

Social Scheduling

By Joe Bunn for Disc Jockey News

As DJ company owners, we have to wear many different hats-agent, equipment manager, marketing expert, salesman, music guru, DJ, etc. etc. Add to that list, social media specialist. If your social media game isn't up to date and on point, you are lost in today's world. Today's brides are VERY internet savvy and this source will account for a large percentage of your business. I can't encourage you enough to have a Facebook business page and a Twitter account, but that may be a separate article altogether.

In this article I want to talk about how to make your social media much more manageable. The key is to pre-schedule your content, and the best way to do that is with a web-based program called Hootsuite. I use it religiously not only to schedule my content, but also to monitor what others are saying and doing on Twitter. I have two huge monitors in front of me right now as I type. The left is for work, the right is strictly running a huge Hootsuite screen with my feeds updating regularly. Over the top? Maybe. But I am top of my game!

Okay, so step one, get Hootsuite. Secondly, you need to have some good content to post. There are many items that you can pre-schedule. Here is an idea of what we do on a weekly basis. I schedule all of this while watching "Sons of Anarchy" or "Breaking Bad" on the first day of each month. Try not to steal all of it, but come up with your own game plan!

Monday-#Music Quote Monday. This is where I'll google quotes about music and post it and who said it. For example, "Without music, life would be a mistake" -Nietzsche.

Tuesday-#Throwback Tuesday. On this day, I'll go through my old school music and then pull up the video from YouTube and share that link. For example, "Can I Kick It" ([hyperlink](#)) by Tribe Called Quest.

Wednesday-#Wedding Trivia Wednesday. There are plenty of sites out there with crazy wedding trivia on them. For example, "The English believe a spider found in the dress is good luck".

Thursday-Sales Post. For example, I would write, "Looking for a great DJ for your holiday party? Call us!"

Friday-#FF also known as Follow Friday. Simply put a list together of people that you like to follow on Twitter. Hopefully, they will retweet you at the very least!

Saturday-Redirect Day. By that, I mean I'll post a link to a recent video blog or blog post.

Sunday-#Song Lyrics Sunday. Google "best lyrics ever". Copy and paste your favorite and who sang it. For example, "Rock N Roll ain't noise pollution" - AC/DC.

There are so many other ideas that you can post! For example, musician's birthdays, who is on TV tonight, music news, contests, hip hop quotables, whatever! Just keep the content coming and keep it fresh. Now obviously, to stay current, you will need to check other people's pages and feeds and if you see a relevant article, breaking news, or something relevant today, retweet it (Twitter) or share it (Facebook). People love that. Good luck and start posting!

FYI-We are @bunndjco on Twitter and www.facebook.com/joebunndjcompany