

Bob Barker's 'How to' Quick Reference Guide for individuals who need to use social media for business

Habit Forming

1 Searching & streaming set up

Optional
Additional
Outcomes/Skills

DAILY

Send a few Tweets a day and it'll keep you in play

2 Notice & Share
+ Photo & Share

3 Listen & Learn

4 Find 15

Learning

WEEKLY

Book an hour a week and its you they'll seek

5 Comment & Contribute

6 Create & Curate

7 Schedule & Coordinate

Authoring

MONTHLY

Help people out and they'll give you a shout

8 Connect & Grow

9 Recommend & Send

10 Meet for a coffee

Networking

External and/or Internal Network

QUARTERLY

11 Do Keep Up — Session

12 Digital Log Book

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Accompanying notes to: The "How to" Guide for using Social media for business (for people who don't have time for social media, and need to get into the game)

Firstly, it assumes you at least have a LinkedIn profile, Twitter account and a Google account on your computer and/or mobile. There are suggested daily, weekly, and monthly routines but the core is all about box 2: Notice and Share. Since only about 10% of people ever create content, only consider box 6 and 7 if you are going to publish. The guide works for internal social networks (Yammer, Chatter etc) as well by using just boxes 2, 5 and 8. Now let's start:

1. **Searching and streaming set up** – This is setting up tools to send you the news, information, trends you seek. Simplest is setting up some Google Alerts (under 'Even More' on the Google tool bar already on your computer) to stream you information via email you can then share. Or install Tweetdeck (or an equivalent) and add columns of interest or create lists of people to follow. Now you have your social streams.

Daily Routines (can be done sitting back with an iPad, on the go on your mobile, or at your desk):

2. **Notice and Share** – The core activity for most people on social media: noticing interesting stuff in your streams/ searches and sharing it with your network – by clicking on the share buttons on the information you can do just that. A few Tweets a day is all you need to start becoming part of the conversation (we are all the media now). Use mobile Twitter or Instagram to also share interesting photos.
3. **Listen and Learn** – Twitter is a fantastic learning tool as the things you are interested in are streamed to you. As you are effectively listening to the market/people who you follow, they will link you to interesting reports, sites and videos. You won't have time to look at everything all on time so you need to have a system for flagging (bookmarking) the information for reading later. If you have an iPad/iPhone, Flipboard is a great tool to bring Tweets to life by making your read like a newspaper. Sit back and enjoy, it's your news.
4. **Find 15** – This is the additional discipline of finding 15 minutes a day where you actually read the report, watch the video, to educate yourself and create your own Lifelong Learning programme.

Weekly Routines:

5. **Comment and Contribute** – Book a meeting with yourself, perhaps on a Friday, to go to some of the groups you have joined (especially on LinkedIn), or on a questions & answers site like Quora, or on blogs you follow, and take some time to answer a question or make a comment, or just thank someone for retweeting. This engagement/reciprocity will help people like you as a contributor and could lead to interesting business introductions just by helping/adding value to someone.

Only if publishing – Many people won't blog initially (unless they have a passion or until they find one, or are a subject matter expert, or just want to write) or create their own content to share, so these next two points are just for people who do, or do so for their company:

6. **Create and Curate** – Book a time with yourself when you blog or create a series of blogs to publish over a period. Weekly is a good discipline to get into. You may be able to Curate some content from somewhere else in your organisation to repurpose for social media – that's good too.
7. **Schedule and Co-ordinate** – You can schedule when your blog goes out (e.g. on Wordpress) and if you have the tools (Hootsuite, Cotweet) you can schedule a series of tweets to promote your post or other content. If you are blogging for the company you will need to co-ordinate with PR or Marketing on how often and when your blog is required – they may refer to Edcals (editorial calendars) which help co-ordinate publishing.

Monthly Routines:

8. **Connect and Grow** (your network) – They say if you don't have enough business your network isn't big enough. So every month take some time to research your network e.g. via LinkedIn and find new people to connect with, or connect with people whose business cards you have collected in the month, or search for interesting people on Twitter and follow them, and your network and reach will grow.
9. **Recommend and Send** – Recommendations are great, Google loves them too, people will meet you based on others saying good things about you. So now and then ask people for recommendations and pick some people you know and recommend them, it's the old reciprocity game again. More than that sometimes connect people by sending both parties an email linking the other.
10. **Meet for a coffee or lunch** – Obvious, but don't forget the physical contact and catch up side of life too. Also, if you are meeting someone for the first time (perhaps from using your 2nd level network on LinkedIn), meeting for a coffee on neutral/safe ground is an easy way to start.
11. **Do Keep Up session** – Every now and then get a digital and social media update from someone, as things move fast. It could be the IT guy, or the Apple Genius, or your friend the geeky one, or a teenager or twenty something. The point is you need to keep current and show someone who really knows how you are going about things. You may learn short cuts, about new networks, about fun apps or content. Just make a note to do this once and a while.
12. **Digital Log Book** – Have a little book somewhere (or make an e-note) where you write down how to do those things that had you caught out in the past, or that you learnt. We forget very quickly as it's good to have somewhere to go when we forget how to do that digital thing or set up.