




Social Media Automation Tools

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Social media automation tools are used to automate the process of posting and sharing content to social media websites

(also called social media management tools)

Types of Social Media Automation Tools

- **automation tools that work with numerous social media platforms**
 - Buffer
 - Hootsuite
- **social media platform-specific automation tools**
 - Post Planner for Facebook
 - Bundle Post for Twitter
- **automation triggers (action → event)**
 - IFTTT

IFTTT – example “recipes”



RSS to tweet

by [yimamura](#) on Oct 10, 2013
used 73 times



Save all your Instagram photos to Dropbox

by [tealtan](#) on Sep 7, 2011
used 9,208 times



Text to escape

by [maxhime](#) on Dec 24, 2011
used 12,108 times



Dear Diary, a running log of where I am

by [alexander](#) on Sep 7, 2011
used 5,631 times

Advantages



- **Significantly reduces the amount of time spent on social media work**
 - automates repetitive tasks, increasing efficiency
 - posts across all social media channels at the same time
 - more time for customer interaction
- **Simplifies social media operations**
 - reduces social media frustrations
 - convenient, user-friendly
- **Strengthens social media presence – more followers/fans**
 - builds bigger audience → generates more revenues
- **Manages social media presence**
 - generates posts
 - posts based on pre-configured times
 - maintains a consistent social media presence when you are unable to

Disadvantages

- **Not everything can be automated**
- **Does not replace human touch**
 - social media is a human experience
- **Cannot automate customer interaction**
 - can damage reputation and engagement
- **People appreciate individual responses**
 - better way for businesses to connect with customers
- **Businesses need to closely monitor social media so they can interact with customers**
- **Relying too much on social media automation tools can ruin your social media presence**

Social Media Automation Gone Wrong

Tweets All / No replies

 **Progressive** @Progressive 16h
@mbeckler This is a tragic case, and our sympathies go out to Mr. Fisher and his family for the pain they've (cont) [tl.gd/iqv5qi](https://t.me/iqv5qi)
Expand

 **Progressive** @Progressive 16h
@alexblagg This is a tragic case, and our sympathies go out to Mr. Fisher and his family for the pain they've (cont) [tl.gd/iqv2sf](https://t.me/iqv2sf)
Expand

 **Progressive** @Progressive 16h
@pkollar This is a tragic case, and our sympathies go out to Mr. Fisher and his family for the pain they've (cont) [tl.gd/iqv253](https://t.me/iqv253)
Expand

 **Progressive** @Progressive 16h

FROM: TWITTER.COM

(Lee, 2014), (Eha, 2012)

4 Steps to Effective Social Media Automation

1. Understand when it is (and isn't) appropriate to automate your social media presence
2. Choose the right social media automation tools
3. Find your ideal social media automation schedule
4. Stay engaged in conversation with your audience

1. What Should You Automate

DO Automate:

- Content curation and distribution
- Personal/funny tweets (usually not time sensitive)
- Your published posts
- RSS feeds

DO NOT Automate:

- Customer interaction
- Troubleshooting
- Direct messages (DMs)
- Same message to all social media platforms – different character limits
 - Twitter: 140 characters
 - Facebook: 63,206 characters
 - LinkedIn: 700 characters

2. Choose the Right Tool

- **Automation tools that work across all social media platforms**
 - Hootsuite
 - Buffer
- **Social media platform-specific automation tools**
 - Post Planner for Facebook
 - Bundle Post for Twitter
- **Automation triggers (trigger → action)**
 - IFTTT (IF This Then That)
 - Zapier

3. Know When to Post

- Analyze your followers
 - social media analytics tools
 - use reports from social analytics tools to set posting schedule

4. Stay Engaged

- Check in on social media platforms
- Turn on notifications
- Receive updates on mentions
- Set time aside to actually be engaged on social media – show audience there is a human behind social media accounts

How to Get the Most Out of Social Media Automation Tools

- **Stop managing, start engaging**
 - automate what you can, but stay engaged with your audience
 - less time spent on posting/sharing means more time for conversation, engagement, and human interaction
- **Check in on social media platforms frequently**
- **Use social media analytics**
 - set schedules based on social media analytics
 - track how your scheduled posts are performing
 - use reports to help you measure how well you are doing with your social media automation efforts
- **Find the right balance**

Do NOT “Set it and forget it!”



(Lee, 2014)



Thank you!

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