

# THE ONE-HOUR-A-WEEK SOCIAL MEDIA MANAGEMENT PLAN



**ENGAGING & MONITORING (10 MINUTES)** - Check your notifications, direct message inboxes and message requests. Look for comments, tags and reviews to respond to. (Best to do this on a rolling basis throughout the week if possible!)

**REVIEWING (10 MINUTES)** - Review successful and engaging past content. Note the message and content types and post/tweet times, and incorporate more of this success into next week's plan. Identify engaging and active partners and be sure to engage with them often.

**PLANNING (30 MINUTES)** - Develop content for the upcoming week (and beyond). Keep the content diverse by incorporating a variety of message and content types. Write out all of your posts/tweets and select all of your media in advance to simplify scheduling.

**SCHEDULING (10 MINUTES)** - Use built-in or third party scheduling tools to schedule your posts/tweets. Be sure to schedule your content for different times throughout the day to accommodate different users' schedules.