HOW TO BE PRODUCTIVE ON SOCIAL MEDIA (WITHOUT REALLY TRYING)

5 MINUTES

• Review your news feed and find a few tweets to engage with: retweet and/or favorite.
• Find one new influencer of interest or AASLD member to follow.

15 MINUTES

• Scan your news feed and engage with posts: AASLD content, favorite and/or reply.
• Expand your network by following at least five new influencers of interest and retweet a post to illustrate goodwill and a way to start a relationship with someone who reciprocates with a follow or a future retweet of your content.
• Develop your own original post and/or share content, with your thoughts on the topic added, with your audience.

30 MINUTES

• Respond to tweets and direct messages and review your news feed and engage with any worthy opportunities: retweet, favorite, and/or reply.
• Develop and schedule a few tweets to go out while you’re not actively using Twitter leveraging third-party tools such as Buffer, Hootsuite or SproutSocial.
• Join a Twitter Chat using a trending hashtag to engage in the conversation thread by adding your thought leadership. You can also retweet some of the most interesting tweets from the Twitter chat to share with your audience.

FREE ACTION

FAVORITE • REPOST • REPLY

YOU FINISHED! (NOW LOG OFF)