

CREATING YOUR PERSONAL SOCIAL MEDIA SCHEDULE

The Checklist!

FOLLOWERWONK

1. Sign in with your Twitter account
2. Click on the ANALYZE tab
3. Type in your Twitter handle & click “analyze their followers” from the drop down menu
4. Click “do it”
5. Go to the bar chart past the map to “most active hours”
6. Choose the number of times you’d like to post to Twitter & click “schedule at Buffer”
7. Go to your Buffer account to see if the new schedule has been saved

MY SOCIAL BRO

1. Sign in with your Twitter account
2. Click on the ANALYTICS tab
3. In the drop down menu click on “best time to tweet”
4. Click “get my report now”
5. Scroll down to the chart called “when is my community online?”
6. Click “config Buffer schedule”
7. Pick how many times you’d like to post to Twitter each day & the minimum interval between your tweets
8. Click save
9. Go to your Buffer account to see if the new schedule has been saved

ICONOSQUARE

1. Sign in with your Instagram account
2. Click on the STATISTICS tab
3. Scroll down to the “overview” menu
4. Click on “optimisation”
5. Look at the graph called “best time to post”
6. The black dots show when you’ve been posting. The light grey dots show when your community are most active.
7. Make a note of the best times to post