Tips for Community Managers

Use a Social Marketing Platform

A good social marketing platform can give you the tools to remove drudgery and busywork from your plate. With it, you are able to concentrate on finding or creating new content and responding to posts and questions.

As a community manager, you have a big job. Publishing, monitoring, moderating, and analyzing the communities on your social networks manually and individually can be incredibly time-consuming.

A good social marketing platform, however, can give you tools to get the drudgery and busywork off your plate so you can concentrate on what you really enjoy doing: finding or creating better content and coming up with better responses to posts.

A social marketing platform can enable you to

- **Schedule posts.** Line up two posts a day across multiple social networks for five days, for example. This frees up your week for other activities such as content generation.
- **Find, flag, and alert mentions of your brand or unwanted content.** A good platform knows what you want to see, finds it, and then put it in front of you with an alert. You can even tell the platform to autodelete unwanted words for you when it sees them.
- **Gather richer analytics than those you can get from Facebook and Twitter alone.** You may care about different numbers than other companies, depending on what your social marketing goals are. See the figures that matter to you without having to wade through the figures that don't.
- **Publish to all of your streams with one click from one place.** The ability to do everything you need to do in one place—instead of watching multiple monitors—makes the best use of your valuable resources. Having a handy dashboard can free you up to engage with your community.
- **Easily compose rich media elements.** Video, coupons, polls, and quizzes are proven to garner higher engagement. Why learn five different systems for posting a video to five different social networks when you have to learn only one way?
- **Segment and geographically target your posts.** Not everybody has to see everything you post. If you want to run a deal exclusively in Dallas, Atlanta, and Boston, those are the only people who will see your message.
- **Customize Facebook tabs**. You can allow for a customized look and feel, application modules, and and market-specific campaigns. Not all platforms go deeply into the world of cool custom tabs, but some do.

Being a community manager is a bigger job than most people realize. Fortunately, fantastic tools are available that continually add and improve mousetraps. Take advantage of them to make yourself more effective in your job.

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