

Hello OIGP!

As our work day gets busier, it often seems time-consuming to stay active on social media. Here is a quick tip for shortening your time spent.

### *Did you know?*

In order to stay relevant today, more businesses are turning to social media for their marketing initiatives. Staying active on social media is less time-consuming than most people think. By using a free online social media management system such as Hootsuite.com or Buffer.com, you can quickly post a message, article or blog directly to all of your social media accounts at once, with the click of a button.

### *What can I do?*

Create a free account at hootsuite.com and sync any of your social media accounts (such as LinkedIn, Twitter and Facebook) to it in order to optimize your time spent posting on social media.

<https://vimeo.com/151086253>

### *Why?*

According to socialmediaexaminer.com, 50% of small business owners have reported gaining new customers through social media activity. It is a way to seek out new business opportunities for your own business as well as OIGP, and all it costs is a little bit of your time.

*Do you have any questions* about how to leverage social media management tools such as Hootsuite or Buffer? Ask us.

Socially yours,

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