



## Take Social Media Scheduling to the Next Level — **and Avoid the Time Suck** — with These Tools

**By Li Vasquez-Noone**

**E**very writer knows they should be active on social media, connecting with prospects and posting content to promote their writing business. Social media can suck hours out of your day... hours when you'd rather be working on paying projects. Who has the time for that?

Fortunately, there are tools to speed up your social media posting, which in turn lets you spend more time creating content. Many of these tools do the basics, like schedule future posts on Facebook, Twitter, and LinkedIn. However, you can further fine-tune your social media strategy with **MeetEdgar** and **BoardBooster**.

**MeetEdgar** is a scheduler that works with Facebook, Twitter, and LinkedIn. Like many other platforms, it will save you time by letting you upload and edit your posts in bulk. You can shorten links and track clicks, and it works with common

programs like Bitly and Rebrandly. It also lets you set up RSS feeds to share from your favorite sites.

But what really makes MeetEdgar unique is that it will save status updates to repost in the future. It lets you share your evergreen and cornerstone content today, and again in the future. This time-saving tool means you don't have to re-create posts. All you have to do is save content into your content library and share it whenever you like.

Reposting content is also valuable for seasonal or time-sensitive posts. For example, if you write for a client who offers summer sales, you can schedule certain posts to repeat during a specific time window, then stop when the sale is over.

A subscription to MeetEdgar costs \$49 a month, with a discount for paying for a full year at one time.

For Pinterest users, **BoardBooster** is the way to schedule your pins and manage your content without spending all day on the platform.

BoardBooster lets you schedule pins in advance. Schedule pins during times when your followers are most likely to notice them. Or spread your pins out, so you don't overwhelm your followers with too much new content at once. The scheduling tool lets you pin consistently, without having to take the time to create content every day.

Besides bulk posting, BoardBooster has a feature to improve the quality of your pins. Experienced Pinterest users know that over time, you'll end up with broken links, missing source links, duplicate pins, poor images, and more. You need to keep your boards clean and the links fresh, or you risk losing followers. It's a constant battle to check links by hand and keep your boards clean. However, you can use BoardBooster's tool to check links. It points out errors so you can fix them, keeping your content accessible.

As your Pinterest usage grows, your boards will get bigger. Keep them manageable by splitting large boards into smaller, more focused boards. BoardBooster helps you segment boards to make

it easier for your audience to find the content they want. It also allows you to move your own content to the top of boards. This means your pins will be seen first, before any other people's pins you may have shared.

BoardBooster also helps with Pinterest group boards and tribes. It will make it easier to contribute to group boards, which will help you get your content out to a much larger audience. It also helps find and join tribes, where like-minded marketers join together and promote each other's pins. Tribe membership can also greatly expand your audience.

BoardBooster also offers Pinterest analytics. Use it to monitor follower growth, the time of day your pins perform the best, your repin rates, and your monthly trends.

Get started on BoardBooster with their free 10-day trial. You can subscribe monthly at the rate of a penny per pin, in 500-pin increments.

Thanks to these robust tools, you no longer have to spend all day on social media. Schedule your posts and share your content on multiple platforms, connect with others, and still have time to enjoy *the writer's life*. ■

## cover photo contest – Win \$100!

### You Could Be On The Cover Of The Next Issue Of Barefoot Writer Magazine... PLUS Win \$100!

#### What does your Barefoot Writer lifestyle look like?

Send us a photo of you living your dream as a Barefoot Writer. It just might be chosen as the cover shot of an upcoming issue. If it is... we'll send you a check for \$100. Here are some tips for submitting a winning photo:

- Please make sure your shot is vertical, not horizontal.
- Make sure your camera is set to its highest resolution setting.
- Be sure the subject of your photo does not fill the whole frame so there is room for copy on all sides. We need room at the top for the name of the magazine and along the sides for the cover blurbs.

Just email your submission here: [Contest@thebarefootwriter.com](mailto:Contest@thebarefootwriter.com).

