

6. Ensure that you keep up with current events, industry news and trending topics in real-time, and share what you think is surprising, fresh or newsworthy for your industry and also for your customers and target audience.
7. Join conversations in real-time: don't schedule them.
8. Schedule your updates to post just before or after the hour. Often people finish a meeting before the hour starts; so often will quickly check their social media before (or if it runs over, after).

Scheduling tools

Below is our list of scheduling and automation tools that we use and recommend:

1. **Hootsuite**³ is a popular social media marketing dashboard that provides a host of features. Their scheduling is easy to use and allows you to bulk schedule too. You can also auto schedule at the most optimum time as well as respond to mentions and direct messages.
2. **SocialOomph**⁴ is a useful scheduling tool to use if you want to send recurring scheduled updates. You can also set up a welcome message to new followers.
3. **Bufferapp**⁵ is a cool scheduling tool that allows you to schedule updates or send them at the most optimum time. It also has a useful feature, which allows you to shuffle your updates.
4. **IFTTT**⁶ is a very clever and powerful automation tool. Not only does it help you share updates across social media but it can also remind you to back-up your spreadsheets and so much more! It has lots of "recipes" and "ingredients" (which you can create or use others), which sets off triggers. Each trigger then performs an action.
5. **Twuffer**⁷ is easy to use and simply allows you to schedule your tweets for the future. A useful scheduling tool for Twitter beginners.

Scheduling and automation tools can be a valuable part of your social media marketing. As we have mentioned above, they do not substitute and shouldn't be

used in place of real-time engagement.

© Copyright, Lilach Bullock

About the Author

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She's hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.

Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, Lilach is one of the most dynamic personalities in the social media market, she actively leverages ethical online marketing for her clients and for Comms Axis.

A business owner, social media consultant, internet mentor and genuine digital guru, Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, Social Media Today and BBC Radio 5 Live). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

Co-ordinates

Email: lilach@commsaxis.com
 Web: www.commsaxis.com
 Twitter: twitter.com/lilachbullock
 LinkedIn: <http://uk.linkedin.com/in/lilachbullock>



How to become more attractive...

By Sunil Bali

"Watch your speed," the sign flashed as I sped past a little too quickly.

Keeping the pedal firmly floored to the metal, results in breakdown or accident.



On the other hand, being parked on the hard shoulder isn't going to get you into the fast lane.

In order to get into the fast lane we need to go through the gears, *maintain traction* and build up speed.

ACTION TR-ACTION AT-TR-ACTION

And one of the best ways to maintain traction is to do work that you love. Work which reconciles with who you are and your innate talents.

As Steve Jobs said, "The only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

In my experience of hiring over 50,000 people, those who love what they do, have inner peace, presence and are highly attractive to others. They have a magnetic quality which softens even the hardest and most cynical of souls.

So how can you do more of what you love? You're never too old to start. I took up contact karate six months ago at the tender age of 51 with my two kids. Six months later, 18lbs lighter and a lot more flexible... it's "black belt here I come!"

© Copyright, Sunil Bali

About the Author

Sunil is a Performance Coach, Speaker and Author.

Ex Head of Talent for Vodafone Group and Santander, and having run a £50m business, Sunil has been responsible for hiring over 50000 people and has had the pleasure of working with some great entrepreneurs, professionals and leaders.

Co-ordinates

E-mail: sunil@sunilbali.com
 Web: www.sunilbali.com
 LinkedIn: uk.linkedin.com/in/sunilbali

