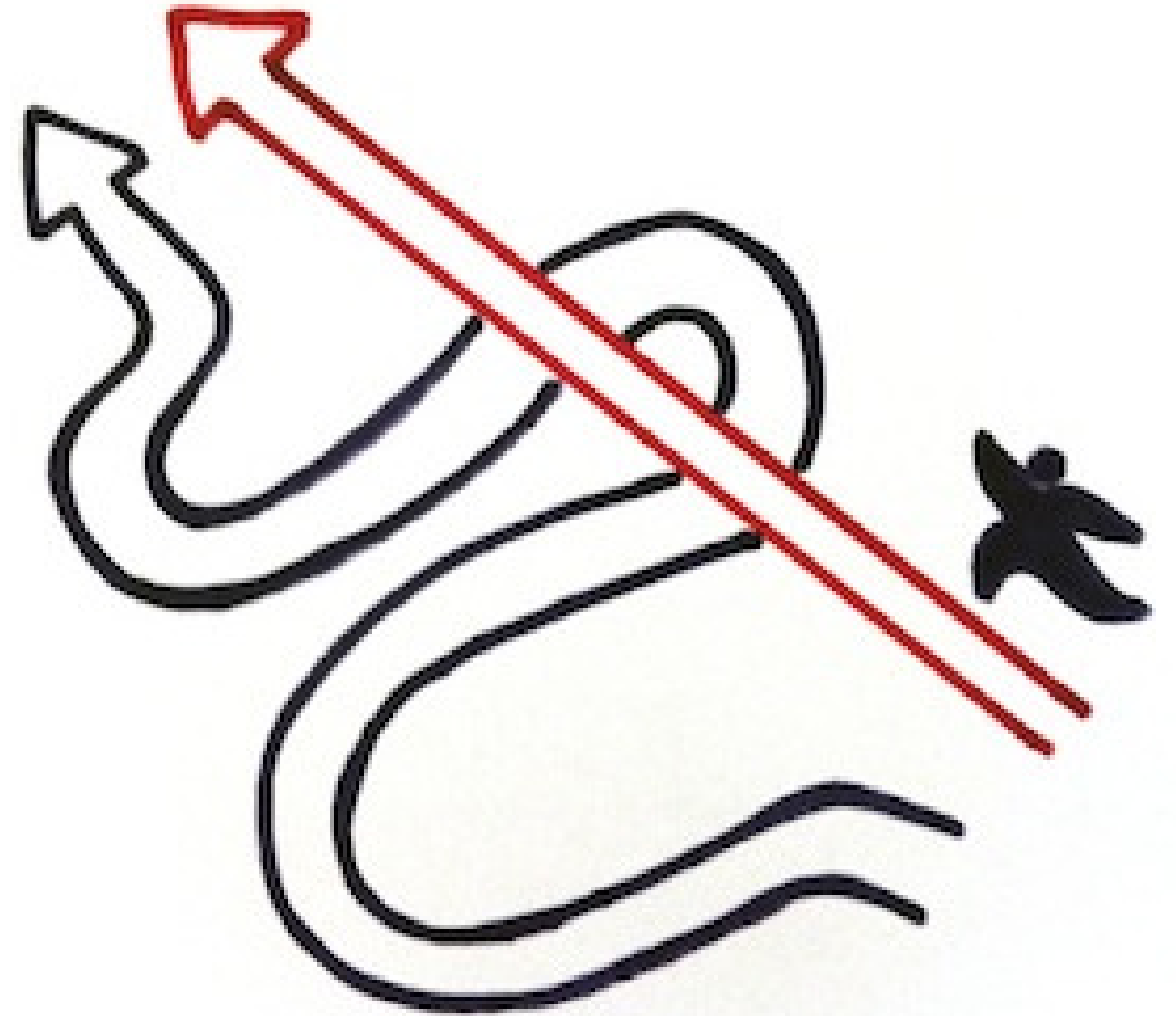
Will they act on your material? Share or Like?

Shortcuts

Platform Management Tools

Diarise Posting

Utilise Analytical Tools





www.umisconsultancy.com