

## Why you should consider outsourcing social media

Are you trying to focus more on social media in your business, but find that you don't really have the time, patience or expertise needed to fully utilize all the possibilities offered by the social networks?

This is a common situation, but fortunately there is an easy solution. All you have to do is outsource your social media tasks to someone who specializes in this kind of work. A person like that is usually referred to as a "social media manager". He or she will take over all your daily social media tasks, ensuring your pages are properly maintained and updated at all times, and also participating in discussions and replying to fans and followers when they reach out to your business through social media.

The main advantage of outsourcing this work is that you free up your own time, enabling you to focus more on other tasks in your business that may be more profitable (or just plain more fun) for you. Success with social media often demands logging in several times per day to interact with your audience, which can be very draining and time-consuming. Why not outsource that to someone who really enjoys it and specializes in it? That person would most likely be able to complete tasks that would've taken you several hours, in just 30 minutes or less.

Another huge advantage is that if you get someone with real skills and plenty of experience, they'll probably know better than you how to captivate and engage your audience. Doing it all yourself would most likely mean a long period of trial-and-error before finding what your fans and followers respond to, whereas a talented social media manager has the experience to just "know" what needs to be done. That way you'll reach your desired results faster, even if you have to pay a little bit for it (don't forget though that your own time is also worth something, so you're also, in fact, *saving money* by not doing it yourself).

Finally, take into consideration that competition on social networks is increasing every day. Today you need to really offer something special in order to stand out and rise above the noise. Hiring a social media manager may be a step in the right direction, as chances are they'll be more successful with this, than you would've been had you handled everything yourself. Even a poorly updated

Facebook page may have gotten some attention a few years ago, but today it takes a lot more than that. Are you ready to take on the challenge?