

KEY TO
SOCIAL MEDIA
TIME MANAGEMENT
FOR AUTHORS &
OTHERS

—
BY
STEPHEN BENTLEY

Key to Social Media Time Management For Authors & Others

Who Am I?



Before we start allow me to introduce myself. I am Stephen Bentley, former UK Detective Sergeant, undercover cop, barrister (trial attorney) and now a writer, author, and blogger at [HuffPost UK](#) as well as my [author website](#) and [personal blog about the Philippines](#). I contribute to various online magazines and get paid for it.

I am also a bestselling author on Amazon UK and I want to share some of my tips with you relating to social media and book marketing. My memoir about my undercover cop days partly reached

bestseller status through my promotions on Twitter and Facebook. I created a buzz for my book pre-publication and promoted it post-publication. It sold many copies and I know readers bought it directly from my promotions on Twitter and Facebook. They told me!

What follows is my advice based on my experience as an author and promoting my own books. It works. I am so confident my recommended #1 tool ***Social Oomph*** works that you can contact me any time via my email address. Please feel free to ask me anything about ***Social Oomph*** or social media.

eMail: admin@stephenbentley.info

Bonus Gifts

That's me, so, okay, you are here and I'm pleased about that because it shows you are serious about selling more books (or widgets) through promoting on social media.

I'm so pleased I will be offering you yet one more bonus gift – a spreadsheet listing some 60 Facebook and Google+ book groups or communities.

So, as a thank you for signing up for my monthly newsletter you will receive this eGuide, my eBook about life in the Philippines (\$0.99 on Kindle) and the spreadsheet. All for FREE!

The details of how to claim your free gifts are to be found at the end of this guide.

The Key

This eGuide contains the word “key” in the title. The “key” is a tool I use to save me masses of time and furthering my reach on social media particularly Twitter. It is called ***Social Oomph***.

I will devote part of this guide to how ***Social Oomph*** works later. There is a free version but I strongly recommend you use the Professional version. Yes, I am an affiliate for ***Social Oomph***. It works, it has helped me sell more books and I want to share it with you. My small affiliate commission is not added to the price you pay and I only promote products or services that (a) work and (b) are ethical.

Much of this content and all my bonus gifts are free to you. There is no such thing as a free lunch, right?

The success of your marketing efforts hugely depends on selecting the right tools. ***Social Oomph*** is not only the right tool but has been invaluable to me and will be to you.

An anecdote – in the good old days of travelling salesmen the advice given to the new guys was “buy some shiny new shoes.” It was good advice because back in the day when these guys slugged it out from store to store, town to town, first impressions counted. Potential customers noticed the shoes. New shoes *ergo* success. Old, scuffed shoes spelled out desperation.

The new guys who saw sense invested in new shoes. I am asking you to make a small investment in ***Social Oomph***.

The acid test for me? Would I promote a product to my family and friends? The answer is yes if the product works and is ethical. ***Social Oomph*** works and is ethical.

You see, I want to be upfront with you all about my affiliate disclosure. I hope you continue reading this guide because there’s lots of good stuff to come.

In the event you are too curious to read on just yet and want to know more about ***Social Oomph***, this is the link to find out all about it.

[Social Oomph Link](#)

Don't forget to come back!

What this eGuide Isn't

It is not a substitute for working at it. It will not work unless you work. You will need to spend some time reading and grasping the fundamentals.

What this eGuide Is

Think of it as a 101. It's an essential guide to both social media time management and promoting your books, blog posts or any kind of product. It applies across the board.

Yes, there is a key to social media time management and it is applicable to writers, authors, bloggers and in fact anyone who wishes to promote and sell products.

Yes, you! You, the author who typically says, "won't sell, can't sell, don't know how to sell, selling is a dirty word." Or, you, the author who simply does not know the way around social media and marketing your product. This post is for you all.

I think I will scream the next time I hear another author say, "I have no time for social media." Balderbloodydash!!

I will introduce you to an easy to understand 101 course on the essentials of marketing your book or any other product through social media

What Do I Know About It?

Good question! I have written and published two books with more in the pipeline. My last book [Undercover: Operation Julie - The Inside Story](#) is a bestseller on Amazon UK. Why? Because I boxed clever. I had no budget to speak of and I was self-published so I had to create a buzz surrounding that book.

How Did I Do That?

I learned the hard way through trial and error. I found out what works and what doesn't work. I discovered how to market my books ethically and professionally. And, you know the best bit? I discovered tools to help me manage my time.

These tools make my social media activity easy peasy. They allow me to devote much of my time to write, the thing I like best.

I am active in about 40 Facebook groups that focus on books. The same for Google+, but only about 12 groups. I have a healthy number of followers on Twitter. How do I manage all of this? This eGuide will tell you how I do it spending on average one single hour per day on social media. That leaves me 23 hours to write ... and sleep.

What's In It For You?

You will gain from the benefit of my experiences. You too can save loads of time if you follow my advice. Not only will you save time, but I can guarantee you will sell books.

A Request

I ask you to follow the step-by-step approach in my eGuide. Don't cut corners.

If you do as I suggest, you will succeed.

The eGuide will cover Twitter, Facebook, Google+ and Instagram. It will also give you the key to social media time management.

I know it all works. Readers have told me they have bought my books. They have used both Twitter and Facebook to tell me. It reached Amazon UK bestseller status because I promoted it and sold it through social media.

None of this is new. In ancient civilizations, scribes sold their creations by shouting in the street. Indeed, it appears to be a practice that hasn't completely died out. A writer friend recently told me this in an email: *I hand-sell my book about grandmothers on the street (and have sold about 80 that way in two years.)*

There are easier ways than flogging your books out in public. You need to be seen and heard on social media. Let me show you how.

It has amazed me in recent times how naive some of my author friends can be. Readers are not telepathic. They can't read your thoughts. You need to tell them about you and your book!

Twitter Basics

It doesn't surprise me when I hear authors saying they don't understand Twitter and don't get the whole hashtag thing. I was the same but it's really quite simple.

Hashtags are used throughout social media not just Twitter. You will see them on Facebook and Instagram for example. They denote what the subject matter is all about - #books #bookpromos #amwriting #IARTG and so on and so forth.

This is a useful guide to the use of hashtags – [just click here](#).

The use of hashtags denotes the type of Tweet or post. In other words what it's about. It's also possible to search by use of a hashtag. Try it – go to your Twitter account and search for say, #amwriting. The results will overwhelm you!

Tweets are your posts on Twitter. Images plus text work much better than text alone. They also have the added benefit of conveying a fuller message than in just text owing to the Twitter character limit. Don't forget to use an appropriate hashtag in your Tweet.

Twitter is like all social media. Please don't just promote you and your book. It gets boring. Imagine bumping into the same person every time you go to a party and he comes out with the same old tale every time you talk. You wouldn't do it in real life so why do it on social media? Don't, unless you want folks to ignore your message. Mix it up.

Mix it up by using *Triberr* for example. Join a tribe of like-minded authors and you all get to cross-promote each other's blog posts across Twitter and other platforms. It's free and fun!

You need to schedule your Tweets. Imagine if you couldn't. It would take up an inordinate amount of time.

Please read on to the section dealing with ***Social Oomph*** to see how to schedule your Tweets.

Followers

You need followers!! Otherwise you are talking to yourself on Twitter. Followers will see your Tweets and many will start re-Tweeting your Tweets. Reciprocate! It's good practice and good manners.

How to Gain Followers?

There are essentially two ways. The first is time-consuming and laborious. I know as I've done it.

Method One

Search for potential followers by using hashtags and/or search for author accounts with a large following (preferably in your genre).

- Follow that account and with luck they will follow back but it doesn't matter if they don't
- Mimic their following by seeing who follows them and who they follow and click "Follow"
- Rinse and repeat! Unfollow those who don't follow back and start the process again

Eventually you will build up a substantial following in the 1000's. This is essential to join tribes in Triberr. Why? Because you are co-promoting in there. Is it fair for one member to Tweet your blog posts to say, his 10,000 followers and when you Tweet his posts it's only seen by 100 of your followers?

Method Two

The easiest and time-saving way. Use ***Social Oomph*** friend finder tool. I will deal with that in more detail later.

How Often to Tweet?

People have mixed views about this. My scheduled Tweets using ***Social Oomph*** are comprised of a number of different Tweets. They promote me, my books and the work of fellow authors. It's not only about ME. Most of them go out every other day. Some once a week. Occasionally if I have a special promo or exciting news, then it may be Tweeted twice a day for a limited time.

Again, this is where ***Social Oomph*** is invaluable. The scheduling of Tweets is infinitely flexible.

Facebook & Google+

As an author you should have both an author Facebook page and a separate page for your books. You should also have your own website and blog.

It's important to post to these pages on a regular basis. It's equally as important to join groups on Facebook. Some are general forums for writers and others permit book promotion. Join as many as you can find.

To help you in that task, I have compiled a Google spreadsheet listing not only Facebook groups, but also Google+ Communities for writers and books. I will give you the link to it at the end of the guide.

Instagram

Instagram is the up and coming social media platform [according to some sources](#). I use it once per week. It's visual so I use graphics and short videos to promote my books.

Like Twitter , Instagram works best if you use hashtags. Unlike Twitter, there is no character limit in the space for a caption or if there is then it must be large. This is an example of the hashtags I use on Instagram:

**Undercover: Operation Julie - The
Inside Story**
#1 Amazon UK #BestSeller
**A portion of all royalties to the James
Bulger Memorial Trust.**
Help those kids please!

#booksonkindle #amazon #books #bookslover #bookstagramfeature
#bookstagram #goodreads #foracause #charity #mustread #bookworm
#bookaddict #readingisfundamental #ReadAnywhere #booksuggestions



Instagram has built-in features such as the ability to share a post on both Facebook and Twitter directly from Instagram.

One drawback is you cannot use Instagram from your PC to upload images. Who said? That's what most people will say but they are wrong.

Try this free app called [Gramblr](#). It works from your PC and is so easy to use. I highly recommend it.

Which Social Media Platforms To Use?

This is largely a matter of personal choice. Yet, I do believe it unwise to spread yourself too widely. I tend to concentrate on three platforms: Twitter, Facebook and Instagram. I do post to Pinterest, StumbleUpon, Linked In and Reddit but only occasionally.

Whether you concentrate on one or more platforms, you need to manage your time scheduling your output otherwise it becomes all too much. We are writers and should not be spending all day on social media.

This is why I use ***Social Oomph Professional***.

Social Oomph Professional

First allow me to remind you this guide is a 101. It covers the basics but I hope in an easy-to-understand way. It works. I use it. I recommend it. The same applies to the key – the key to managing your time promoting you, your works or products through social media. Remember the salesman and the new shoes. This is the time to make a small investment in you. If you aren't prepared to do that then I question how determined you are to succeed.

[Social Oomph Professional](#) only costs \$17.97 every two weeks. That's \$1.28 per day!! You can't buy a coffee for that kind of money.

So, please don't tell me it's too expensive. Nonsense! You are making excuses. It's your career as a writer. They are your books. You have strived hard, worked hard to produce them. You want people to read them, surely?

Get more readers, sell more books, invest \$1.28 per day in your business! It's not too much to ask, is it?

Don't believe me? Try this!

Really Cool Folks Are Using SocialOomph. Start Using It Right Now. It's Free.

"Where do I sign up?" [Register](#) a free account, and then [login](#).

[Sign Up Now!](#)

You gain immediate access to all the features listed in the Free column above.

100% FREE!

Then Take The 7-Day [FREE TRIAL](#) of SocialOomph Professional


Once you've registered a free account, [take the FREE and fully functional trial of SocialOomph Professional](#). Use the Professional features for a full 7 days. If you don't upgrade during your free trial, your account just automatically reverts back to SocialOomph Free. There are no obligations and no catches.

[Register](#) your free account now. You will easily find the buttons to start your free trial once you've logged in to your account.


100% FREE!

Yes, you can try it for FREE for 7 days. Just click on the link below to sign up:

7-Day No Obligation FREE Trial

 [Sign Up](#) [Log In](#) [Access Issues?](#) [About](#) [Help](#)

Tools to Boost Your Social Media Productivity



Boost your social media productivity -- it doesn't have to be a manual time-consuming process! Twitter, Facebook, Pinterest, LinkedIn, Tumblr, RSS feeds, blogs, and Plurk! Easily schedule updates, find quality people to follow, and monitor social media activity! Join hundreds of thousands of satisfied users today!

"The tool to find new people to follow is brilliant and nicely integrated as always," Ritchie wrote.

[Sign Up Now »](#)

[Sign Up here](#)

The image below shows the difference between the free and Professional versions.

Base Features	Free	Professional
Schedule tweets — Plan, set & forget [read]	✓	✓
Track keywords — Empower yourself [read]	✓	✓
Save and reuse drafts — Save hours of typing [read]	✓	✓
dld.bz URL shortening — Track your clicks [read]	✓	✓
View @Mentions & Retweets — Efficiency [read]	✓	✓
Purge your DM inbox — Keep it tidy [read]	✓	✓
Purge your Twitter Tweets — Start over [read]	✓	✓
Secure Twitter access — No passwords [read]	✓	✓
Up to five Twitter accounts — No charge [read]	✓	✓

Find Followers

Find Quality People to Follow On Twitter	Free	Professional
Keyword searches — Find targeted friends [read]		✓
Mimic follow — Replicate the following of others [read]		✓
Sort into Twitter Lists — Organize new friends [read]		✓
Filter profiles — Avoid spammy accounts [read]		✓
Apply decisions of others — SPAM protection [read]		✓
Auto select & human review — Full control [read]		✓
Automated limits — Quality, not quantity [read]		✓
We work, you decide — Save hours [read]		✓

Facebook & Pinterest Features

Facebook Features	Free	Professional
Unlimited Facebook accounts — Maximize efficiency [read]		✓
Schedule status updates — Free up time [read]		✓
Schedule page wall updates — Be productive [read]		✓
Schedule group updates — Be efficient [read]		✓
Schedule photo uploads — Be awesome [read]		✓
Secure Facebook Connect access — Peace of mind [read]		✓
Pinterest Features	Free	Professional
Unlimited Pinterest Boards — Maximum visibility [read]		✓
Schedule photo uploads for Pins — Get attention [read]		✓
Secure Pinterest account access — Peace of mind [read]		✓

Schedule Blog Posts

Schedule & Publish Blog Posts and Pages	Free	Professional
Integrate blog and social media updates — Set & forget [more]		✓
Manage unlimited number of blogs — Centralization [more]		✓
Write posts with the WYSIWYG editor — Powerful [more]		✓
WordPress, Tumblr, & more — Everything [more]		✓
RSS to Blog — Auto feed your blog [more]		✓

There are many, many more features all for a little over \$1 per day. What are you waiting for?

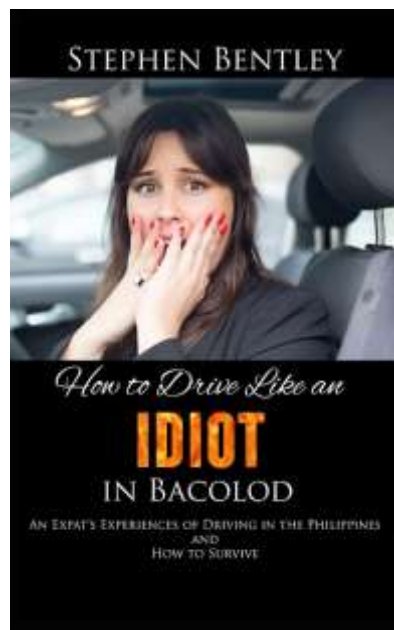
Join me in using ***Social Oomph***, sell more books. You will thank me, I guarantee it!

Your Bonus Gifts

As a big thank you for signing up for my newsletter, you may download for FREE my first book all about life in the Philippines.

This is the Instafreebie link below to claim your copy.

[Instafreebie Link](#)



I would appreciate you leaving a review on Amazon once you have read it.

Below is the link to my Google spreadsheet with details of about 60 Facebook groups, Goodreads groups and Google+ Communities. I do hope you find it helpful.

[Google Spreadsheets](#)

Final tips:

Use a spreadsheet to schedule your own social media activity and use it in conjunction with **Social Oomph**.

You may recall I mentioned you ought to have a website. I now run seven and I recommend you use WordPress. And, if you go the self-hosting route, and once again I recommend you do, then please consider hosting with [SiteGround](#) my #1 recommended webhosting service.

If you are starting out as a writer then I thoroughly recommend checking out [ProWritingAid](#). It is a spell-checker, 'grammarist' and editor all rolled into one bundle.



It saved me a fortune. I used it to self-edit my last book so it was ready to be professionally edited. Indeed, if funds are limited it can cut out the need for a professional editor.

It's useful too even if you don't plan to write a book.

Finally, if you find **Social Oomph** as rewarding a tool as I do, then consider becoming an affiliate. Contact me at admin@stephenbentley.info for details.

Contact me there too if you have 3000 + Twitter followers and a blog and interested in Triberr.

PS I also recommend a further app and it's FREE! Social Oomph is still better for creating tweets as it allows you to upload an image of your own choice. Then you add the caption (140 character limit and don't forget the hashtags) and it calculates how many characters automatically. It's great! The app is called Crowdfire and clicking [on this link](#) will take you there.

I find using a combination of Crowdfire and Social Oomph is perfect.

Finally, and I mean finally ☺, I just finished a book called *How To Gain 100k Twitter Followers*. Wow! It is worth every penny. Read my review of it by clicking [on this link](#).

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