

Don't Let Social Media Control You!

By Joe Bunn for DJN

People know me as a social person, but I'm probably better at social media. I love it! I don't think of it as a burden. Not only do I use it personally, but I use it as part of my marketing for Bunn DJ Company. But you know what? I don't let it rule me. I don't let it control my life, or affect my mood (most of the time). I don't let it take away from making money or my business or my family. You want to know how? I'll tell you in this article, so read on.

Pre-Schedule. If you don't want to get sucked into making posts and worrying about when to do it, use pre-scheduling. There are several apps out there that can help. I have personally used Hootsuite and Crowdfire. They are both killer and easy to use, plus they will take a tremendous load off your back.

Use Your Help. I've often preached about having a right hand man/woman in your organization. It's not necessary to hire a full-timer to run your social media, but maybe one of your more social media savvy DJs would want to make a little extra cash running your Instagram or Snapchat. Maybe you could visit a local college and hire a student to run it each semester. Try these ideas vs. running yourself into the ground trying to do it all. As much as I love the hustle, I can't do it all. My right hand man, Randy Bennett, does a lot of our posting for the company.

Pick Your Battles. A lot of folks are overwhelmed by social media, and it seems like every time you turn around, there is a new platform coming out. I've often said in my seminars, "Pick one and kick it right in the ass". In other words, pick one of the channels and get really good at it instead of trying to tackle them all.

Don't Be a Troll. Do you know what an internet troll is? The definition states, "In Internet slang, a troll is a person who sows discord on the Internet by starting arguments or upsetting people, by posting inflammatory, extraneous, or off-topic messages in an online community (such as a newsgroup, forum, chat room, or blog) with the deliberate intent of provoking readers into an emotional response or of otherwise disrupting normal on-topic discussion, often for their own amusement." In other words, an internet a-hole. If you want to talk about a time suck, then make a religious or political post on your facebook page today and see how much time you waste defending your side. Just DON'T DO IT! It's a waste of time. You are never going to change someone's mind about their views. Trolls are not good business people, they are not hustlers, they are not money makers. They can't be because they are too busy wasting time online.

Turn OFF notifications. You don't need to get a ring or vibration for every single comment that people leave on a picture of you and your wife celebrating your anniversary. It's a waste of time to sit there and pull your phone out 100 times a day to read them. Save them all and read them at the end of the day to end your anniversary (or whatever occasion) on a high note.

Track Yourself. I don't use one, but I just googled "social media trackers" and hundreds of thousands of results turned up. Be accountable! Make a time limit for yourself and stick to it. Try to limit yourself to 90 minutes at first, then cut that down to an hour.

Shut It Down! I usually leave the office around 5:00pm each night, hit the gym or errands, and then go home. When I get home, I do my best to stay off the phone. I want to eat with my family, hear about my kids' school days, read to them at night. Everyone in my house usually goes to bed around 9:30pm, so at that point, I'll get out my phone or my laptop at that time since I'm a night owl.

As much as I love social media, it can certainly hurt your relationships and your business, so please take these tips to heart. Good luck and I look forward to seeing your posts! Find me on Instagram @joebunn or @bunndjco and on Snapchat @joebunn. See you online!