



SMACK HAPPY

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VIDEOCAST NOTES #031

HOW TO KEEP YOUR SOCIAL MEDIA QUEUE FRESH QUICK TIPS TO GET STARTED

Social media changes SO much - along with everything else on the internet.

It can be a huge challenge to figure out where to begin with so many competing resources. To get you started, we've compiled the best times to post, where to find your social media sweet spot, and how to track and find real data to support your decisions.

SOCIAL MEDIA RESOURCES

**Good Resource
for Times to
Post on
Facebook**

**Good Resource
for Times to
Post on
Instagram**

**Good Resource
for Times to
Post on Twitter**

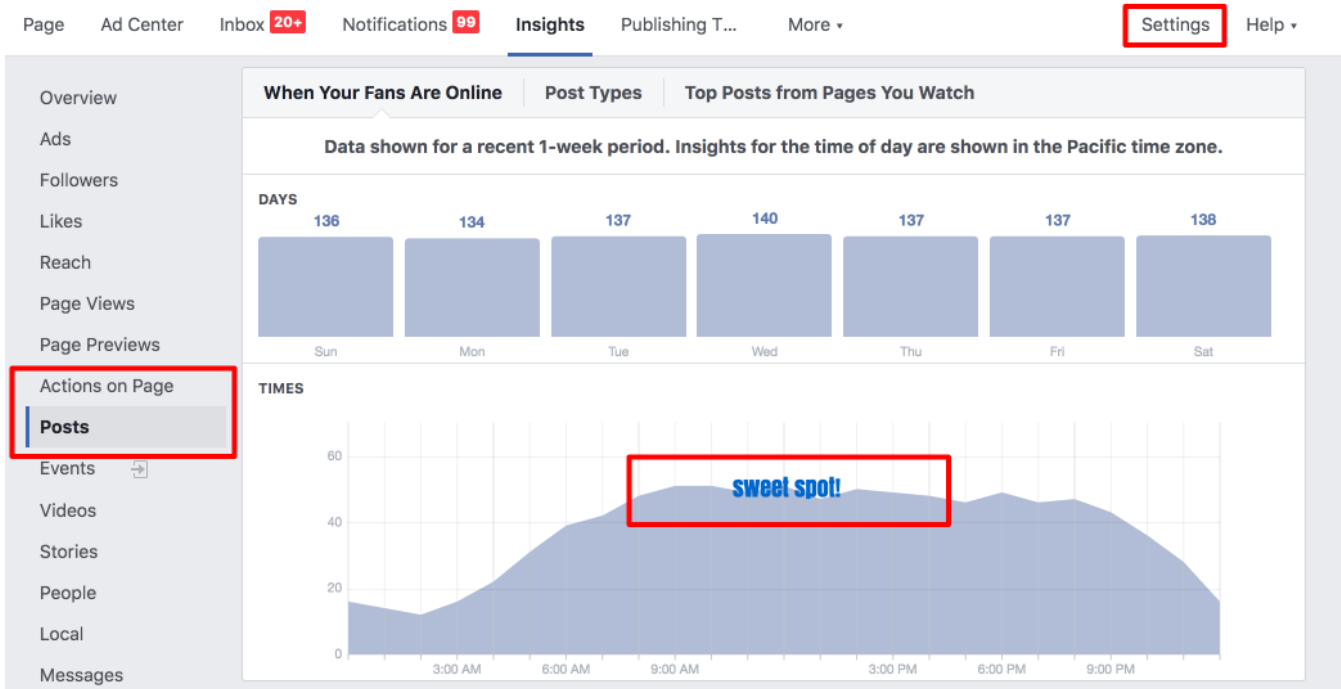
**Best social
sharing tool:
Buffer**

**Hashtags on
Instagram**

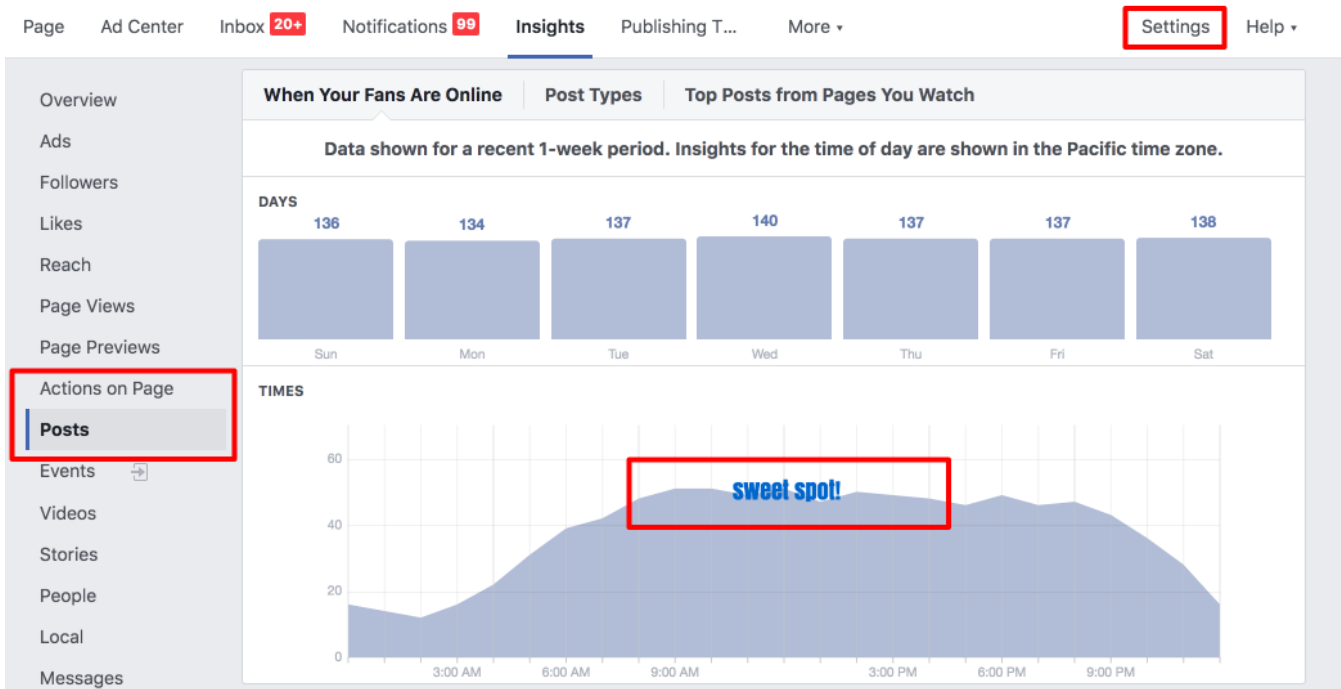
**Hashtags on
Twitter**

TEST & MEASURE

Find your sweet spot on Facebook:



And in Google Analytics:



If you don't have Google Analytics installed, here's how to do it:

Option 1

Add Google Tag Manager alongside Google Analytics

Resource: <https://www.wpbeginner.com/beginners-guide/how-to-install-and-setup-google-tag-manager-in-wordpress/>

Option 2

Add the universal Google Analytics snippet to header just before header (</head> tag. Simply create a new account if you don't have one.

In old website themes this may be in the footer. Make sure it isn't in both places. Also make sure you don't have a Google Analytics plugin installed - you may get duplicate data which can skew your numbers.

Verify Your Tags!

Google Tag Assistant:

<https://chrome.google.com/webstore/detail/tag-assistant-by-google/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en>

Developer Console:

In a Google Chrome browser, right click, inspect - check header.

Google Analytics:

Test traffic or see real-time traffic panel.

