

How to make social media and networking work for you?

I get it. You're a professional and you are busy, you have commitments, job family, and personal stuff and you want to enjoy life, not be tied to a computer. Well first off make sure you get a smart phone and go mobile. You can respond to your audience in real-time if you have to as well as monitor and share from virtually anywhere at anytime. Yes promoting your ProfessionalBrand can be consuming and all absorbing if you let it - but once your system is set-up and interlinked and the right productivity tools are in place with a schedule and 'how to' map - you can make it purr along with little effort. To get the whole step by step click by click how to, detailed with audio and video, get [Be Irresistible: Get Found, Get Hired](#) it is a valuable tool to make sure you deploy best practices. This strategy and tactics were set-up to limit your social media investment but still get your best return by limiting your investment to 17 minutes per day. Now of course you can do more. Also services like Buffer.com claim to have algorithms that will determine your best tweeting time based on your followers – I can not tell you if that works. I can tell you that I do rely on the research reported in Dan Zarrella's book, Zarrella's Hierarchy of Contagiousness: The Science, Design, and Engineering of Contagious Ideas, The Domino Project, The Domino Project.com, as a best practice for when to post, update status, tweet and re-tweet, and email.

The bottom line is once you are set-up its fun, meeting people who share your same interests and if you are a true professional you are into life long learning and if you have a passion for your craft then you can not get enough of it. By being active you will be exposed to the “bleeding edge” information, trends and technology of your industry – no longer will you be left behind. Furthermore your resume will always be updated because every 2 months you will go online and update your VisualCV and your LinkedIn profile, online resume etc...

It will be fun and give you a shot in the arm when you are asked by others for your input and advice. Most importantly it will be even more fun fielding employment and contracting inquiries even though you may not want another job, you know the lines of communication will be open to you. Furthermore if you ever decide to launch a business all you have to do is flip the switch - your infrastructure and marketing machine is already in place.

We want you to get the most ‘bang for your buck’ by expending the least amount of energy and still keep everything manageable hence iBlitz17. 17 minutes everyday of the week, with one day off.

- First there is a bit of work in set-up. Allow access between all your accounts (API) LinkedIn, Twitter, facebook, BranchOut, Google+ and VisualCV. Import data if allowed from another account to create your profile quickly - like import your LinkedIn data into BranchOut to create your profile - do the same with VisualCV.
- Set up sharing and follow icons on your [iResumePro](#) from all your accounts including YouTube
- Set up a Ping.fm, HootSuite or Buffer account – these are simple and FREE services that make updating your social networks a snap! I prefer HootSuite.com and I am now investigating Buffer.com at time of writing.
- Download the mobile apps and install on your mobile device. You may want to install all the apps or just use HootSuite or Buffer. I still use all the apps even though I use a social management app like HootSuite. I find for instance LinkedIn app as some functionality you do not find using the HootSuite app for LinkedIn management.
- All you have to do is allow your accounts to connect to HootSuite, Buffer or Ping.fm
- This way when you post an update or share you can do it all from one place. Set all your accounts to send you notifications to one email address - call it Notifier Email - web address OK, this way you can login once a day and review and comment on the things you want.
- Set-up Google Chrome - Signal

- Set up your RSS feeds to notify you at the same Notifier email account

With the advent of social media management systems (HootSuite and the like) much of the scheduling of your status updates can be laid –out a week ahead- the problem with that approach is if you are the type who wants to be bringing ‘fresh’ information constantly to your audiences then you must find ‘fresh stuff’ everyday. Again I go on the research that shows that high value information that is hard to come by has more worth than common place info thereby in my thinking fresh information will have more worth with my audience. Of course if your thing is to provide analysis or synopsis for your audience then providing the information later may be more valuable. Or if you believe in re-using old posts, tweets, or updates then by all means do what works best for your audience. Personally I prefer to stick to Dan’s data which shows well thought out information sharing that is high quality will win out over bombardment of the same old or low quality strictly self-promotion.