

Save time by outsourcing social media

Have you ever considered outsourcing the social media tasks in your business to a social media manager? If you haven't, maybe it's time to consider it! As social media becomes more and more important with every passing year, many people find that they'd rather leave managing it all in the hands of an expert rather than trying to do it themselves.

There are numerous benefits of course, but one that stands out is the amount of time you'll save by letting someone else handle it. Most social media strategies require checking and updating pages several times per day, and if you know you have an active audience that likes discussions, managing it all can easily take several hours out of your day.

Just the seemingly simple task of coming up with new content to post can be very time-consuming (even if it may seem easy enough in theory). There needs to be a fair amount of research and time spent analyzing what the users respond to. If you're not experienced with social media, there may be a long trial-and-error process before you can pinpoint what your audience likes.

It's not just about the time directly saved by not having to manage it all yourself either. Consider how much time it takes to keep up with the latest trends in social media, including new techniques and learning what works best at the moment to engage your audience. Social media is always evolving, and if you don't have the time (or willingness) to keep up with new developments, you'll soon find yourself falling behind. Worst case, your fans and followers will flock to a competitor who's more up to date with current trends.

Of course the tradeoff you'll have to make is spending some money on hiring a good social media manager. If it's worth it is up to you, but remember to take into consideration what your own time is worth. Maybe you would be better off focusing more on higher-level tasks and growing your business, instead of doing repetitive and laborious things like updating social media?

Remember that you can always start small too. You don't have to outsource it completely right from the get-go. You could, for example, decide that you're going to post one major update every week, and then allow your social media manager to post minor updates on the other days (and alert you if there are

any important discussions going on). Once your manager is settled in and you're comfortable with their skills you can consider letting them take on the full responsibilities.