

The background features a collage of various social media and technology-related icons and images, including a smartphone, a camera, and logos for platforms like Facebook, Twitter, and Instagram. The overall color palette is dominated by shades of purple and teal.

Productivity

POWER UP!

Video 2: Limiting Time on Social Media

Social Media Focus Tips

- Have a CLEAR social media agenda.
 - ✓ Identify 1-3 groups to be visible in.
 - ✓ How often will you post on your profile and/or page?
 - ✓ What influencers do you want to build a relationship with?
 - ✓ Who do you want to engage with?

Social Media Focus Tips cont.

- Schedule social media time on your calendar – do not do business social media when you “feel” like it.
- Don't fill short empty periods with social media.
- Don't check social media first thing in the morning.

Social Media Focus Tips cont.

- Install browser plugins to eliminate mindless social media scrolling.
 - ✓ Strict Workflow
 - ✓ Productivity in Focus

Social Media Focus Tips cont.

- Mark the groups you want to be active in as “Favorites” and remove others as favorites.
- Create a list called “Circle” and add just the people you want to engage with – customers, potential customers, industry influencers, potential referral partners, etc. Check this instead of newsfeed for better focus.