

# *Social Media Automation*



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# What is Social Media Automation?

- ▶ Social media automation is simply a method of using a tool to be activate in Social media without physically being present all the time.
- ▶ **Examples**
  - ▶ Automatic reposts
  - ▶ Post content to multiple platforms
  - ▶ Managing all social media platforms in one place



# Why do we need Automation in Social Media?

- ▶ To spend time productively
- ▶ Social media never goes on vacation
- ▶ Expand your social media capabilities
- ▶ To find the best time to post
- ▶ To manage multiple platforms



# Advantages/Benefits

- ▶ Automation is Easy
- ▶ Optimize your posting times
- ▶ Ability to reach larger audience
- ▶ Consistency
- ▶ Never run out of content



## Tools used



### ► Post Planner



# Social Media Automation Mistakes

- ▶ Using way too much of it
- ▶ No room for ad hoc updates
- ▶ Setting it and forgetting It
- ▶ Timing is way off
- ▶ Treating scheduled updates the same way on all social networks



...OR HAS IT?  
(I automated this blog post)

# Questions

