



Ready for what's next.

Time Management Strategies for Social Media

Steve Radick, Lead Associate





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Who is this guy talking right now?



- *Steve Radick, Lead Associate with Booz Allen Hamilton*
- *Lead of Social Media/Government 2.0 Practice*
- *Comment on my external blog – [Social Media Strategy](#)*
- *Connect with me on [LinkedIn](#)* 
- *Find me on [Twitter](#)* 
- *Download my [photos](#)* 
- *Watch my [videos](#)* 
- *See what I'm [bookmarking](#)* 
- *Connect with me on [GovLoop](#)* 



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“It’s not information overload, it’s filter failure”



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Technical filters help sort through the garbage so you can find the value

The screenshot displays the Radian dashboard interface. At the top, navigation links include Dashboard, Configuration, Help, and Video Tutorials. The user is logged in as Anna Gabbert. The main content area shows search results for "SFMTA" (Total # of posts: 936). Several posts are visible, including "AVALOS SEEKS GREATER TRANSIT JUSTICE" and "METER HOURS PUT MUNI BUDGET IN LIMBO". Each post has associated metrics like Comment Count, Unique Commenters, Engagement, Votes Count, and Inbound Links. A sidebar on the right shows a list of influencers with their scores and names, such as Streetsblog (Score 100) and WHAT IM SEEING (Score 66). A search results window is open, displaying a grid of related terms like "time", "budget", "fun", "streets", "park", "north", "embarcadero", "following", "supervisors", "line", "buses", "bay", "mission", "california", "including", "cms", "street", "train", "board", "san", "www.sfmta.com", "muni", "residents", "event", "good", "meeting", "bus", "sfmta", "free", "beach", "municipal", "check", "francisco", "public", "cars", "agency", "sure", "city", "parking", "traffic", "early", "things", "work", "transit", "transportation", "cable", "run", "area", "website", "sunday". A pie chart titled "SFMTA - (Total # of posts: 217)" is segmented by Media Type, showing the following distribution: SFMTA (MicroMedia) 61 : 28.1%, SFMTA (Blogs) 49 : 22.6%, MTA (Mainstream News) 24 : 11.1%, SFMTA (Comments) 21 : 9.7%, SFMTA (Other) 12 : 5.5%, MTA (Blogs) 11 : 5.1%, Central Subway (Comments) 5 : 2.3%, and MTA (MicroMedia) 6 : 2.8%. A horizontal bar chart titled "SFMTA - (Total # of posts: 358)" shows the distribution of posts across categories: San Francisco (approx. 25), MUNI BUDGET (approx. 160), SF MUNI (approx. 150), and SF MTA (approx. 23).

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That's the easy part...

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Learning to filter your time is the more difficult part



CNNhealth.com

Five clues that you are addicted to Facebook

1. *You lose sleep over Facebook*
2. *You spend more than an hour a day on Facebook*
3. *You become obsessed with old loves*
4. *You ignore work in favor of Facebook*
5. *The thought of getting off Facebook leaves you in a cold sweat*



facebook

I'm Addicted To Youtube!



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Social media isn't just more work – it can save time too

Time Waster	Time Saver
Compiling duplicate or competing inputs from multiple teammates collaborating on a document	Put information on a wiki and have members make changes in one spot so the latest version is always readily available
Laying out and distributing online newsletters	Post newsletters as blog posts. Content is king; formatting wastes valuable time.
Checking websites each day for new content	Subscribe via RSS feeds so you receive automatic notifications when new content is posted
WAY too many staff meetings	Post daily updates to an internal team blog to minimize group emails and make in-person meetings more efficient.
Emailing a few photos or videos at a time so they don't exceed file size limits	Post to a photo-sharing website then email the site's URL
Emailing URLs to teammates or to yourself (to access them from different computers)	Save favorite websites through social bookmarking sites (e.g., Delicious) and subscribe to teammates' bookmarks
Recreating work from employees who leave the organization	Post work to a shared document library or wiki
Emailing teammates or stakeholders for feedback or inputs	Create a wiki or a blog where people can post edits, comments or questions
Collecting RSVPs through emails and pasting to a spreadsheet	Use an online invitation tool (e.g., Eventbrite) to collect RSVPs and automatically compile responses.
Traveling to and from disparate locations for regular meetings	Use a free live meeting tool like OoVoo to enable real-time conversation and collaboration without the travel

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Do you know why you're using social media?

- Increase sales/product leads?
- Thought leadership?
- Networking?
- Personal branding?
- Learning?
- Build online community?
- Increase awareness?
- Marketing?
- Job searching?
- Improve collaboration?
- Save money?
- Improve morale?
- Drive traffic?
- Raise money?
- Get volunteers
- Influence public opinion?

Because everyone else is doing it?

**Use your filters to help accomplish
those goals...**

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...effectively

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...and efficiently

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Plan for FOMO and HOLI

- **FOMO = Fear of Missing Out**


- You never definitely say “no, I can’t make it” but “maybe I’ll stop by
- You check your email EVERY time a notification pops up
- You have Tweetdeck running all day
- You regularly spend hours reading blog posts, tweets, and FB updates
- You constantly feel like you should be doing/reading something you’re not
- You can’t “unplug”

- **HOLI = Hatred of Losing Information**

- You are the one to move a threaded email discussion to a blog/wiki
- You meet with everyone who wants to talk about social media
- You become THE community manager for every group you’re a part of
- You bookmark hundreds of blog posts and articles even though there’s no possible way to read them all

If you're always honest, you don't have to always be on

Home About Me Speaking Legal-ese My Team Gov 2.0 Events Calendar



Social Media Strategery

ENABLING CONVERSATIONS, CREATING RELATIONSHIPS

Best Of Best Practices Enterprise 2.0 Government 2.0 Miscellaneous Pers

Taking a Break!!

Tue, May 12, 2009 Personal

I'm finally doing it – I'm taking a much needed vacation. Starting on Wednesday morning, May 13th, I'll be jumping on a plane for Hawaii where I will trade in my shirt and tie for a lei and a margarita.




Image Courtesy of Flickr user of Dnorman

1 tweet
retweet

Share 

That's where I'll remain until I rejoin my place in the government consulting workforce after Memorial Day.



Home Profile Find People Settings Help Sign out

Unplugged this weeked. At a family wedding in AZ.

2:46 PM May 29th via TweetDeck Reply Retweet



SocialBttrfly

Alexandra Bornkessel

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**The good thing is that the tools allow you
to filter what matters to you**

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Download Firefox

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It's Time to Get Personal



There are literally thousands of totally free ways to adapt your Firefox to fit exactly what you like to do online.

- Products / Firefox
- Features
- Under the Hood
- Security
- Customization
- 100% Organic Software
- Tips & Tricks
- Videos
- Connect


Personas: Your Firefox, Your Style

Personas are easy-to-install themes that help you personalize the look of your Firefox.

Roll over to try, click to apply



Upgrade Your Firefox



3.6.3, English (US), Windows (8MB)

[Download Now - Free](#)

[Release Notes](#) - [Other Systems and Languages](#)

Helpful Links

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Customize for your needs



I like:
Google Reader Watcher
Google Toolbar
IE Tab Plus
Invisible Hand
Screengrab
Delicious
TabMix Plus
Cooliris

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Set up your Google Alerts

Sign up for an alert



Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Your email:

Create Alert

Google will not sell or share your email address.

[Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)

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Bookmarking on steroids

Create your delicious account

The screenshot shows the user interface of a Delicious bookmarking account. At the top, there is a navigation bar with 'delicious' and links for 'Home', 'Bookmarks', 'People', and 'Tags'. Below this is the user's profile, 'sradick's Bookmarks', with links for 'Bookmarks', 'Network', 'Tags', 'Subscriptions', and 'Inbox'. A search bar is visible with the text 'Search Delicious' and a 'Search' button. The main content area displays a list of bookmarks with their titles, dates, and tag counts. A red arrow points from the text 'Create your delicious account' to the user's profile name. On the right side, there is a sidebar with options like 'Save a new bookmark', 'Create public profile', 'Bulk edit', and 'Browse these bookmarks BETA'. Below that, there are sections for 'Tags' and 'Tag Bundles'.

Date	Title	Count	Tags
15 JUN 10	Federal Government New Media Contacts GovLoop Social Data Network for Government	2	gov20 jobs newmedia opengov
12 JUN 10	Slides and Recording: Social Marketing Analytics Research Findings « Web Strategy by Jeremiah Owyang Social Media, Web Marketing	18	measurement measure evaluation metrics
10 JUN 10	Stop Wasting Time on Social Media - BusinessWeek	19	prsa Chesapeake timemanagement
03 JUN 10	Social Media Footprint		footprint socialmediaPM internal
01 JUN 10	Social Media Strategy from A to Z » Techipedia Tamar Weinberg	123	ABCs socialmedia tips howto

Tags: web2.0, socialmedia, blog, boozallen, transportation, enterprise2.0, internal, gov20, army, wiki

Tag Bundles:

- Personal: 0
- boozallen: 15
- web2.0: 6
- Unbundled Tags: 455
- All Tags: 476

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Sign up for relevant content aggregators



GovLoop Weekly
"Connecting the Government Community"
May 20, 2010

Can't see all the cool images in this email? [Click here!](#)

30,000 Colleagues Under the Awesomeness

GovLoop reached another milestone this member: [Jeremy Wilcox](#). It's always a how far the community has come, not participation. It's that second part that important and while we do cherish every the milestones. That's why we want all should celebrate the big 3 OH!

SmartBrief on Social Media

- In This Issue
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MARKETING FOR A NETWORKED WORLD

blog | about | sign-up | forward | advertise

June 16, 2010

Today's Buzz

Sponsored By:  **MarketingProfs**
Smart thinking ... pass it on.

Twitter goes beyond geo-tagging with Places service

Twitter is rolling out a location-based feature that lets users associate specific, named places with their tweets. The Places service, which was developed in collaboration with Gowalla and Foursquare, could have profound implications for marketers and small-business owners, writes Pamela Seiple, since it will provide another front door through which users will be able to access tweets pertaining to a specific brand or retail outlet. [CNET](#) (6/15) , [HubSpot.com](#)

(6/15) Share: [in](#) [f](#) [t](#) [E-MAIL](#)



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Diversity and student hiring next on OPM's list

The Earlybird: Headlines and Blog Posts

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Download Tweetdeck



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Set up your tags (filters)

The image shows a screenshot of the TweetDeck application interface, displaying four columns of tweets filtered by different tags. The top bar shows the TweetDeck version (v0.34.2) and navigation icons. Each column has a search bar at the top and a list of tweets below. The tweets include text, profile pictures, and links. The columns are: 1. Search: #gov20, 2. Search: #g2e, 3. Search: boozallen, 4. Search: "social media" and government.

Column 1: Search: #gov20

- digiphile, (+) Wed 16 Jun 22:20 via TweetDeck
- KristaElder, (+) Wed 16 Jun 22:20 via TweetDeck
- poetspirit, (+) Wed 16 Jun 22:16 via Diigo extension for Chrome
- kateatstate, (+) Wed 16 Jun 22:15 via TweetDeck
- digiphile, (+) Wed 16 Jun 22:14 via TweetDeck
- JanetBS, (+) Wed 16 Jun 22:00 via web

Column 2: Search: #g2e

- Decio_Coutinho, (+) Wed 16 Jun 20:35 via TweetDeck
- ingagenetworks, (+) Wed 16 Jun 19:31 via TweetDeck
- kmcurry, (+) Wed 16 Jun 13:51 via TweetDeck
- Milutty, (+) Wed 16 Jun 12:12 via TweetDeck
- ESRIKorea, (+) Wed 16 Jun 08:19 via Twitterrific
- jeanppira, (+) Tue 15 Jun 23:43 via TweetDeck

Column 3: Search: boozallen

- bravecareers, (+) Wed 16 Jun 21:41 via twitterfeed
- bravecareers, (+) Wed 16 Jun 21:41 via twitterfeed
- bravecareers, (+) Wed 16 Jun 21:41 via twitterfeed
- bravecareers, (+) Wed 16 Jun 21:41 via twitterfeed
- bravecareers, (+) Wed 16 Jun 21:41 via twitterfeed
- bravecareers, (+) Wed 16 Jun 21:41 via twitterfeed
- mecredy, (+) Wed 16 Jun 21:02 via Touiteur

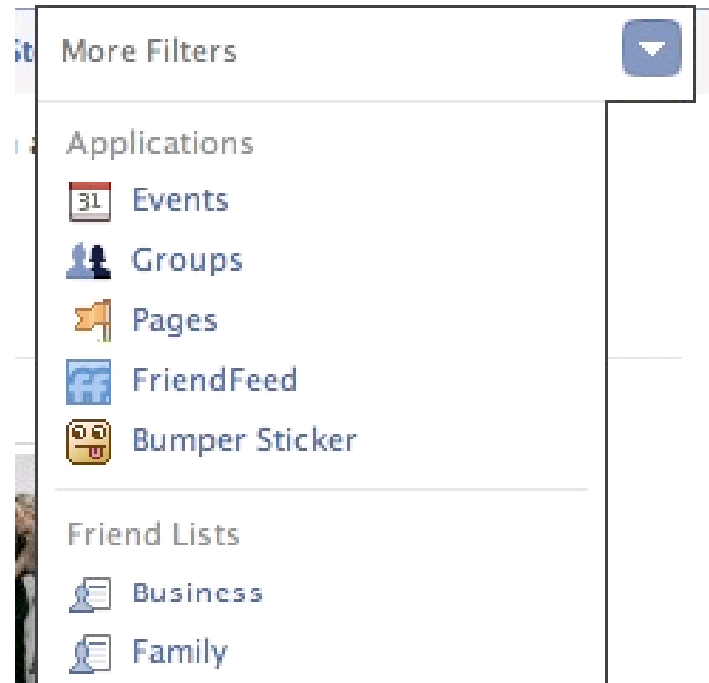
Column 4: Search: "social media" and government

- skippingcollege, (+) Wed 16 Jun 14:50 via twitterfeed
- UXFeeder, (+) Wed 16 Jun 13:06 via twitterfeed
- CaCitiesLearn, (+) Wed 16 Jun 12:31 via TweetDeck
- fhxoxo, (+) Wed 16 Jun 12:02 via TweetDeck
- johnYSchen, (+) Wed 16 Jun 10:11 via TweetDeck
- Steed2010, (+) Wed 16 Jun 10:01 via web

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Get rid of MafiaWars, Farmville, and annoying friends!



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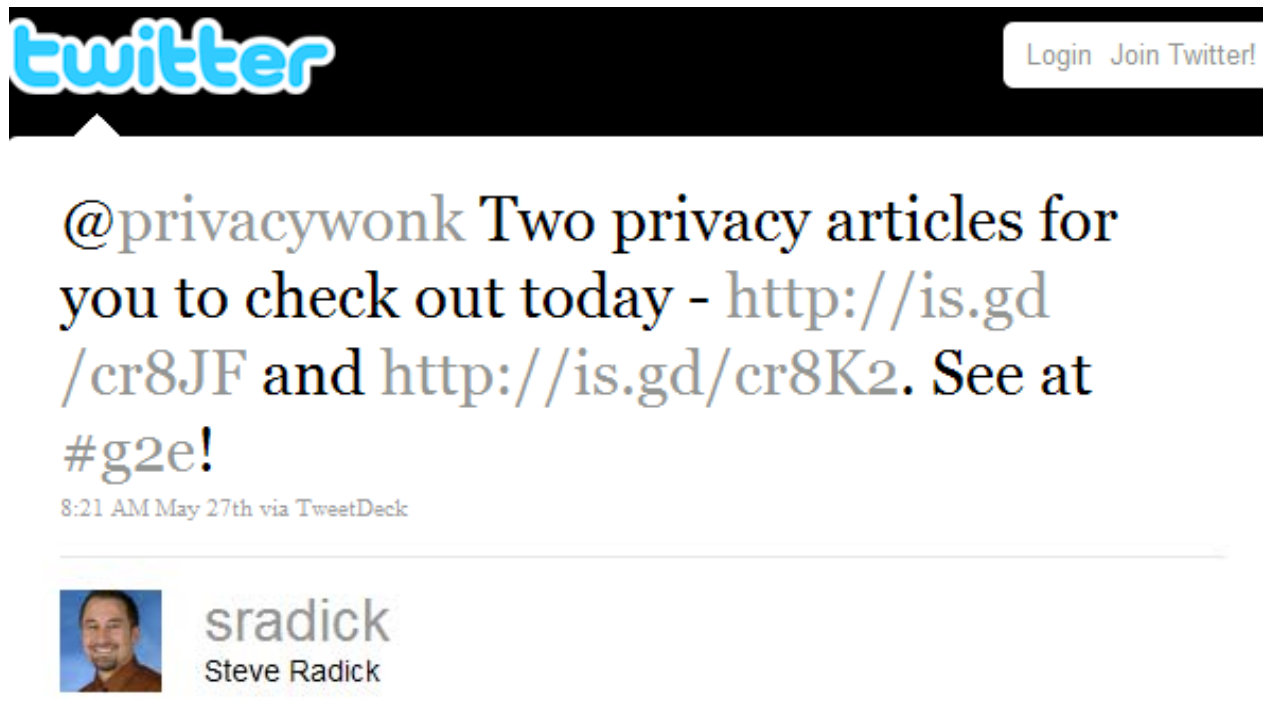
Those are just the basics – professional social media filtering/monitoring services do much much more



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Ultimately, your best filters aren't technical, but personal



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“Saving time” should be one of the primary benefits of social media, not a

- Not information overload but filter failure
- Self-discipline is needed
- Social media saves time too
- Have a goal
- Spend some time up front and set up your filters
- It's not about the technology



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Questions?