TIME MANAGEMENT STRATEGIES FOR MANAGING SOCIAL MEDIA

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FocalPoint
Coaching & Training Excellence

30+ YEARS IT LEADERSHIP, STRATEGY DEVELOPMENT, BUSINESS BUILDING, SALES, HIGH-PERFORMING TEAMS, and EXECUTIVE LEADERSHIP

Fortune 500, SMB and VC-Backed Startups

SERVANT LEADER

Husband of 32 years and father of 2+2.

Now pursuing his life's purpose after a 3 Year "Halftime"

BS Computer Science, Math & Stats
MBA, Certified Business Coach

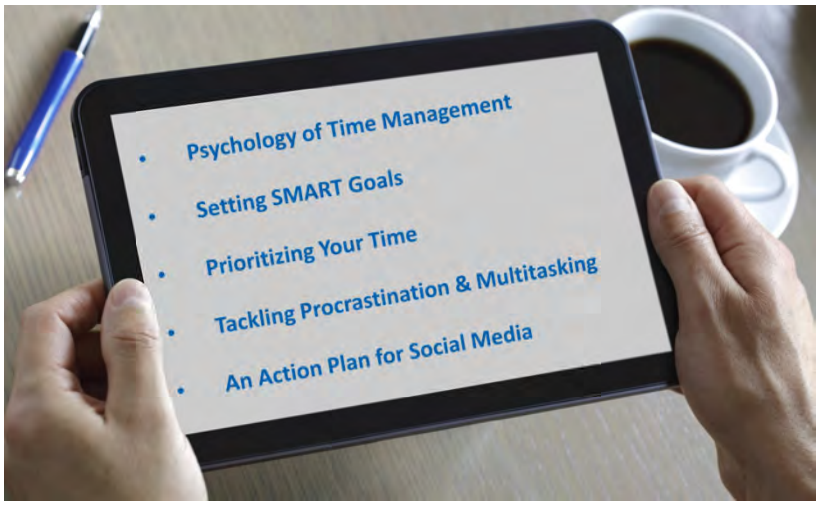
- ✓ ***Improve Clarity and Effectiveness***
- ✓ ***Build High Performance Teams***
- ✓ ***Maximize growth***
- ✓ ***Provide accountability and discipline***
- ✓ ***Enjoy a better life***

Your Coach

FocalPoint Certified Coach/Trainer
Business Owner

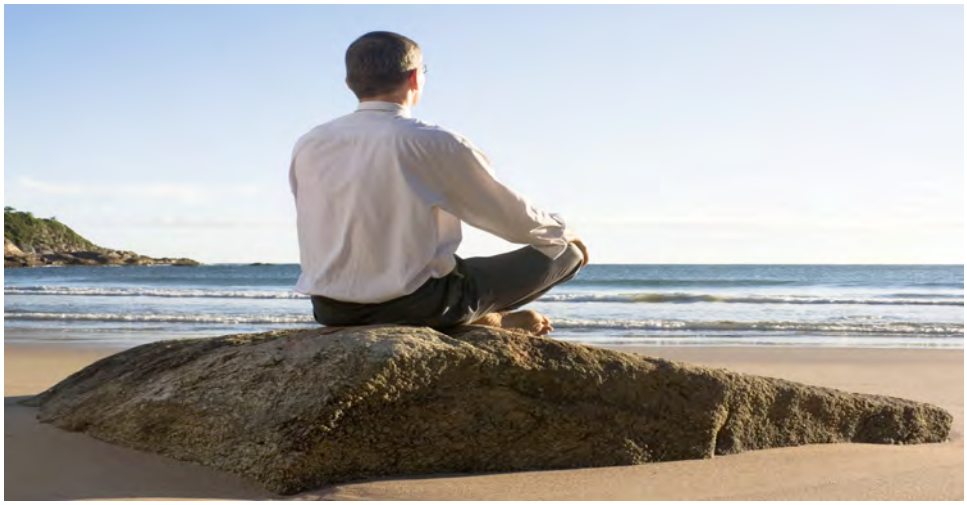
Why do we teach Time Management skills?

Because we stink at it!!!



Time Management is Life Management!

"Do you love life? Then do not squander time, for that's the stuff that life is made of." - Benjamin Franklin



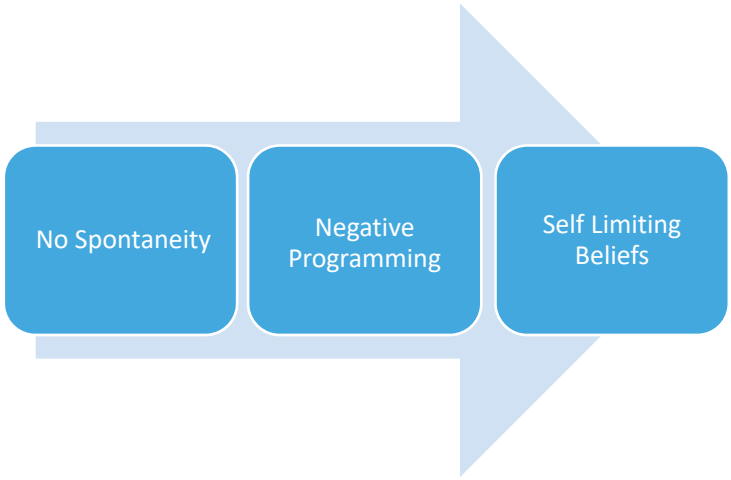
"DO YOU LOVE LIFE? THEN DO NOT SQUANDER TIME, FOR THAT'S THE STUFF THAT LIFE IS MADE OF." - BENJAMIN FRANKLIN

- **Time is inelastic**
- **Time is indispensable**
- **Time is irreplaceable**
- **Time is perishable**
- **Once it is gone…its gone**

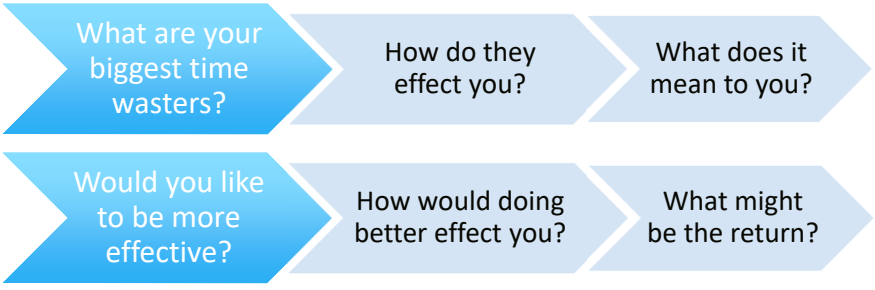
FOREVER!

YOU ARE ALWAYS FREE TO CHOOSE!
BEHAVIORS ARE A MATTER OF CHOICE…

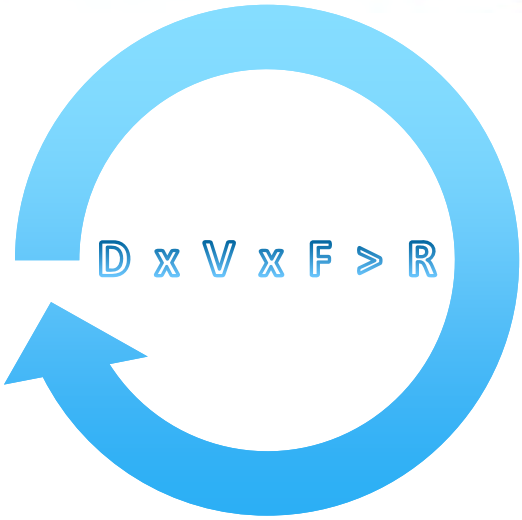
3 MENTAL BARRIERS TO TIME MANAGEMENT



Getting Started | Pre-Session Questions



GLEICHER'S FORMULA FOR CHANGE: PART 1



D - Dissatisfaction
V - Vision
F - First Steps
R - Resistance

TIME MANAGEMENT BREAKTHROUGH

Clarity and Goal Setting

"LACK OF CLARITY IS MORE RESPONSIBLE FOR FRUSTRATION AND UNDERACHIEVEMENT THAN ANY OTHER SINGLE FACTOR." – BRIAN TRACY

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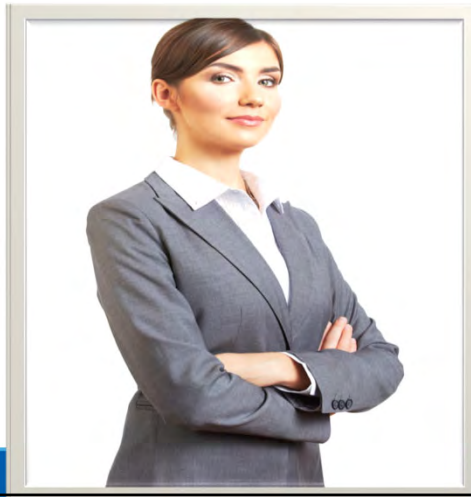
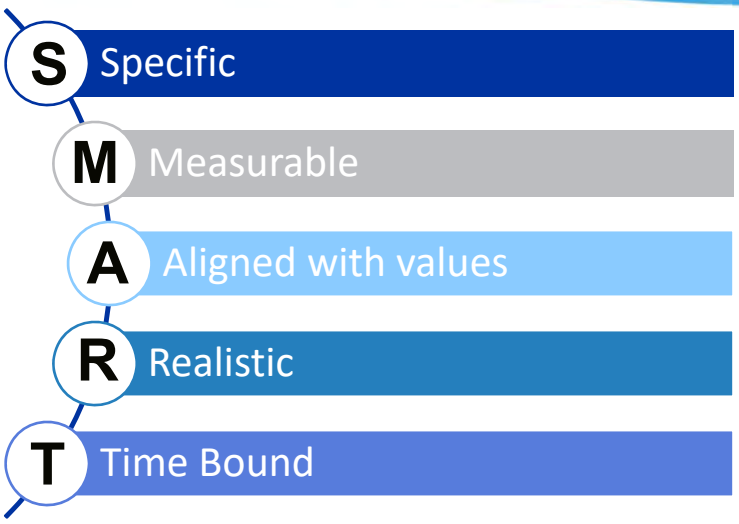
Setting SMART Goals

"Failures do what is tension relieving, winners do what is GOAL achieving"



"Success is Goals, all else is Commentary"

GOAL SETTING | THE SMART WAY



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SET YOUR SMART GOALS

Write out a goal you have for your Social Media program

- Write each goal in the first person; i.e. “I”.
- Write each goal in the present tense, as though it was already achieved; e.g.” I have a net worth of $5 million”.
- Write each goal as a positive statement; e.g. “I am free of nicotine” as opposed to “I do not smoke.”
- Write each goal using active verb; e.g. I am, I earn, I weigh, I have and so on.

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TIME MANAGEMENT BREAKTHROUGH

Setting Priorities

"THE THINGS THAT MATTER MOST MUST NEVER BE AT THE MERCY OF THE THINGS THAT MATTER LEAST ." – WOLFGANG VON GOETHE

SETTING PRIORITIES | URGENT IMPORTANT MATRIX

Urgent and Important	Important, but Not Urgent
Urgent, but Not Important	Not Urgent and Not Important

SETTING PRIORITIES | THE A B C D E METHOD

"E" = Posteriorities!

WORKSHEET | THE A B C D E METHOD

Make a list of every single thing you did yesterday! Not what you should have done, or hoped to do.

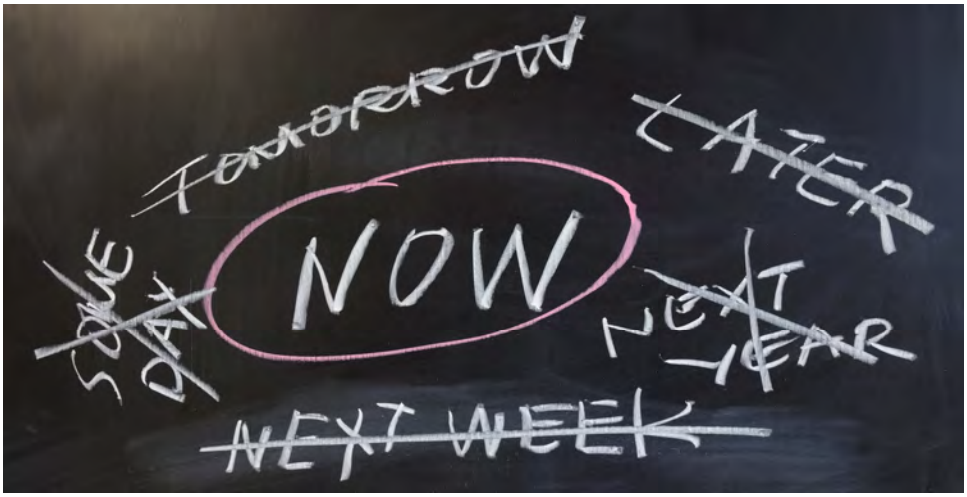
Assign an ABCD or E to how your actions actually prioritized each item.

Would you, could you, should you re-prioritize the list if it was your To-Do list for tomorrow? For discussion.

TIME MANAGEMENT BREAKTHROUGH

Tackling Procrastination and Multitasking

"THE GREATEST AMOUNT OF WASTED TIME IS THE TIME NOT GETTING STARTED"– DAWSON TROTMAN



PROCRASTINATION | WHY WE PROCRASTINATE

No clear deadline

Inadequate resources | Where to begin?

Feel overwhelmed

Lack of passion | Fear of failure

PROCRASTINATION | 7 TACTICS TO OVERCOME PROCRASTINATION

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Eliminate	Delegate	Do it now
Ask for advice	15 minute rule	Clear deadline
	Reward!!!	

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PROCRASTINATION | READY, FIRE, AIM!

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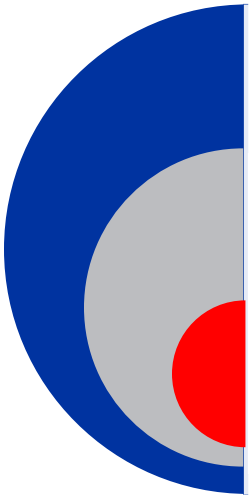

READY! Do not over plan

FIRE! Just take action

AIM! Adjust your aim

"Perfection is the enemy of progress" - Churchill

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PROCRASTINATION | EAT THAT FROG!

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Your most important task of the day …

"If you have to eat two frogs……eat the ugliest one first." Brian Tracy

- Brian Tracy

THE PLAGUE OF MULTITASKING

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M U L T I T A S K I N G
1 2 3 4 5 6 7 8 9 10 11 12

M U L T I T A S K I N G
1 2 3 4 5 6 7 8 9 10 11 12

An Action Plan for Social Media

"TIME MANAGEMENT REQUIRES SELF-DISCIPLINE, SELF-MASTERY AND SELF-CONTROL MORE THAN ANYTHING ELSE" – BRIAN TRACY

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STRATEGIES | OUTSOURCE IT

Hire a Social Media Director or "Ghost Writer"

- What is your hourly rate?
- Is Social Media time taking away from other uses of time:
  - Generating new business
  - Earning money
- If you already have a presence, transition to it:
  - Have them learn your "voice"
  - Co-write several blogs before they take it on themselves
  - Develop topics, bullet points

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SUMMARY OF TIME MANAGEMENT POINTS

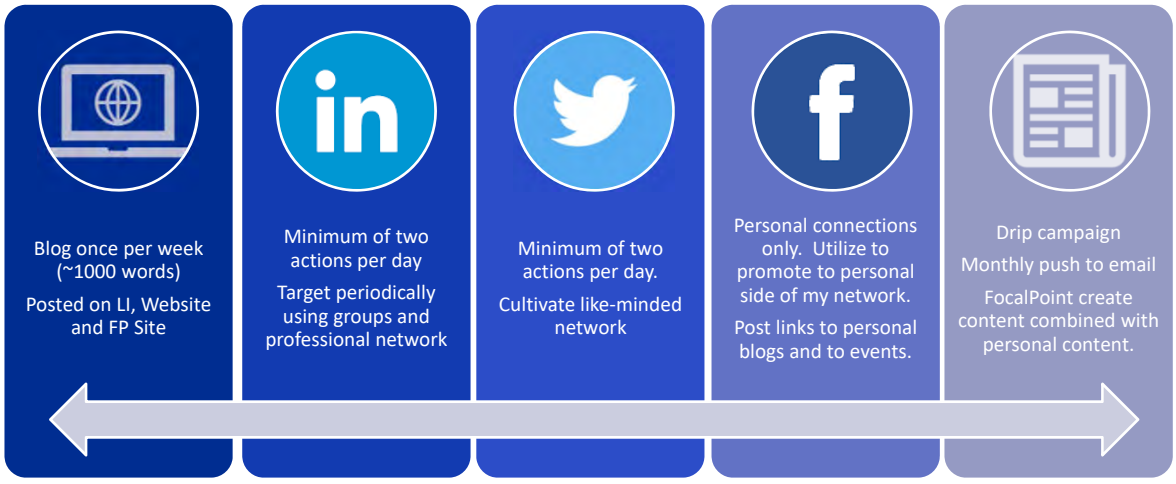
- SMART Goals – What is your SMART goal regarding Social Media?
- Where is it on your Urgent / Important Matrix?
- What is its A-B-C-D-E priority? (If it's E, you can leave now)
- Tackle procrastination and stop multi-tasking!

STRATEGIES | ESTABLISHING A SOCIAL MEDIA "PRESENCE"

- Identify your brand
- Identify your target audience
- "Find" your audience
  - What social media platforms are they on?
  - Push or Pull models
- What does your audience want to hear about?
- How often do they want to hear it?

My Social Media Strategy

- Build personal brand as an thought leader on topics of:
  - Leadership
  - Business Development
  - Business Growth
  - Strategy
  - Entrepreneurship
  - Business & personal performance
- Targets:
  - CEOs, Business Owners (SMBs)
  - C-Level decision-makers
  - Sales leaders
  - HR leaders
  - Strategic partners
  - Entrepreneurs
  - Venture Capitalists



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STRATEGIES | BLOCK SCHEDULING

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Before 8							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
After 5							

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STRATEGIES | BLOCK SCHEDULING

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Before 8							
8:00		Network	Network	Network	Network	Network	
9:00		Mkt	Client	Client	Client	Client	
10:00		Mkt	Client	Client	Client	Client	
11:00		Mkt	Client	Client	Client	Client	
12:00		Lunch	Lunch	Lunch	Lunch	Lunch	
1:00		Mkt	Client	Client	Client	Client	
2:00		Coach	Client	Client	Client	Client	
3:00		Blog	Client	Client	Client	Block	
4:00		Team	Client	Client	Client	Block	
After 5							

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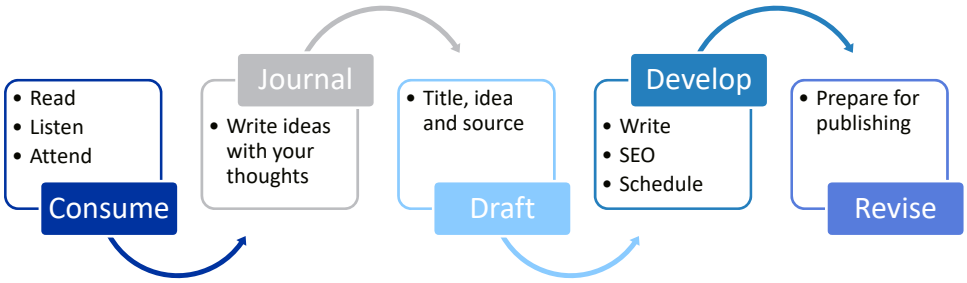
TOOLS FOR CREATING SOCIAL MEDIA CONTENT

- Sources for inspiration
- Content aggregators
- Keep a Journal
- Utilize Block Calendars

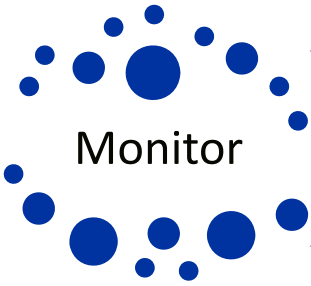
STRATEGIES | BLOGGING ON A TIMETABLE

Break the tasks into chunks:



Don't dwell on the details, each stage has a purpose!!

STRATEGIES | BUILDING MY BRAND



On your target platform(s)

Bookmark

Save items of interest

Choose:

- "Ignore"
- "Like"
- "Comment"
- "Share"

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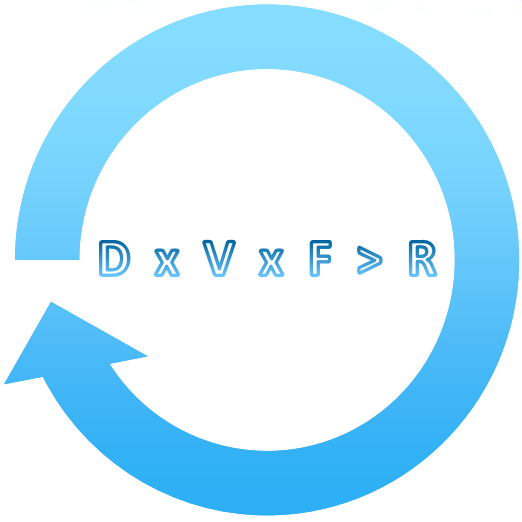
GLEICHER'S FORMULA FOR CHANGE: PART 2



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We're finished! Now its up to YOU!

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Learning only has value if you put it into action!

1. Key take-away
2. Commit to Action:
   - One action you will take immediately
   - How will you apply it?
3. More Information

HOW CAN WE HELP YOU REACH YOUR FULL POTENTIAL?

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NEWSLETTER

- Monthly News Letter on Valuable Business Improvement Tips

BLOG

- Weekly Blog on Leadership & Growth topics
- LinkedIn: linkedin.com/in/johnkjennings/
- My Company Website: inspiredbusinessconcepts.com

JOHNJENNINGS.FOCALPOINTCOACHING.COM

- Valuable tools, eBooks and other items to help you grow your business.
- Including Power Networking eBook

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