

How to Monitor Your Social Media Presence in 10 Minutes a Day



A Guide to Streamlining Your Social Media Process

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Introduction

So what have you been hearing about social media lately? *“It’s the frontier! The future! The special sauce that makes all marketing successful!”*

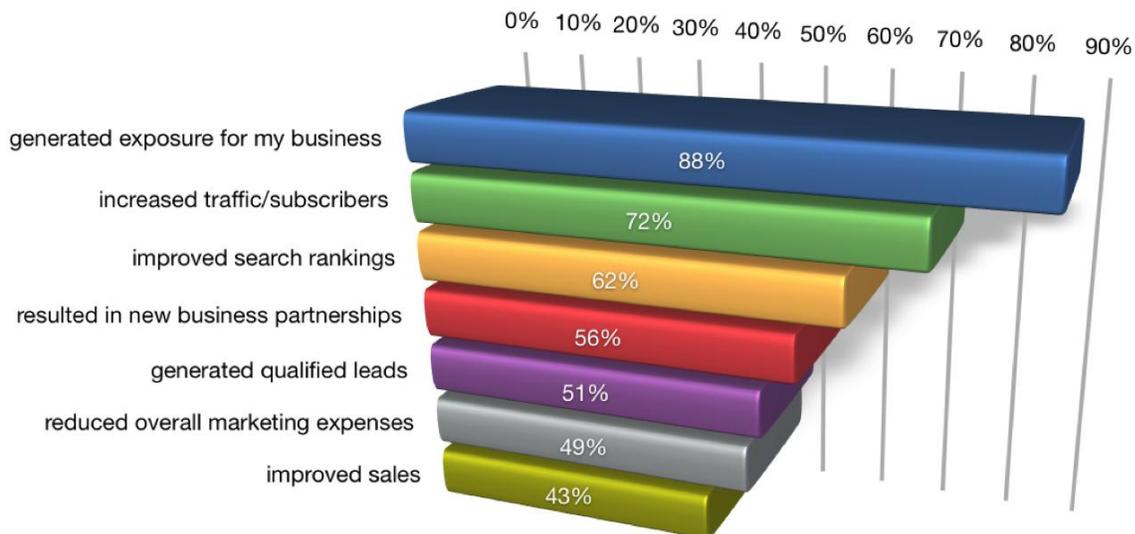
For those people who are telling you that, I applaud their enthusiasm. While social media is an important and **key component** of your marketing strategy, it is not fairy dust that makes business leads come rushing in for your company. It’s hard work!

This eBook is built to help you formulate a plan whereby in ten minutes a day, you can monitor the social media information you need within a tight, streamlined strategy. Consider it the “8 Minute Abs” of social media. How can you best take advantage of the limited time you have in a day to get the best results possible?

After reading this eBook, you will be able to develop your own, solid routine that works for you.

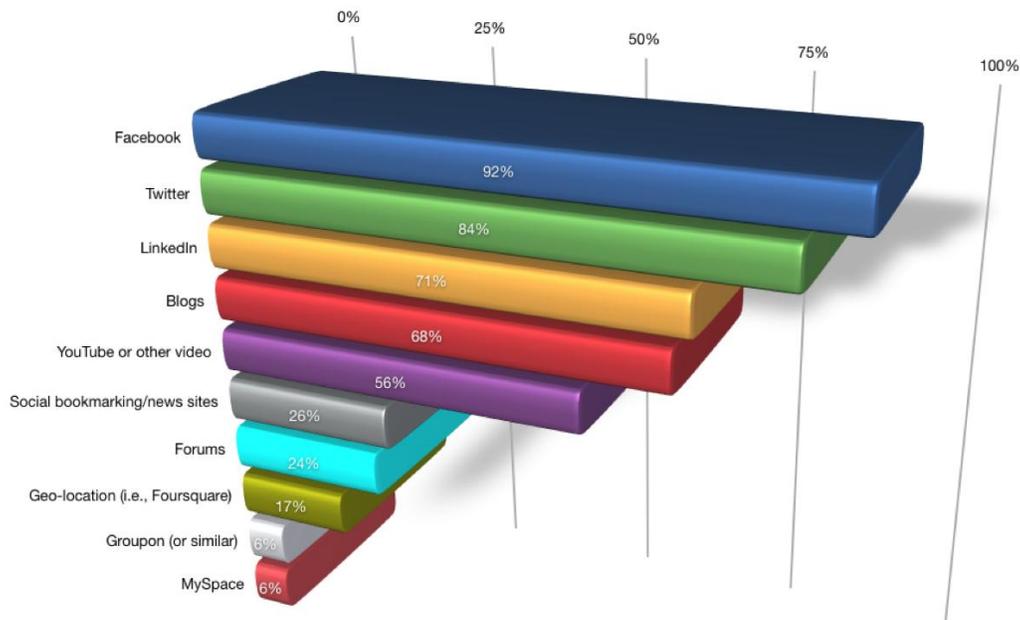
Social Media Benchmarks

Let’s discuss what kind of results you can achieve from all that hard work ...

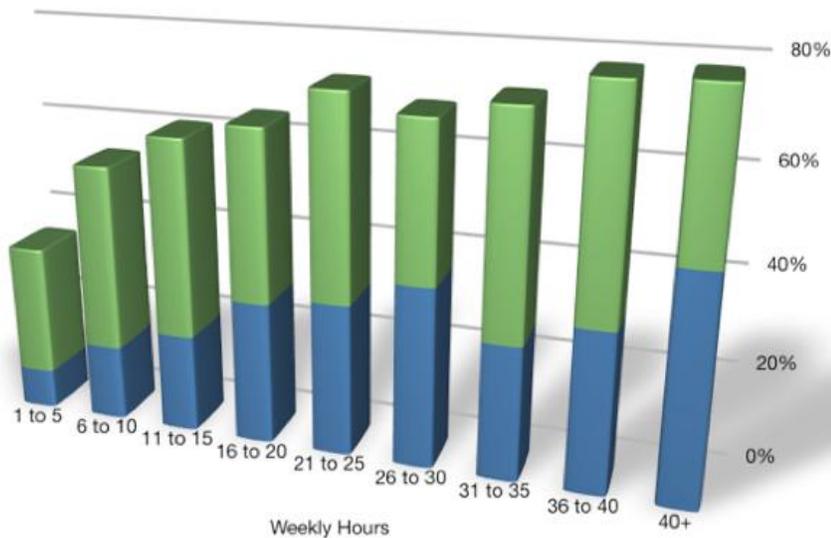


The following data and charts are from the [2011 Social Media Marketing Industry Report](#) by Social Media Examiner. The report stated that 71% of marketers who were using social media as part of their marketing efforts increased traffic or subscribers to their websites, and 51% generated qualified leads for their business. That’s powerful!

Also, of businesses that were surveyed, over 92% were using Facebook as part of their marketing strategy, and 84% were using Twitter.



By creating a solid social media routine, you can actually start reaping benefits for your business. And in case you eventually want to move beyond the ten minutes a day program, there is a strong correlation between spending more time using social media tools and business growth. According to the study, 52% of marketers who spent at least six hours a week using social media received lead generation results. Not bad!



Setting Your Goals



Now that you're committed to adopting social media into your marketing strategy (or improving the social media strategy you already have), let's talk about what you hope to achieve.

First step—like any marketing effort—is setting a specific goal. What are you trying to accomplish by monitoring your social media presence? Do you

want to find conversations that could help drive traffic to your website? Increase your (or your company's) thought leadership? Generate leads? Sales? Buzz?

By selecting one or two specific goals, you will be able to target your efforts and streamline your process to specifically reach those goals.

Prepping For Your New Routine

Next, make sure you have accounts set up on all the networks you want to target. (This section specifically is targeted toward the beginner, so feel free to scan or skip if you already have your networks ready to roll.)

Ideally, you'd want to span your online presence across as many networks as possible. (The more places you can get your business found, the better.) This step lays outside the ten minutes a day strategy, but once you're set up—you're set up!

Each account you create is both a place for your customers to interact with you and a way for you to deliver great content to your developing networks. Consider creating a company Twitter account, LinkedIn Group, and Facebook Page for your company. Also, encourage your employees to set up personal Twitter, LinkedIn, and perhaps Quora accounts too so they can represent your company as well.

When setting up your networks, make sure you include the following:

- 1) Photo and/or logo
- 2) Links back to your website
- 3) Content about you or your company

What Should You Be Monitoring?

Now we will take a dive into a handful of the most important social networking sites and what you should be monitoring in each. Don't let it overwhelm you! In the following section, we'll talk about how to make the monitoring process digestible and manageable for you.

Let's jump in!

Facebook

Facebook! We use it for fun. We use it to check out our kids' and grandkids' photos. We use it to share our love for our brands, engage in online contests organized by various companies, or let a company know when its customer service has failed us.

These days, the content on Facebook almost fully mirrors many individuals' lives. People make their personal profiles their homes for their loves and hates, and businesses can use Facebook Pages as a gateway to interact with those people.



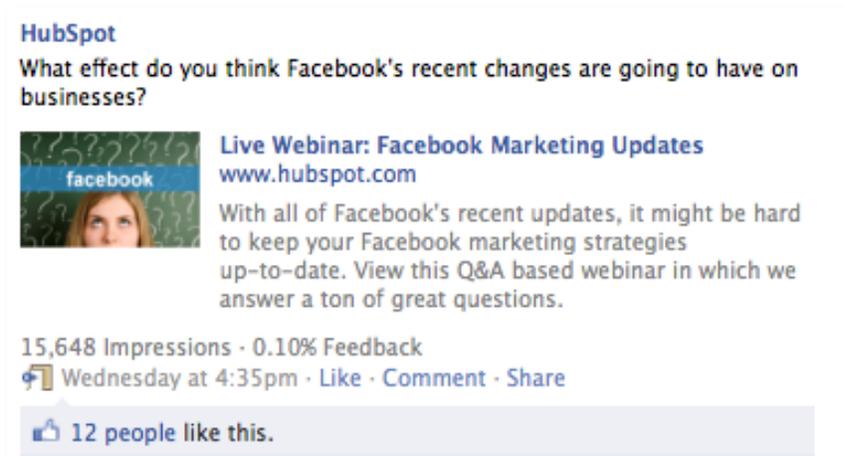
Facebook Business Page Wall

Your Facebook Business Page wall is the ‘home’ where your business’ fans, friends, customers, and critics can all interact directly with your company. They can post questions, comments, feedback, or fan mail. Fellow fans of your business may interact with each other. Many individuals will interact with content your business has posted itself.



There are three ways people can interact on your Facebook Business Page that you should be monitoring:

- A. **Wall Posts:** Anyone who “Likes” your Page can post content to your Page’s wall. Anyone! They can say good things, complain, talk about a recent experience they have—anything! These remarks are user-generated content about your brand.
- B. **Comments:** Comments are an opportunity to react to a wall post. Both you and your fans can comment. Consider it a mini conversation that spurred from the original post.
- C. **Likes:** The classic thumbs up! If someone “Likes” a wall post, this means they like the content of that post. This can also be translated to mean “I agree”.



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Another important thing to understand about the content that gets posted to your Page's wall is, the more people who interact with a specific wall post, the more "viral" that post becomes. For example, when an individual posts something to a Page's wall, that action is also referenced on the wall of that individual's personal profile. Same goes with Liking and commenting. Also, wall posts that receive an exceptional amount of Likes and comments often show up in other Facebook users' News Feeds. Let's talk briefly about that ...

The Facebook News Feed

Your "News Feed" is exactly that: a feed of what Facebook assumes is the most relevant and important items occurring in your network. Your goal should be both to react to important items in your business' News Feed and get your wall posts featured in others' News Feeds.

Twitter

Oh, Twitter. While we love you and the benefit you can provide, the mad clutter that you produce is sometimes overwhelming, daunting, and hides the valuable information we as marketers should catch.

So what type of information and tweets should you be looking out for?

- A. **Relevant questions about your company:** If someone tweets, "Should I buy X product or its competitor's product?" you want to be ready to respond. If not directly by offering helpful content about your business, perhaps you could point that person to a customer of yours.
- B. **Relevant questions about your industry:** Being helpful by answering someone's question is a great way to develop credibility with that person. In the event they need a product or service related to one(s) your business provides, they might end up coming to you!
- C. **Requests for support:** If a customer tweets a request for help (either directly to you or perhaps to their network), it is very important that you notice that tweet and respond accordingly. Happy customers are key!
- D. **Complaints and feedback:** Critics are always out there, and it's important to acknowledge and resolve issues when you can.
- E. **Praise:** Please sir, can I have some more? Praise is a wonderful thing to receive! Why not say thank you? Retweet it. Save it to your favorites. Send that person a t-shirt! It's wise to appreciate those who appreciate you.

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- F. **Competitor Mentions:** Competitor intel, anyone? Other people are praising, complaining, and asking questions about **your competitors**, too. You should monitor those conversations, if only for the information and data.

Now that you know which types of tweets to specifically monitor, you can create your plan accordingly.

LinkedIn

I would argue that LinkedIn is the most business-focused social media site out there. There are over [100 million+ professionals](#) around the world using LinkedIn as of March 2011. Its purpose is for networking, recruiting, content promoting (when relevant!), and generating thought leadership. Let's focus on the latter two.



LinkedIn is a great platform for individual employees to develop thought leadership and grow a company's reach as a whole.

So what should you be monitoring on LinkedIn to do just that?

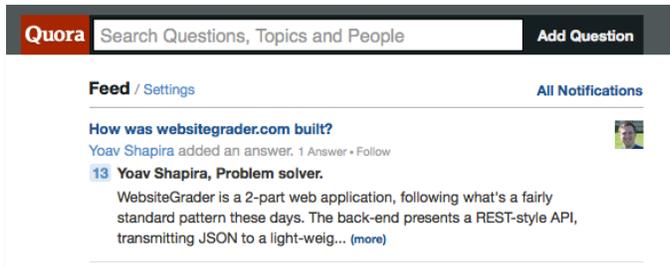
- A. **LinkedIn Answers:** This section of LinkedIn is a great way to showcase your expertise. Many LinkedIn users use this feature to request information, resources, business tips, and advice. Similar to Twitter, you should monitor questions that are relevant to your business and industry. By taking a moment to respond with a thoughtful answer, you could win "Best Answer". When answering, you also have an opportunity to link to relevant resources. Did you or your company recently publish a blog article that addresses the topic in question? You should link to it!



- B. **Group Discussions:** LinkedIn members also interact often within LinkedIn Groups by posting discussion questions, topics, and more to the group. These discussions offer other opportunities to answer, comment, and link to your resources when it makes sense and is valuable to the community. [Tweet This eBook!](#)

Quora

Quora is a relatively new social networking site. Made public to everyone almost a year ago in June 2010, it has increased in popularity in recent months. Now with a [user base around half a million](#), it's becoming the new go-to place to ask questions and get answers.



The quality of the community is quite high at the moment. A person may ask, "Why did company X make Y business decision?" Oftentimes, the most highly voted answer is given by the CEO of the company. For users, it's a great opportunity to learn

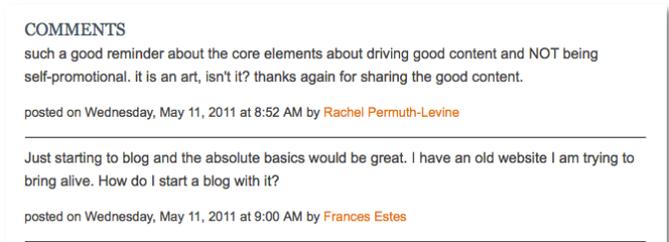
collectively from a large group where the best answers rise to the top through voting.

What should you be monitoring on Quora?

- A. **Questions:** Your primary goal for monitoring Quora, similar to LinkedIn Answers, is identifying questions relevant to your business and industry that you should answer. If someone posts a question about your company and there is no representation from your company among a stream of answers, that is a lost opportunity to guide the message (or deflect negative sentiment).
- B. **Topics:** Topics are broad categories of questions like "marketing", "business", "books", etc. If you are a marketer, you should be monitoring the "marketing" sections for opportunities to respond to questions that give you the opportunity to flaunt your and your business' expertise.

Blogosphere

It goes without saying: blogs (writing, reading, and commenting) should be a major part of your social media and marketing strategy. Maintaining a blog is a great way to create content that drives visitors to your website. Reading quality blogs keeps you in the know of industry trends, news, data, and more. Commenting is a great way to expand your reach by appearing below someone else's content as well as causally introducing yourself (as a brilliant commenter) to the author of that blog.



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It's also very important to be aware of what others write about your

company in order to respond properly. This goes right back to the 'ole public relations playbook. Even if only to celebrate quality articles written about your organization when they periodically appear, you should know what the blogosphere is saying about you.

Make sure that, within your monitoring campaign, you are tracking relevant ...

- A. **Blog Articles:** You should consider blog articles just as important (if not occasionally more important) as news coverage! You should know who is writing about your company and what they are saying. Are you generating major coverage regarding a product launch or another piece of news? Is there some sort of controversy occurring around your industry? Competitors?
- B. **Comments:** What are people **saying in response** to articles about you, your competitors, or your industry? Should you weigh in as well?
- C. **Links:** Links make the inbound marketing world go 'round! Do the blog articles written about you also include links back to your website? If not, perhaps you should send the author a friendly note. If you created content that a blog article is referencing, you should be credited with a link.

Streamlining Your Process

The previous sections in this eBook covered a handful of sites and types of content you and your business should be monitoring in social media. But how on earth could someone limit that to ten minutes a day?

The key to using your limited time most effectively is streamlined processes and consolidation of information. Just visiting each social network's URL and logging in is time consuming. Let's find a way to limit that as much as possible.

RSS Feeds

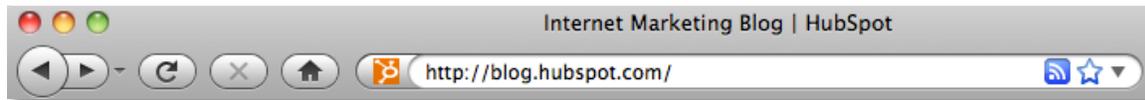


RSS feeds are your friends. For the unfamiliar, RSS stands for "Really Simple Syndication". Consider it a feed of a specific stream of information that you can subscribe to with a Reader. For example, blogs all have RSS feeds. Often specific searches have RSS feeds as well.

You can look to see if an RSS feed is available by either keeping an eye out for the word "subscribe" and the RSS feed symbol on the page (often the color orange). Also, sometimes if there is an RSS feed located on the page, the symbol will appear in the navigation of your browser.

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Click it to subscribe to the feed. Simple!



RSS Readers

Did you know you can use RSS Readers for more than just subscribing to blogs? You can send anything with an RSS to your Google Reader and monitor it from there.

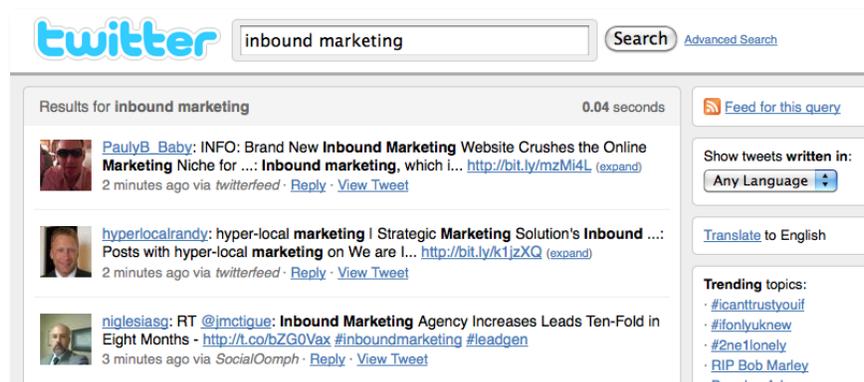
Using an RSS Reader like Google Reader is a great tool to help you consolidate and organize all the feeds you collect across the internet.

Send Important RSS Feeds to Your Reader

So, what exactly has an RSS feed that you can you send to your Google Reader? Let's go through the important items mentioned earlier in this eBook that have an RSS feed and discuss how you can add it to your Reader.

- A. **Twitter Mentions and Searches:** In an earlier section, this eBook listed six different kinds of tweets you should be monitoring on a regular basis. Let's simplify that.

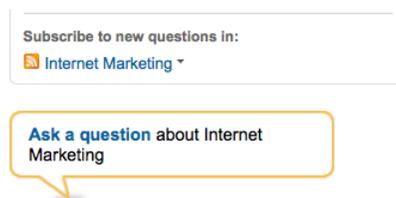
Most likely (if you're taking the free approach), you are looking for industry tweets, @replies, and mentions of your business. Use <http://search.twitter.com> to conduct searches for your competitors, industry terms, executives' names, and whatever else may be relevant to your business. After each search, select "Feed for this query" next to the orange RSS button on the right-hand side. Now it will get transferred straight into your Reader!



Feeling a little ambitious and want something slightly more real-time? Use a tool like TweetDeck or HootSuite. With these tools, you can save searches and react via the tool itself without needing to log [Tweet This eBook!](#)

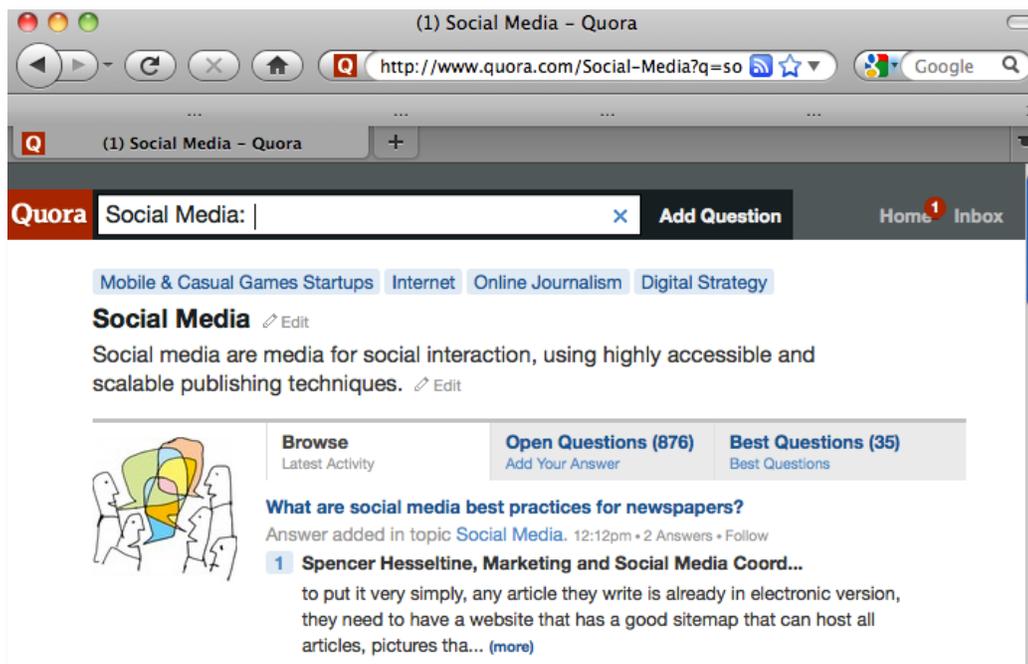
into Twitter.

- B. **LinkedIn Answers:** LinkedIn has the RSS functionality for question categories. Each category has an RSS that provides a feed of the questions asked in that category. This is found on the bottom, right-hand side of a category page. Get to a category page by selecting one of the categories either suggested for you, or conduct a search for a specific topic.



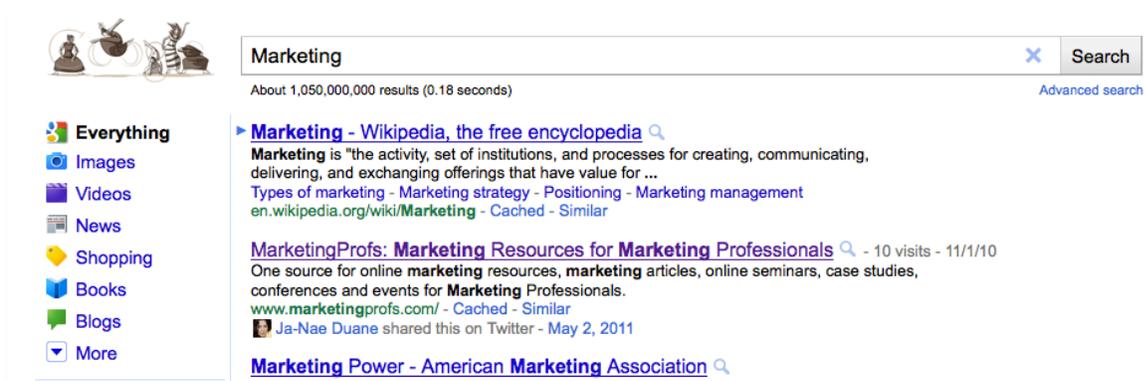
same
Each
of all
is

- C. **Quora Questions:** The exact same principle applies to Quora, except Quora calls categories “Topics”. Collect the RSS feed for a specific topic by clicking the icon in the navigation at the top of your browser.



- D. **Blog Articles:** A great tool for searching for blog articles and news is Google itself! Google has “Google News” and “Google Blogs”, which are both great tools for collecting and searching for articles that are important to your business. To find this search function, conduct a Google search and click on either “Blogs” or “News” on the left-hand side. If it does not automatically appear for you, select “More”.

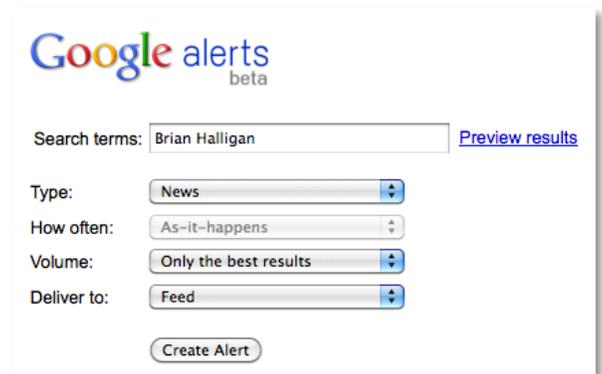
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At the very bottom of either of those pages is the RSS icon that you can click to subscribe to the feed. Now, whenever a new blog or news article is written and fits the search criteria you have set, it will be sent to your Google Reader.

I also suggest organizing these terms in your Google Reader in different sections in order to easily scan and keep track of all your search terms. You can also use that as a means to track what terms or topics get you the most coverage.

Another option for tracking relevant articles is to set up Google Alerts for blog and news coverage. For these alerts, you can choose to make them real-time and monitor your coverage throughout the day, or schedule them to be sent to your email or Google Reader once per day. Up to you!



How to Monitor Other Platforms That Don't Have RSS Feeds

The one thing that we didn't mention in the previous section is Facebook. Currently, there is no free way to collect a feed of posts from your Business Page wall. Unfortunately, you will need to log in to Facebook as part of your daily routine along with checking your Google Reader.

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Your New 10 Minute Schedule



Now that you have set up a consolidated platform for monitoring your social media presence, you can implement a new habit of logging into your Google Reader first thing in the morning to check for relevant information.

3 minutes

Check for Twitter chatter about your company and its competitors.

2 minutes

Scan Google News and Blogs Alerts for important articles.

3 minutes

Filter and flag relevant industry-related LinkedIn and Quora questions.

2 minutes

Log in to Facebook to scan your wall and comments.

Got 5 More Minutes? What's Next?



By integrating the above plan into your schedule, you will have a very solid understanding of the social media conversations and content that is relevant to you and your business online. The next step, of course, is reacting!

From here, perhaps you could add some items to your to-do list that spawn from what you may have read during the monitoring process. Maybe today you noticed that a great question was asked on LinkedIn, you have a response that could be valuable, and you want to make sure you answer. Maybe you took notice of a relevant blog article, and you decided you should comment on it during lunch. Did someone tweet a positive testimonial about your company on Twitter? Make a note to favorite it!

Because you have already created a solid plan for staying aware of activity occurring in social media that's important to your business, you can choose to take an extra five minutes to prioritize the best content and react. You've now created a bridge between listening and engaging.

Paid Tools as Monitoring Solutions

If you are considering investing in a for-fee tool, there is a handful that helps with social media monitoring, interacting, and marketing strategy.

For example, paid tools like CoTweet's Enterprise Edition has a solution that allows you to monitor your Facebook and Twitter presence through its tool without needing to log in to each platform separately. CoTweet also offers a less robust version that focuses solely on Twitter. This is a great tool to save searches, assign posts for follow up with other members of your team, and more.



[HubSpot software](#) includes a social media monitoring tool as a part of its complete marketing software package. The tool tracks LinkedIn, Twitter, YouTube, the blogosphere, and more. The value here is not only the ability to both monitor and react

within the tool itself, similar to CoTweet, but to also track how these conversations integrate with your entire marketing strategy.

Radian6 is also a good tool to monitor the conversations happening within your industry and generate detailed reports to help you make smart marketing decisions.

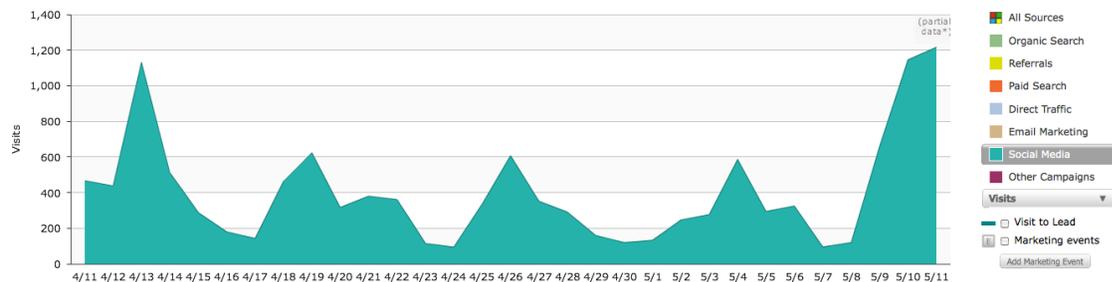
Measuring Your Results

As time goes by and you develop better and more effective social media habits, you should make sure you also have a system in place to measure your success. (After all, you want data to prove those golden ten minutes are paying off, right?)

Visits for Social Media

See how different sources have driven visits, leads, and customers to your site

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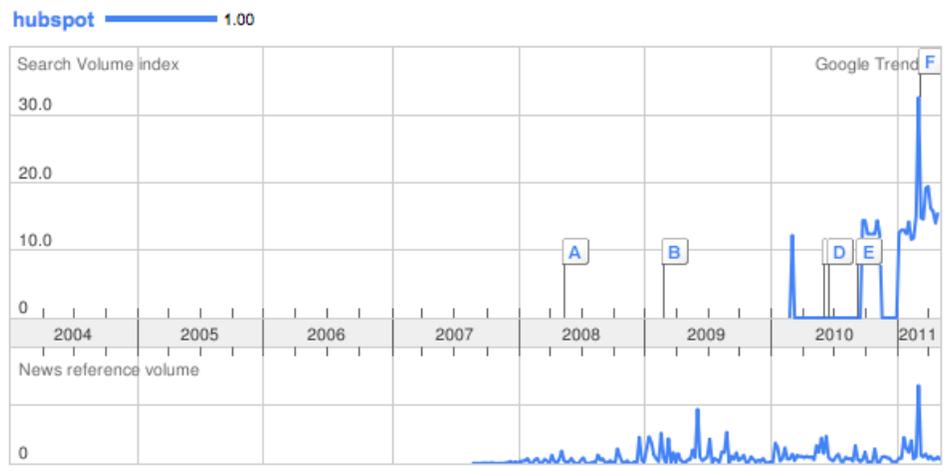
Reflect on the goal you set in the beginning of this eBook. If your goal was marketing-related, you should use tools like Google Analytics, HubSpot, or another tool to monitor the amount of traffic, leads, and customers you're generating through social media channels as a result of your efforts.

SITE	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS
Facebook	35,443	6%	2,141	.28%	6
LinkedIn	17,776	11%	1,868	.32%	6
Twitter	36,534	5%	1,829	.16%	3
Wikipedia	1,822	4.7%	86	1.2%	1



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If thought leadership was one of your goals, has there been an increase in the volume of blog and news articles written about your company? Has there been an increase in links? Links are a fantastic indication that people are using you as a resource and want to send their readers to your content. (And it's a double win for SEO!)

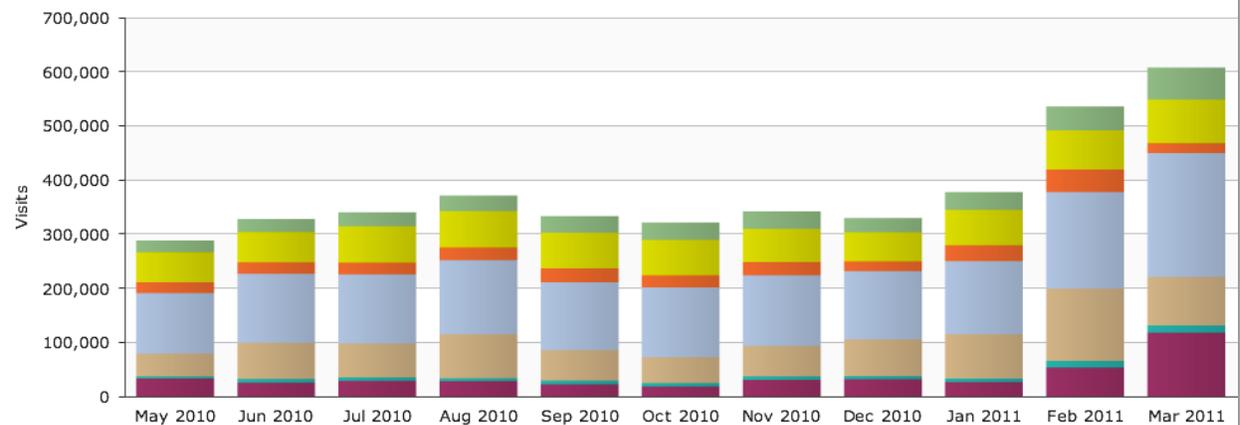


No matter what the goal, be sure to monitor your metrics over time. If you decide to begin spending more than just ten minutes into your social media monitoring efforts, your success should correlate with the additional work you're putting in!

Visits for All Sources

See how different sources have driven visits, leads, and customers to your site

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About the Author

Rebecca Corliss is an inbound marketing manager at HubSpot, an [internet marketing](#) software company in Cambridge, MA. At HubSpot, she specializes in online lead generation, social media marketing and customer evangelism. Rebecca is the architect of HubSpot's [Inbound Marketing University](#), a free internet marketing and social media training program that has certified over 2,500 marketers. She is also well-known for her “one-hit-wonder” music video “[You Oughta Know Inbound Marketing](#)” among [many others](#).

As part of HubSpot's product marketing team, Rebecca currently focuses on building content that increases conversion of website visitors into free trial users. She is also leading the development and growth of HubSpot's Local HubSpot User Groups (HUGs), which are sprouting all over the US and Europe. In her free time, she sings with her a cappella group, [Common Sound](#). Be sure to follow her on Twitter as [@repcor](#).

Want to Keep Learning?

If you are a marketer who wants to learn the latest social media marketing trends and the tools businesses are focusing on, watch HubSpot's recorded webinar [State of Social Media Marketing Industry](#).



If you are a company interested in finding out how you can easily integrate your social marketing, SEO, PPC, and lead generation for better results, [sign up for a HubSpot demo](#).



If you are a marketer who wants to learn how you can transform your marketing in 2011 with content that you can produce rapidly and effectively spread online, register for the "[Inbound Marketing Virtual Conference](#)".



If you are a company that wants to know how to optimize your website to get found by more prospects and convert more of them into leads and paying customers, be sure to sign up for a free [Inbound Marketing Assessment](#).



If you are a company that is interested in growing your business and generating leads, [use HubSpot's free 30-day trial to learn how HubSpot's software can help you](#).

