

jay designs inc

How To Series -
Blog to Social Media

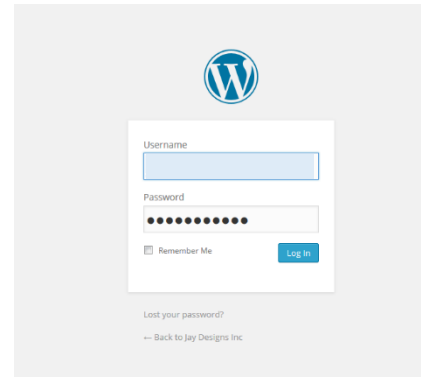
HOW TO GET YOUR MESSAGE OUT
JANET EDKINS

1) Write your blog post

- Login to your WordPress account or site
- Go to Add New Post
- Add eye-catching **title** (think keywords - optional)
- Add post **content** (general guidelines)
 - 14 sentences
 - 3 paragraphs
OR
 - 1500 words if you really want to work the SEO – add in the ‘more’ tag, optional (see page 6)
 - 1 or two appropriate images **

** Optional - For the image(s) if adding to Pinterest try to add you blog title to the pic as text - for impact (see page 5)

- Remember to choose category
 - Add appropriate SEO tags (optional)



d) Publish immediately or forward date

†† A published post can go straight on Facebook. **IF** it is forward dated this will **NOT** work even though Facebook business pages allow you to forward date a status update. Facebook looks immediately for the link to save on their servers, if the post is not live it will not show up on FB - even after it has gone live!

The screenshot shows the Facebook 'Add New Post' interface. The main area contains a title field with 'title goes in here' and a content field with 'content goes in here'. A rich text editor is visible below the title. On the right, the 'Publish' dropdown menu is open, showing options: 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', and 'Publicize: LinkedIn: Janet Edkins Edit Details Settings'. The 'Publish' button is highlighted in blue. A callout box points to the 'Publish immediately Edit' option with the text: 'You can forward date a post, including a specific time. Remember to click the OK button'. Another callout box points to the 'Publish' button with the text: 'If you forward date a post this button changes to "Schedule"'. A third callout box points to the 'Schedule' button in the 'Publish' dropdown with the text: 'Hold down the left mouse button & mouse-over the link to highlight it, then copy it'.

e) Pick up the URL from the page (between page title and content)

- Copy this to a notepad temporarily (just in case)

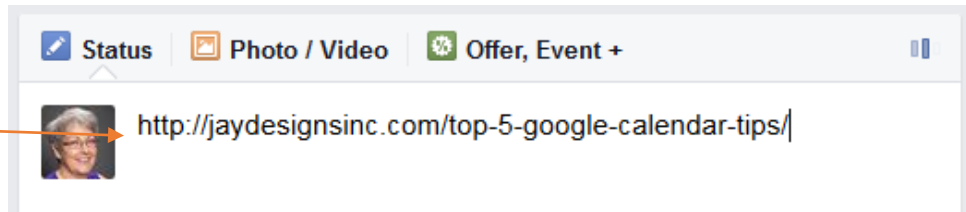
The screenshot shows the Facebook 'Add New Post' interface. The title field contains 'title goes in here'. Below the title, the permalink field contains the URL 'http://jaydesignsinc.com/title-goes-in-here/'. The URL is highlighted in blue. A callout box points to the URL with the text: 'Hold down the left mouse button & mouse-over the link to highlight it, then copy it'.

2) Go gloat on Social Media :))

- a) Go directly (individually) to FaceBook / LinkedIn / Pinterest / wherever
 - make a status update as appropriate for each account using your keywords and pasting your link from the temp note you made in # 1 e i

Facebook - <http://www.facebook.com/JayDesignsInc>

Log in to your Facebook Account. Click to write a status update - paste your URL link



FaceBook will go find your post, pick up the image and display it with the link so people can click to read.

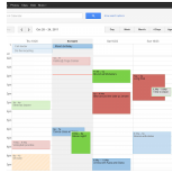


Click the post button and you are done.

You can time manage other content on FB if you want to, but blog announcements should go out only when they are live.

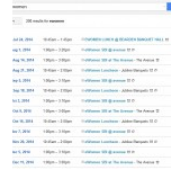
DO NOT TRY TO FORWARD DATE A STATUS UPDATE FOR A FORWARD DATED BLOG POST – IT WILL NOT WORK – TRUST ME :)

Warning! - FaceBook is funky. There's no getting round it, no arguing, totally arbitrary! If your image for your blog post does not show up as you want it to, before you Post, try going back to the blog and changing the position/placement of the first image.



Color Coding - this me trying to a) balance the work I do in my business and what I do for my business, b) for myself both personally and for business development, and c) trying to make sure I don't forget stuff (they would be the red ones) Or worst still ignore them!! This is my attempt at balance.

Search - my memory is like a sieve these days and I foten wonder if I remembered to put a thing on my calendar to make sure there is time to actually get it done, not just add it to another To Do list (I do that too but at least I'm aware of the problem, right?)
The search has it's foibles, as do we all, searching for partial words doesn't work (neither do typos!) but searching for just part of a phrase does.



There are left, right and center options and also exactly where the image is on the page. Facebook should pick up the first image on the page and sometimes it just does not, no matter what you do! Don't waste too much time on this, you really have to understand that you are powerless – sorry!

LinkedIn - <http://www.linkedin.com/in/janetedkins/>

LinkedIn works the same way as FaceBook, paste your URL link and it will go find your post to display it. Currently there is no option in LinkedIn for forward dating.

http://jaydesignsinc.com/top-5-google-calendar-tips/

My Top 5 Google Calendar Tips
jaydesignsinc.com · Google Calendar has many features and they are all useful, what I love is how much you can customize what you do with it to fit your needs and those of your business here are MY TOP 5. The thing to note is these are in no particular order, I use all...

Show image

Share with: Public Share

Click the share button

Pinterest - <http://www.pinterest.com/JayDesignsInc/>

The easiest way to add to Pinterest is to have a 'PinIt' button plug-in installed. When you mouse over an image on your blog, the Pint It button should be clickable so you can go straight to your Pinterest account to choose your board.



If you can find, or make, an absolutely appropriate image for your blog title that is great. If not, I strongly suggest adding your blog title to the image you choose for Pinterest.



2) Go gloat on Social Media :))

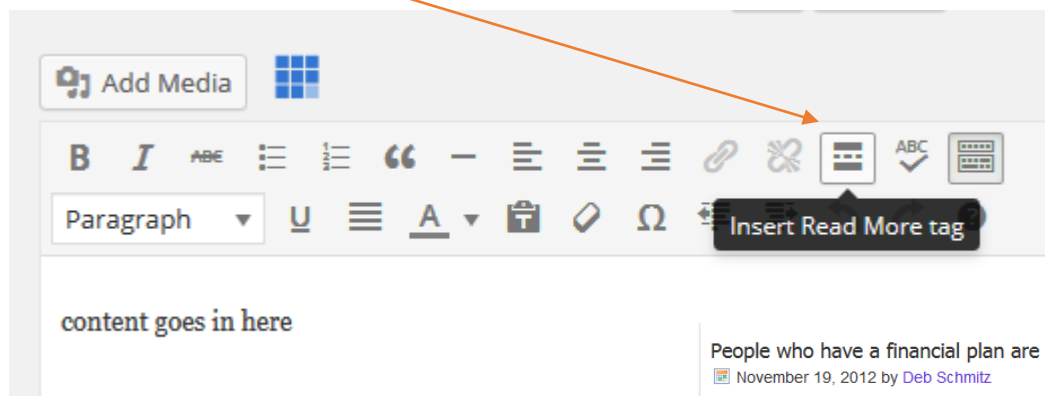
OR

- b) For time management purposes keeping an editorial calendar for ideas and writing multiple blog posts at once, using the forward dating option, is really effective. Adding a time management tool like [HootSuite](#) then becomes a must. From this kind of tool you can manage multiple social media accounts all in one place as well the timing of what goes out when and to where. All of this reduces the pressure and load of keeping your website and top of mind status manageable.
- Choose social media placement and timing and schedule as appropriate

‘More’ Tag

If you have a long post, and your theme displays the full post on the blog page – you need this :)

The ‘read more’ tag will be on this bar if available – put your cursor where you want to chop off the text and click this button



Your theme will dictate if you need this and how it looks on the blog page and the home page if posts are being featured.

Some themes automatically cut post excerpts short at a certain number of characters, which can be adjusted. The read more tag if there is so you can shorten the length of posts being displayed on the page if the theme does not does this for you.

People who have a financial plan are more confident

November 19, 2012 by [Deb Schmitz](#)

More and more people are delaying retirement, concerned about having enough money now and in the future. But guess what? Studies have shown no matter what your income level, having a financial plan builds more confidence about your financial future. Those that have taken the time to look at their finances report more success managing money, saving and investing. When low income families have a financial plan, they are more likely to pay their credit cards in full and avoid debt.

Filed Under: [Money Talk](#)

Are you heading for your fiscal cliff?

November 8, 2012 by [Deb Schmitz](#)

It may be time for a money makeover. Because too often, women fail to put themselves in the driver's seat of their own financial lives. No matter how little or how much you have to work with, Deb Schmitz shows you how to get wherever you want to go, financially speaking, in style.

Just like you update your wardrobe, you need to look at your financial closet and check the contents for keeping and protecting what you have, as well as seeing that your money will get you where you want to go.

[\[Read more...\]](#)

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