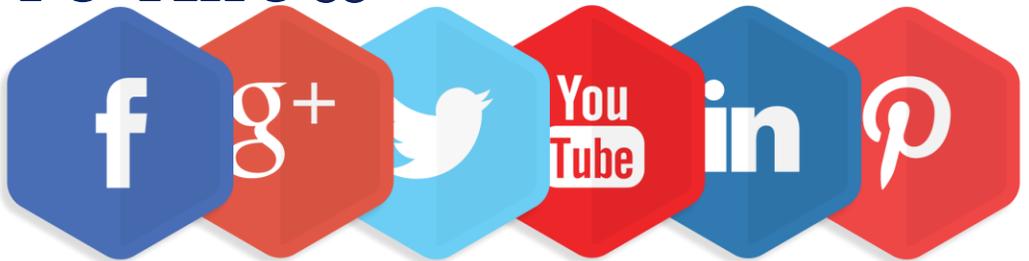


# Getting To Know

By Dave Kogan, Manager of Marketing & Business Development, ASHI

Managing a brand's social profiles can be a time consuming endeavor, especially for a home inspector who has precious little time to market themselves already. Having an online presence goes beyond

creating a [Facebook](#), [Twitter](#), [LinkedIn](#), [Google+](#), [Pinterest](#), [Yelp](#) or any other account and just posting to them once in awhile. One needs to continually create and place posts on their social media platforms in order to create and maintain a following not only because your friends and family follow you, but most importantly, to build your brand.



## SOCIAL MEDIA MANAGEMENT SERVICES

As with many lists and articles, we don't just want to say, "Well, one quarter of 2015 has passed and we need to give you some hot tips for social media." What you need is not for the right now, but for the future of managing your social presence and to help you keep up with all the media that's out there. So below are a few ways in which we can offer you advice and to help shorten your commitment to social media endeavors without being left behind:



When one is determining the best app for social media management, one doesn't need to look further than [Hootsuite](#). Not only does the company offer a platform that enables users to schedule and manage posts across social networks like [Facebook](#), [Twitter](#) and [LinkedIn](#), but it also can be leveraged to monitor social conversations and analyze a brand's social performance. In addition, [Hootsuite](#) offers collaboration features that are ideal for teams, as well as offers an App Directory that web pros can leverage to add extensions to their [Hootsuite](#) dashboard.



[Sprout Social](#) is different from in that brands can draft, schedule, queue and post messages to [Twitter](#), [Facebook](#), [Google+](#) and [LinkedIn](#). The platform also enables users to shorten links, attach images and target specific audiences. Plus, Sprout Social offers a variety of handy tools, such as "ViralPost", which analyzes followers' engagement patterns to determine the best time to publish content, as well as tracking and measurement features that provide brands with important insights. Users can also assign and manage tasks for their team members.

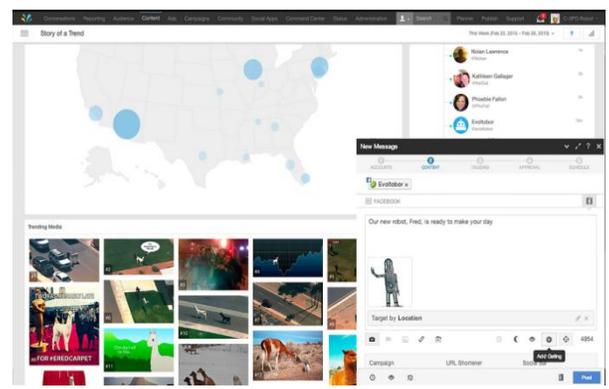


[Buffer](#) is great for individuals and businesses and now even has a platform that connects to [Pinterest](#). With this company's business solution, users are able to schedule posts ahead of time on [Facebook](#), [Twitter](#) and [LinkedIn](#). They offer analytics so users can determine the impact of their social initiatives, as well as a RSS feed integration and the ability to schedule an unlimited number of posts. Plans start at \$50 a month for five team members and up to 25 connected social accounts, and range to \$250 a month for 25 team members and up to 150 connected social accounts.





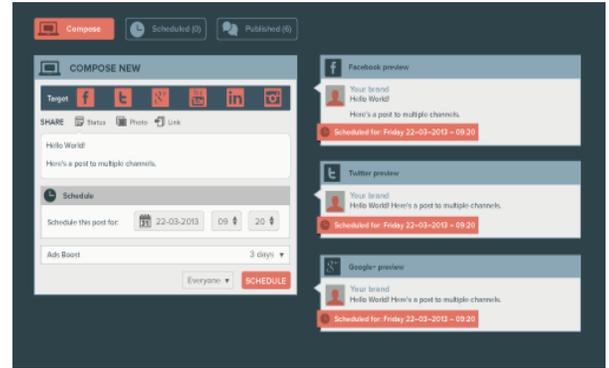
[Tweetdeck](#) differs from the first three platforms mentioned as users are only allowed to schedule and manage [Twitter](#) accounts and not profiles from other social networks. However, the platform is still very beneficial as users can organize custom timelines, track topics and hashtags (#) and share accounts with their teams without sharing passwords.



[Sprinklr](#) enables users to publish and monitor content on a variety of social channels, such as [Facebook](#), [Twitter](#), [LinkedIn](#), [Google+](#) and more. Through their platform, brands can ensure consistent brand voice and messaging across networks, as well as manage deployment and sharing via [Sprinklr](#)'s editorial calendar. [Sprinklr](#) also offers a variety of other products like social listening, advertising and analytics, plus much more.



[SocialBro](#) is a lot like [Tweetdeck](#) in that it is specifically designed for [Twitter](#). Users can target their audience, discover the best time to tweet and engage with their followers, analyze their performance on [Twitter](#) and manage their campaigns. [SocialBro](#) offers a variety of other cool tools too, such as the DM Campaigns tool that is designed to help businesses better target their audience, as well as the Mention Helper that helps users add multiple [Twitter](#) handles to a Tweet with just a click.



With [Komfo](#)'s marketing suite, brands can advertise, monitor analytics, listen to their audience across networks and publish content across [Facebook](#), [Twitter](#), YouTube, [Google+](#) and [Instagram](#). Brands can even target fans based on things like language and country through the Komfo dashboard. This platform enables users to set up alerts via SMS and email so they can be notified if any audience issues arise on social channels.



[Viralheat](#)'s social media management platform is pretty robust, enabling users to monitor social conversations, analyze trends and key insights, as well as schedule and publish content across social networks, including [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), [LinkedIn](#), [YouTube](#), [Google+](#), [Tumblr](#) and [Foursquare](#). The platform is also great for brands with social teams, as it offers workflow management tools that enable users to set individual permissions and assign specific tasks to employees.

You may be tempted to try one or all of these platforms and we suggest starting off easy with something like [Hootsuite](#) and working your way up to the robust [Viralheat](#). While these social media management platforms are considered "the best of 2015 so far", you may want to wish to ignore [Tweetdeck](#) and [SocialBro](#) as they only focus on [Twitter](#). If you're going to only focus on [Twitter](#), you may as well just use [Twitter](#) and forego using the social media management sites that are geared towards just this social media site.

Depending on your experience with social media and technology in general should help dictate your level of involvement with social media management platforms. If you have the time, and we suggest you find the time, make sure you research the various platforms available to you. Compare the costs. Research the functionality. Do you need all the functionality that some of these sites have or do you need something that is more cut-and-dry and easier to use for the layperson?



Once you select a social media management platform that will fit your needs, create a plan on how often you plan to post to your social media networks and schedule them each week. When your followers start seeing a pattern to your posting habits, they'll follow and even make sure that they see your posts when you post them. Don't forget to "like" comments on your posts, or even respond to comments made on your posts as these followers will see that you are savvy enough to know what to do and when and will respect your social media prowess even more.

As you can see, there are a ton of social media management platforms available. Research is the best way to discover the best option for you and your company.