

SOCIAL MEDIA: THE DIGITAL QUICKSAND

Avoiding Time-Sucking Habits in a Web 2.0 World



PROGRAM DESCRIPTION

Social networks and other social media tools are great resources but lousy masters. Social media can expand the reach of your organization, but it can make you LESS productive if you're not careful. Your inbox is overflowing with status updates, discussions, and "someone posted on your wall" notifications. You could spend all day hopping around to different sites, updating your information, and connecting with people all over the world. But how does that add to your daily productivity? This course teaches you how to take advantage of social media, without it taking advantage of you. You'll learn how to emphasize the positive aspects of social media without letting it kill your productivity.

COURSE OBJECTIVES

» Nail down your social media goals and pick a few key targets.	» Get into a routine and keep up with it.
» Avoid distractions and obsessive compulsive social media disorder.	» Scan and cull, rather than checking and reading in real time.
» Embrace third-party applications to automate tasks.	» Turn one post into multiple posts; systemize your processes.
» Avoid counter-productive procrastination behaviors.	» Broadcast your message across multiple networks.
» Auto-file social media emails into folders.	» Don't search—scan!
» Turn off alerts to your phone and email.	» Use Twitter and Twitter apps effectively.
» Conquer social media OCD.	» Podcast with audio and/or video and set up an iTunes feed.
» Avoid doing anything manually.	» Tag and share your content.

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