



# Essential Guide To Managing Multiple Social Media Accounts

by





# TABLE OF CONTENTS

Chapter 1 : Introduction .....	4
Chapter 2 : A Brief Run Through of What Social Media Management Is.....	5
Chapter 3: The Importance of an Efficient Social Media Management Process.....	8
Chapter 4 : Do You Need Multiple Social Media Accounts?.....	10
Chapter 5 : Challenges in Managing Multiple Social Media Accounts.....	13
Chapter 6 : Social Media Content Creation.....	15
Chapter 7: Social Media Reporting and Benchmarking.....	17
Chapter 8 : Social Media Monitoring and Listening.....	21
Chapter 9 : Social Media Customer Care.....	23
Chapter 10 : Automation for Social Media Management.....	24
Chapter 11 : Using Proxies to Manage Multiple Social Media Accounts.....	25
Chapter 12 : Conclusion.....	27

# INTRODUCTION

Social media has radically changed the world — not only in the way people communicate with each other, but most noticeably in the business world. We are looking specifically at a progressive change in marketing brought about by social media.

Every single company is exerting efforts to build their social media presence, making social media managers an indispensable member of their marketing team. In fact, this proves that one of the most famous quotes by Bill Gates is true: "If your business is not on the internet, then your business will be out of business."

And social media is a major part of the internet! By extension, we dare say that if your business is not on social media, then you will be out of business!

Needless to say, your business needs to have a social media presence — Facebook, Instagram, Twitter, Pinterest, LinkedIn, Youtube, and other relevant social media platforms. If you own a business or you're a social media manager, this ebook is for you!

Are you juggling dozens of social media accounts right now? Or are you wondering how seasoned social media marketers do their job so effectively and efficiently? This ebook will guide you through the essential aspects of managing multiple social media accounts.

# Introduction

No one can question the power of social media. If done right, it has the capability to catapult any organization's marketing efforts into success.

Think about it. Even large, multinational corporations are on social media. Take for example Uber Technology, the American ridesharing service based in San Francisco, USA. As of this writing, Uber has:

- 22.3 million followers on Facebook
- Almost 1 million followers on Instagram
- 1.01 million followers on Twitter
- 356 thousand subscribers on YouTube
- 1.1 million followers on LinkedIn

That's already five social media accounts, which are dedicated to Uber's main service — transportation. Then there's also different social media accounts for Uber Eats, the company's food delivery platform.

Uber's customer support department also has a separate social media account.

It all piles up. One company can easily have tens or hundreds of social media accounts, depending on the number of subsidiaries and department.

If you're a large company like Uber, which has made its IPO in May 2019, then you probably aren't too worried about managing all these social media accounts. You have ample resources, both human and financial, to take care of your social media.

Even then, your social media managers will need guidance to be able to do their job correctly and effectively.

If your company is a small or medium enterprise, however, then that's a totally different story. You need all the help you can get in managing your social media presence.

Whether you are a **social media manager** juggling dozens or hundreds of social media accounts, or a **small business owner** striving to build an online presence through different social media platforms, this ebook is for you.

# A Brief Run Through of What Social Media Management Is

When talking about social media management, what immediately comes to mind is the process of uploading different content on social media platforms and addressing the comments made by followers.

This is partly correct, although social media management is more than just uploading and engagement. It entails five crucial tasks that make for a complete social media management package.

- Planning the content
- Content creation
- Posting/ Scheduling
- Engagement
- Analysis

## Planning the Content

When creating your social media strategy, you already identified the target audience. Your social media posts must therefore be what the target audience wants to see. Craft a content plan with them in mind.

What events could the target audience be interested in?

What kind of posts do they find valuable?

What tone will they likely appreciate?

These are just some of the things to take into consideration when planning your content. List down all the content ideas in a content bank. You might forget the reason why you picked an idea, so put in as many details as possible.

Run through your content bank to see if there are irrelevant items you included, and make sure to add to it daily, if plausible.

## Content Creation

Once you have a content bank, immediately set out creating the content. There might be ideas that are time-relevant, such as events that are suited to your target audience.

At this point, you need to decide on what content type is best for the content idea. How are you going to get the message across to your target?

Most of the time, you have to consider the type of content that appeals to your target audience. Do they prefer videos over images? Or are images with lengthy and inspiring captions more their thing?

There are also instances when the type of content depend on the social media platform where your targets are present. If you have followers on SoundCloud, you have to create podcasts or audio type of content. In the same manner, short, value-adding articles are more welcome on LinkedIn.

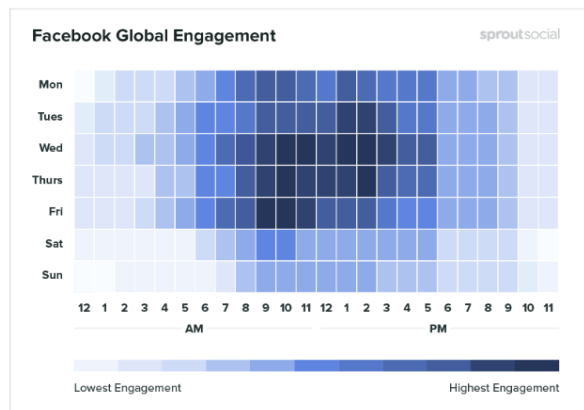
## Posting / Scheduling

A crucial yet often overlooked part of a company's overall social media management is posting the content at the right time. But what time is the right time?

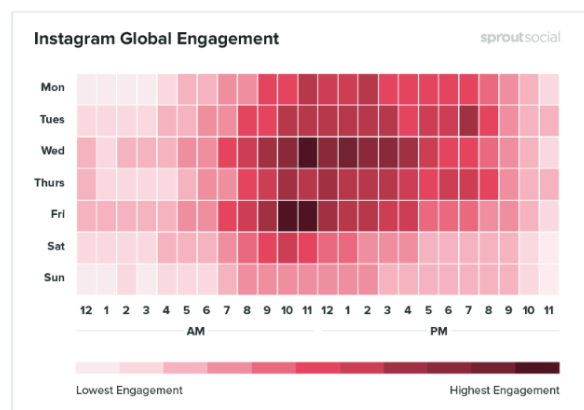
The answer can vary across different industries. A restaurant may experience a peak in their engagement on Friday, as more people look for places to dine in for the weekend. On the other hand, while e-commerce accounts may see more activities during lunch time or after office hours, when most people pass the time by doing online shopping.

Still, it helps that social media marketing leaders like Sprout Social actually exert energy and resources in finding the ideal day and time to post on different social media platforms. They gathered relevant data from more than 25,000 of their clients and found out the best time to post on social media.

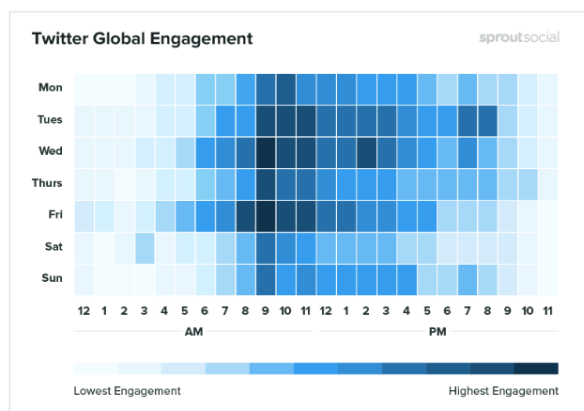
The Best Time to Post on Facebook - Wednesdays, between 11 AM and 1 PM



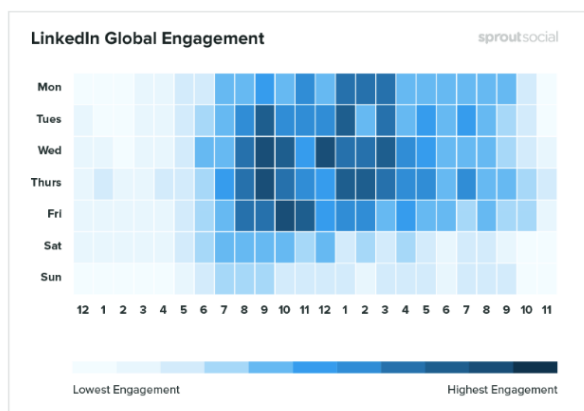
The Best Time to Post on Instagram - Wednesday at 11 AM and Friday at 10 AM to 11 AM



The Best Time to Post on Twitter - Wednesday at 9 AM and Friday at 9 AM



The Best Time to Post on LinkedIn - Wednesday at 9 AM to 10 AM and Friday at 12 PM



These days and times are, in general, the best time to post on each social platform, although engagement rate differ from industry to industry.

It's also interesting to note that these schedules are somehow arbitrary. Another leader in the social media market may have a different proposition. HubSpot, for instance, had said in an article that the best time to post on Instagram is on Thursdays, at 5 AM, 11 AM, and 3 PM to 4 PM.

There are more suggestions for sure, and that leaves us with the same question: What is the best time to post?

Here is a practical move to help you arrive at an answer:

Look at the engagement of each of your post and look for a pattern. Is engagement consistently high on a specific day or time? Then that's the right posting schedule for you so you better stick to it.

If you don't have enough content posted on your account yet to see a pattern, try posting everyday for two to three weeks, at different times . After that, you will be able to look at the engagement rate of each post and see a trend.

## Engagement

Social media has become a venue for customers to inquire about products and services, express their support, and most of the time, to air their frustrations towards a brand or a company.

In fact, 42% of consumers expect a response from companies on social media within 60 minutes. Social media has revolutionized customer service, and businesses have to adapt accordingly by taking time to engage with their followers.

Aside from being used for customer service, social media engagement tremendously help promote brand awareness.

## Analysis

Social media management does not end with posting content and replying to followers' comments. There is a need to sit down (with your social media team, if any) and look at your performance on social media.

Ideally, this is done monthly so you can review and improve on

How many audiences were reached by each of your post on each social media account and platform?

What is the total engagement for each post?

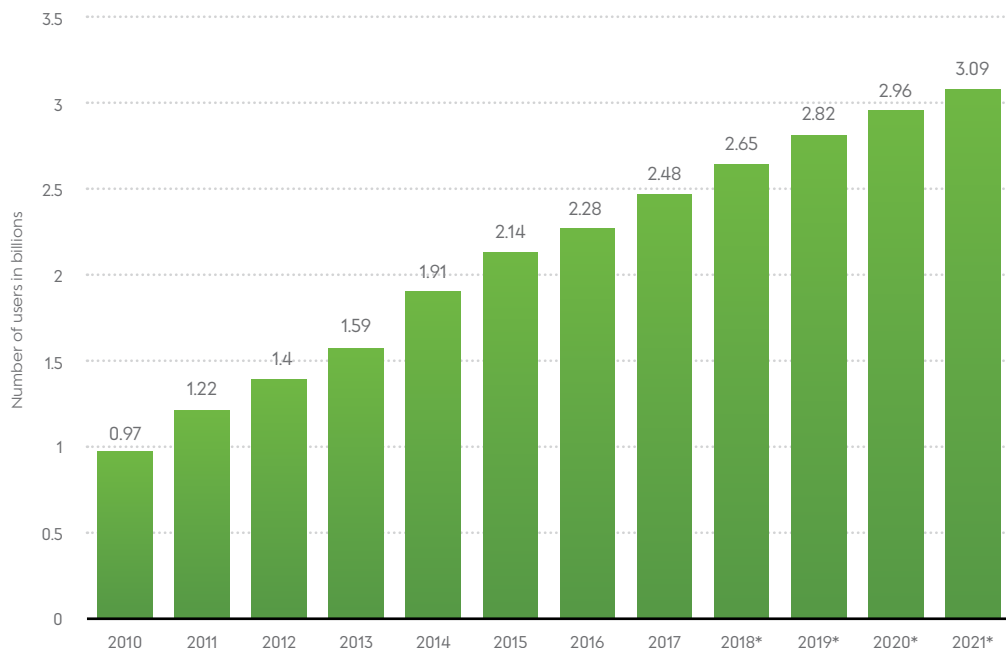
You need to set time each month to look at the figures, compare them from the previous months and come up with a better strategy. Aside from looking at what processes are not working, also look at what does work and how you can amplify this for the next month.

## The Importance of an Efficient Social Media Management Process: Let the Numbers Speak

You only have to look at the number of people using social media all over the world to be able to gauge the importance of an effective and efficient social media management process.

By 2021, almost half of the world's population will be using social networking sites at least once a month.

### Number of social network users worldwide from 2010 to 2021 ( in billions )



That's 3.09 billion social media users, and capturing even just a small percentage of this will do any business a lot of good. When you break down this number, you'll get these mind blowing 2019 stats:

1 billion users are active on Instagram each month, and half of them are active daily. (Source: Instagram)

There are 2.41 billion monthly active users on Facebook, and 1.59 billion of them are on Facebook every single day. (Source: Facebook)

1.3 billion people are using YouTube, with 5 billion videos being watched every day. (Source: YouTube)  
 LinkedIn has 645 million members, bypassing the half billion mark already. It's still growing at two new members per second. (Source: LinkedIn)



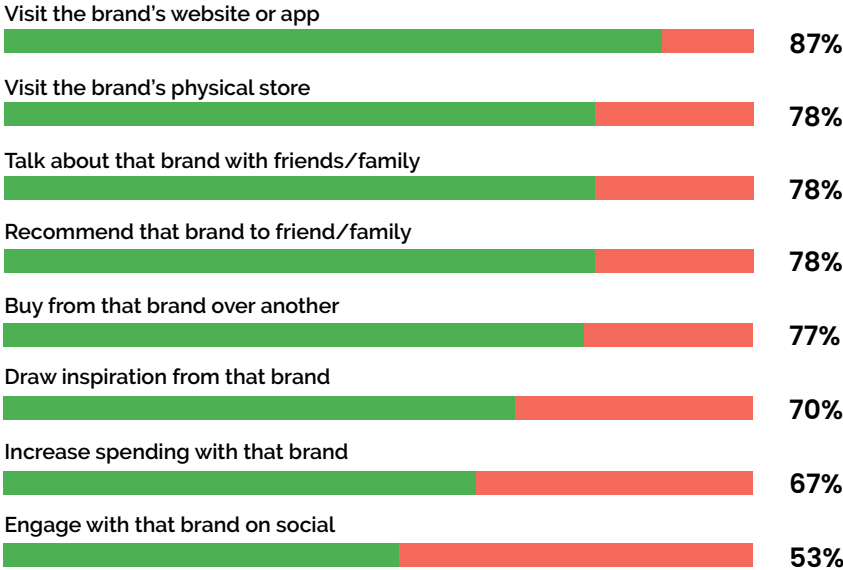
These figures are as of the year 2019, and they are projected to increase in the coming years. It can't be denied that people are definitely on social media. Consumers use it for entertainment, that's for sure. But consumers also use social media to form their day to day decisions, and to expand their professional network.

Whatever industry your company belongs to, there is definitely room for you on social media. For this reason, companies flock to social media with these goals in mind:

- Brand Awareness
- Reputation Management
- Customer Service
- Lead Conversion
- Market Research

To reach these goals, brands have to encourage their target market to follow the company's social media account. What happens after consumers follow brands on social media are something that every company desires.

## Actions consumers take when they follow brands on social



Source: SproutSocial

67% of consumers increase their spending with the brand, 77% buy from the brand over other brands, and 78% will promote the brand through word of mouth.

What this tells every organization is that when they have an efficient social media management in place, they'll be able to tap into this great opportunity for business growth.

## Do You Need Multiple Social Media Accounts?

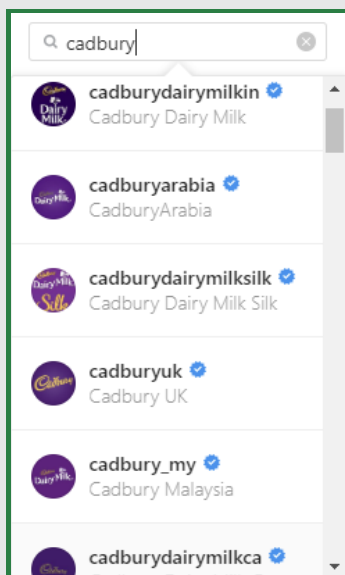
Given that there are several social media platforms, a company's social media strategy will need to include more than one account. One on Facebook, another account on Instagram, another one on Twitter, and then one more for YouTube, Pinterest, SoundCloud, LinkedIn, or any social media platform relevant to your brand.

That's easily five to seven social media accounts for one company.

There may also be a need to segment your audience, and that requires you to have separate social media accounts targeted to each segment.

You can segment by location, if you operate in different cities or countries. Different social media accounts will need to be created for every location where you have business in. This way, you can address the needs of your audience more appropriately.

Chocolate brand Cadbury, is one example of companies whose social media management include segmentation by geographic location. There is a dedicated Instagram account for the Cadbury Dairy Milk main brand, and other accounts for Cadbury UK, Cadbury Malaysia, Cadbury Canada, Cadbury India, Cadbury Indonesia, and so on.



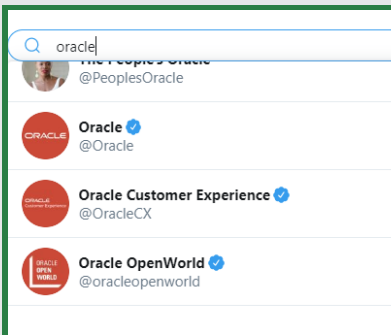
So the five to seven accounts counted earlier (one account for each social platform) will be multiplied by the number of segmented location!

Another way to segment is by audience type. If your product or service is targeted to both consumers and companies, then you need to create different social handles for each type of audience.

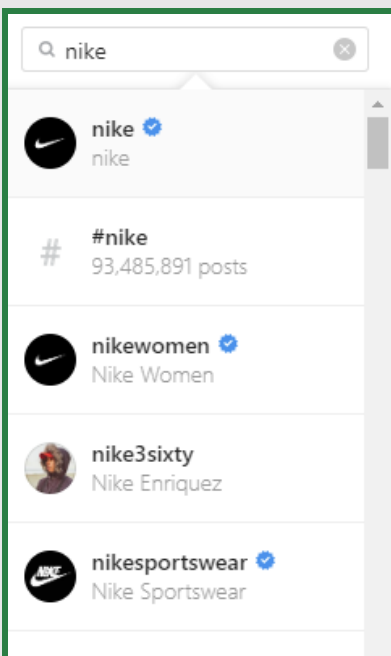
Most companies are also using social media for customer service, and they usually create a dedicated account for this. This way, clients will



Verizon has separate Twitter accounts for its support team, and yet another account dedicated to the customer department of Verizon Wireless. The American telecommunications company also has a separate account for their products and services that are targeted for business (Verizon Business).



Oracle, the computer software company that develops and distributes database software, is another example of this social media management strategy. On Twitter, Oracle has a main official account, and also a separate account for Oracle Customer Experience.



Your company may also have to create different social media accounts for different product divisions. Nike, for instance, has Instagram accounts for Nike Women, Nike SportsWear, Nike Basketball, Nike Run Club, Nike Football, and Nike Skateboarding, among others.

If these large brands have multiple social media accounts for different targets and purposes, then small and medium sized companies should also employ the same strategy.

Affiliate marketing is another reason to create several accounts on the same social media platform. This especially comes into use when you're trying to sell different kinds of products to different groups of people.

For example, if you're trying to sell jewellery as well as sports equipment, those two categories will appeal to two different demographics and sets of people; therefore, you will have to sell these items through two different accounts. Each separate niche and target market should have a separate account dedicated to them. Not only does this portray you as an expert in the respective niches, but also lets you interact and have meaningful conversations with the people who belong to your target market.

Lastly, but definitely not the least, having multiple accounts helps you keep a close eye on your competition. It lets you have inconspicuous conversations through which you can discover the strengths and weaknesses of your competitors, find out where you stand in the battle, and chart out your future strategy accordingly.

## Do You Need Multiple Social Media Accounts?

Managing multiple social media accounts across different platforms is not without some hurdles. For companies that can afford, they hire social media managers or ad agencies to take care of their social presence.

Even then, the social media manager's job is not a piece of cake. They will have difficulty in juggling multiple social media accounts in terms of allocating time and human resources.

Some of you may argue that it's not so difficult having different social media accounts for different departments or product divisions since the accounts will be managed by each department.

This particular setup is quite tricky though. You will have an even harder time making sure that a consistent message, tone, and voice gets across to the right audience.

In general, you need one person or one team to handle all of the social media accounts of the organization. And there are several challenges to this, apart from the common complaints of social media managers in terms of time management, lack of resources, and coming up with fresh and brilliant content ideas for every single social media profile.

### **Mistakenly Posting Personal Messages to Company Account**

With dozens of social media accounts to juggle, there are times when social media managers post personal messages using the business accounts they manage. This is unintentional, of course, but there could be negative effects, especially when the post or comment is not taken down immediately.

At best, your audience might just shrug it off as a small blunder, forgivable. But when this kind of mistake happens the second time, they might see it as a lack of professionalism on your part. You could lose significant business because of this.

### **Repeatedly Logging In and Out of Social Media Accounts**

Managing multiple social media accounts also require you to log out from one account so you can log in to another. Of course, if you use different devices for each account, this won't be the case.

But if you manage, say, 50 social media accounts, will you need to have 50 different devices? Most social media managers use one or two devices, and they have to log out from one profile so they can use another.

Social media managers also reported login issues when they manage more than three accounts using one IP address.

## **Coming Up With Content Ideas**

Coming up with fresh and unique content ideas for each account you manage is not an easy task. With multiple accounts you have to create content on a daily basis, how can social media managers keep it fresh? Chances are that posts will look, sound, and feel identical. There won't be any distinctive quality to them.

## **Unable to Post at the Right Time**

There is a time for everything, even posting on social media. In Chapter 2, the best day and time to post on Facebook, Instagram, Twitter, and LinkedIn were discussed and although experts have differing opinions about the matter, it's best to stick to a posting schedule.

Therein lies the challenge for social media managers — posting at the right time. With hundreds of accounts to manage, how can they remember which time to post for which social profile? As a result, engagement rate declines and the whole social media strategy becomes ineffective.

## **Unable to Reply to Comments and Messages Immediately**

Lastly, social managers experience difficulty in replying to customers' comments and messages in a timely manner. What is an acceptable response time, you might be asking. Most consumers expect a response within the day, regardless of the time they posted the comment or sent the message.

People are expecting a lot from brands and companies these days, and that includes the quality of customer service they get from social media.

## Social Media Content Creation

As a social media manager, you probably have known and understood already that the content you post can either make or break your company's brand. Content can persuade people to follow the brand's social media profile, and it can persuade followers to actually buy your products.

It comes as no surprise then that one of the challenges that social media managers face is coming up with fresh content for all social media accounts they manage. Even when you manage only one account, content creation is still something you really have to put a lot of effort and attention to. If you manage multiple accounts, then this challenge is amplified.

### Set Your Marketing Goals

The key is to first and foremost identify the goal of each social media account. What do you aim to accomplish with the particular social profile? Do you want it to help you create brand awareness? Or is the profile created so you can generate leads and sales?

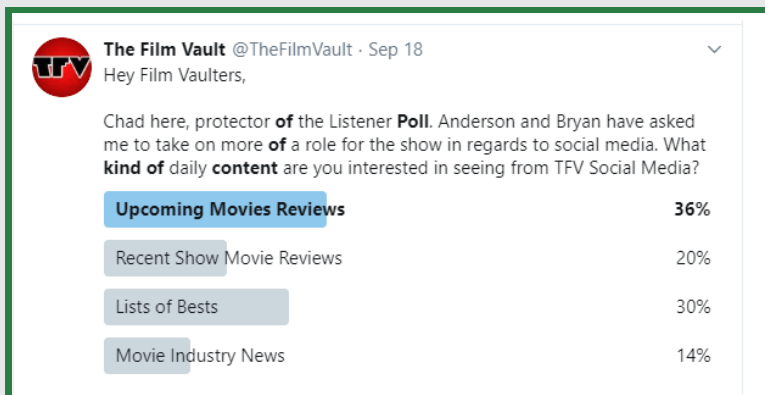
Among the top goals of social media marketers, according to SproutSocial, are as follows:

- To raise brand awareness (70%)
- To generate leads and sales (59%)
- To improve engagement (48%)
- To increase brand's audience (46%)
- To increase traffic to the company's website (45%)

When you identify your primary goal, it will be easier to conceptualize your posts. For instance, if the goal is to redirect traffic to your website, then you can focus on posts that make the viewers want to click on your website. You can share snippets of recent blog posts and product descriptions, among others.

### Research Content Ideas

Once you've set a goal for each social of the social media account you manage, research on topics that you can get content ideas from. You can even get them straight for your followers by running a poll:



Another way to get content ideas is by looking at what your competitors are posting. Don't copy their content, but rather study what works for them and how you can make it work for you too. Depending on the industry you're in, you can also draw inspiration from holidays, important events, and recent news.

## **Create a Content Calendar**

Content planning requires that you create a schedule or at least a content plan so you will know what kind of content gets published on a specific day and time.

A simple Excel spreadsheet will do, as long as all the necessary columns are there. There are also apps that can help you come up with a content calendar.



## Social Media Reporting and Benchmarking

Like any business processes, social media management needs to be measured in order for companies to gauge its effectiveness, and improve their strategies. As such, you need to prepare regular reports for the whole team and for the upper management too.

A good social media report tracks the performance of your social media strategies against KPIs or key performance indicators. The social media metrics that are most commonly tracked according to Hootsuite are:

- Number of posts
- Net followers gain or loss
- Number of likes
- Post reach
- Number of comments
- Number of shares
- Number of page/profile views
- Number of clicks on post links
- Number of clicks on the link in your bio
- Number of story views
- Number of video views
- Top performing posts
- Number of leads generated
- Number of conversions
- Total revenue generated
- Total spent (on social ads)
- Social share of voice
- Social sentiment

Importantly, it's important to have a benchmark of these numbers, say from the competition or the overall industry. Basically, the report must show how are you performing in comparison with your competitors and the overall market.

It's also essential to compare these metrics from past performances, so most social media reports include a column labeled as % change. Has the number of followers declined compared to the previous month? Are people mentioning or tagging you more often this month? Has the number of clicks and conversions increased or decreased?

## Doing Social Media Report the Right Way

Social media reporting is ideally done once a month, while benchmarking can be done quarterly. When creating social media reports, keep in mind the following:

Include a report snapshot

One of the most important parts of a social media report is the snapshot. This tells team members, management, and all stakeholders how your social media management is doing in just one glance.

Tailor-fit the report based on who it's for

When creating the report, you need to ask who it is for so you will know how to get it done. Is the report for your team's consumption only, or will the big bosses take a look too? Different audiences will also require different sets of data, so you may have to create multiple reports.

For instance, the upper management don't need all the nitty gritty details such as the number of video views and story views, so you can dive in directly to the number of leads generated and the number of conversion. You also need to include an introduction and conclusion to make the report as formal as possible.

For the marketing team, you need to include all the necessary details so everyone can take action in terms of attracting more followers, improving engagement rate, and other metrics.

Choose a simplified format

Don't use overly decorated report templates that will take the attention away from what really matters — the numbers. Use a simple format but make sure that it's easy to understand and everything can easily be found.

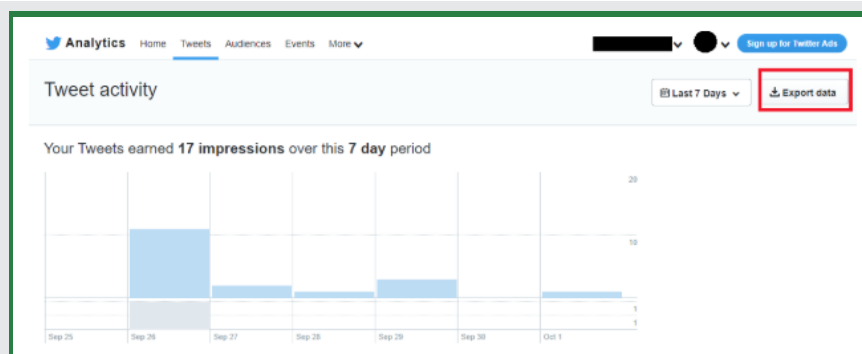
Focus on your KPIs

There are so many business aspects that social media can be used for — Customer service, raising brand awareness, improving website traffic, generating leads and conversion, and a lot more. It's easy to get sidetracked by all these when you create the report so you're tempted to include everything.

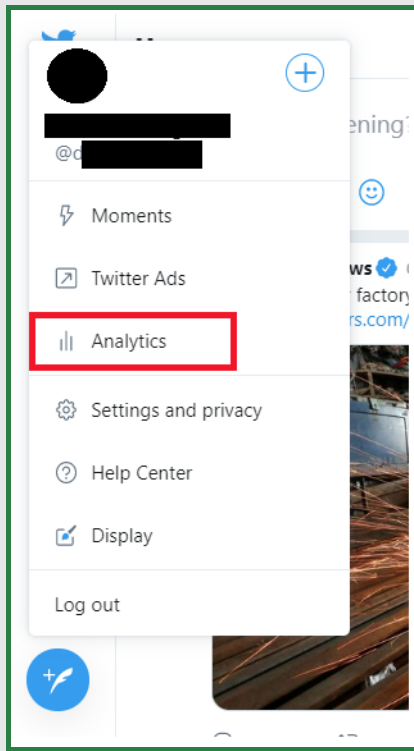
However, each social media profile has a purpose or a goal set at the very beginning, so you must include only the metrics that are essential to the particular goal.

## Social Media Reporting Tools

Reporting tools for social media marketing abound in the internet, but don't forget that you can utilize that tool within each social media platform. You can use the data from these tools and include them in your social media report.



## Twitter Analytics



Twitter Analytics can be accessed by logging in to your account, clicking on the three-dot icon at the left pane, and selecting Analytics.

You will see pertinent data under Tweets and Audiences and you can export these to CSV so you can input them to your social media report.

## LinkedIn Analytics

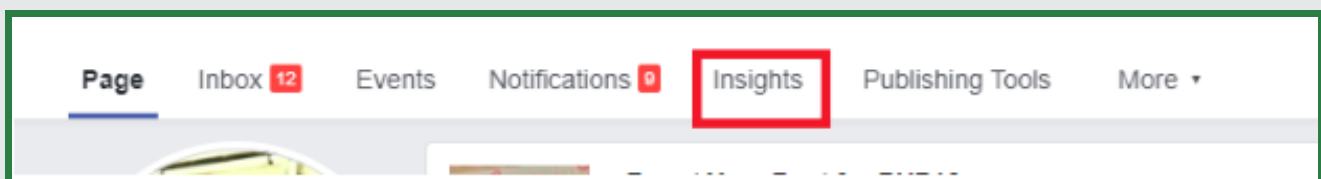
Follow these steps in order to access LinkedIn Analytics:

- Login to your company's LinkedIn page.
- At the upper menu, click on Analytics.
- Choose between Visitors, Updates, and Followers to see different metrics.
- Export all data to Excel by clicking on the Export Data button located at the top right of the screen.

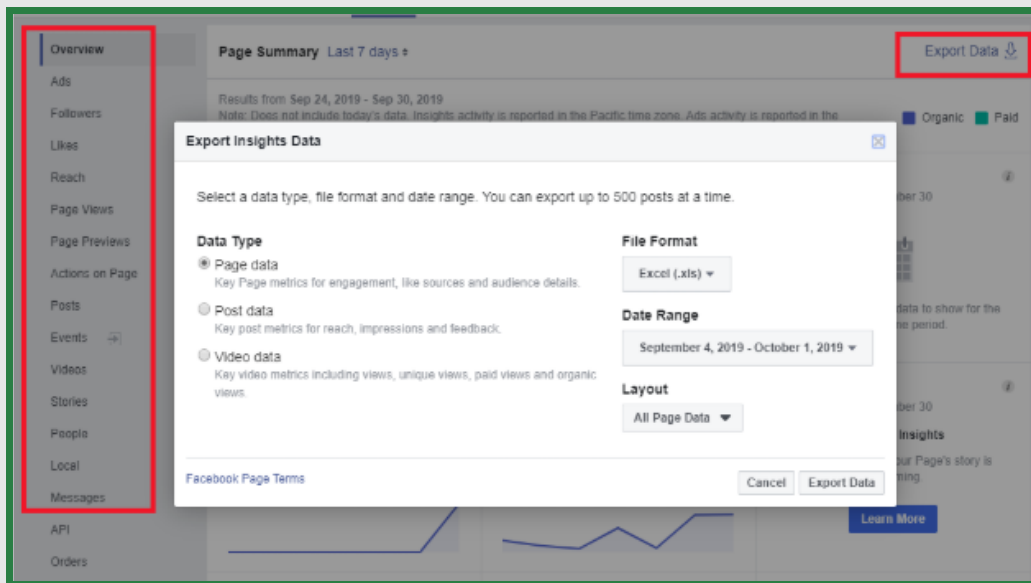
You can also see how your page is faring compared to similar pages under the **Companies to track** section.

## Facebook Insights

Go to your Facebook business page and click on the **Insights** tab located at the upper menu.

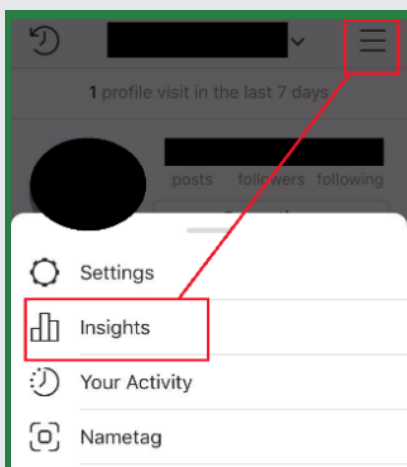


From the left pane, you'll be able to scrutinize different metrics such as likes, page views, reach, follower count, and more. You may also export the data by clicking on the **Export Data** function at the upper right



## Instagram Insights

On Instagram, go to your business profile and tap on the three bars icon at the right side of your Instagram name.



On the Insights page, you'll see three different tabs: **Activity**, **Content**, and **Audience**. Tap on each option to see more details.

You can access the analytics for Instagram Stories by tapping on the **Content** option, and then tapping on **See all** under Stories.

You need to manually input the numbers into your report since Instagram doesn't have an export functionality.

# Social Media Monitoring and Listening

The value of listening before speaking is not only applicable to personal relationships, but also in social media management. The content you post on social media profiles must be well thought out and based on what's happening in the industry as a whole. And social media listening is the key to this.

Social media listening is the act of analyzing the conversations around your brand and the overall industry. The insights gained from this are used to help you make wise business decisions, create marketing campaigns, improve your content strategy, and a lot more.

It involves deep scrutiny on the reasons why people are mentioning and tagging your company. Why are they talking about your brand? What are they saying about your competitors? What are the current industry trends that are influencing your potential customers?

Social media listening is made possible with the help of social media monitoring. These two terms are commonly used interchangeably but there is a significant difference: Social media monitoring gives you answers to the what questions, while social media listening answers the why questions.

Social listening helps in three major areas of your company: Brand intelligence, competitive intelligence, and industry intelligence.

## Social Listening for Brand Intelligence

On Instagram, go to your business profile and tap on the three bars icon at the right side of your Instagram name.

Social listening enables you to get a picture of how your customers see and feel about your company. It also allows you to know whether the customer experiences are negative or positive, so you can address them appropriately. Listening gives you insights on how certain marketing campaigns are affecting your customers.

There are tools that can help you gather every mention and tag of your brand, such as Sprout Social's Social Media Listening tool. With it, you see the number of shares, likes, and comments on a specific theme, and you will also see the number of negative mentions and positive mentions. From this tabular presentation, you will be able to do the following data-driven actions:

- **Improve products or services** that customers find unsatisfying.
- **Raise awareness** for products, services, or features that are not being acknowledged.
- **Leverage on what customers love about you** and create content or even marketing campaigns based on it.
- **Reach out to new target audiences** based on the profile of your social media customers.

There's a whole lot of good that social media listening can do to your brand. The key is to use the data you gather to form your business decisions.

## Social Listening for Competitor Intelligence

Competitor analysis and monitoring are crucial for any company who wants to get ahead of the competition. And who doesn't want this?

With social media listening, you can keep an eye on the things that people say about your competitors. This is particularly helpful when you enter an industry that has big and established players already. It's important to know what they are doing right, and what customers find unsatisfying with their products or services.

When you listen to what your target market are saying about your competitors, you will be able to take appropriate actions such as the following:

- Leverage on what the competition is not doing right by offering a better experience for your customers.
- Analyze why their posts are more popular than yours, and try to emulate what appeals to the audience.
- Find out the most popular topics posted by your competitors and include them in your content strategy.
- Get a glimpse of your market share on social media.
- Understand what the consumers feel about new products or services the competition is offering and work on outperforming them.

By knowing the audience's pulse about your competitors, you will have an idea of your market position and you can formulate strategies that are data-driven and therefore effective.

## Social Listening for Industry Intelligence

Aside from brand and competitive intelligence, social media listening also allows you to gain industry intelligence. You'll be able to get insights on the current trends in the industry and respond in a timely and appropriate manner.

Social listening at the industry level helps you adapt to trends and best practices and even enables you to develop content, campaigns, products and services that will help you get ahead of the competition.

For one, you can keep track on political and social issues that are relevant to your brand and create content around it.

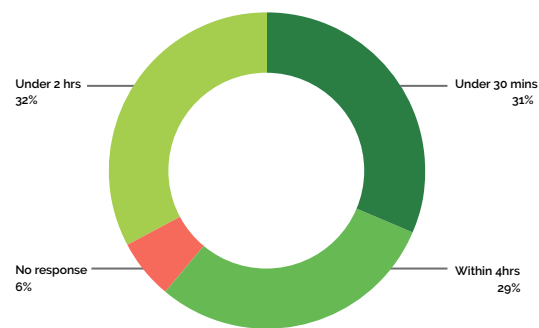
Aside from this, you can also gather questions that are most commonly asked in the market and create content that address these questions.

## Social Media Customer Care

Conversocial did a study on the State of Digital Customer Experience in 2019 and their findings should serve as an eye opener or a knee jerker, if you may.

To put it bluntly, all customers expect a reply from the company immediately. To break it down:

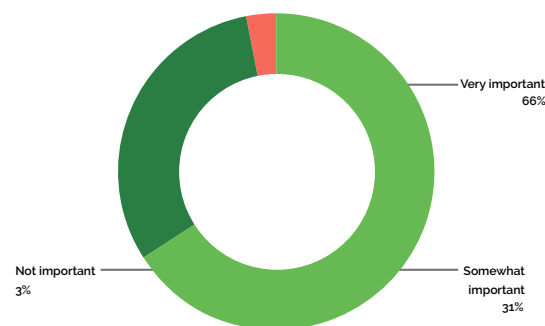
- 31% expect a response within 30 minutes.
- 32% expect a response within two hours.
- 29% expect a response within 4 hours.



Given these numbers, it is therefore crucial for social media managers to be able to respond to customer queries (whether in private messaging or in the comments section) immediately. Not being able to do so can cause the brand to lose the customer, and this is not an exaggeration.

In the same study by Conversocial, 66% of consumers stated that a good digital customer service is very important in their choice of and loyalty to a brand. 31% said that it is somewhat important, and only 3% doesn't see its importance.

How important is good digital customer service in your choice of, or loyalty to a brand?



These challenges in managing multiple social media accounts are merely hurdles that every social media manager have to overcome, and they can get past these with the right tools. And this leads us to the next chapter.

# Automation for Social Media Management

Needless to say, the manually logging in and out of several accounts and responding one by one to customer queries are time-consuming and very prone to mistakes (posting personal comments or messages using the business account). Social media monitoring, benchmarking, and reporting are also tedious tasks that can take much of your time if done manually. They also entail so much effort on your part, thus taking your time away from other equally important activities.

Sales and marketing automation tools will definitely enable you to implement your strategy with no hassle, plus it will give you more time for other equally important tasks. You can choose between two marketing automation approaches: a full-stack automation system or a custom-stack automation approach.

## Full Stack Versus Custom Stack Automation

A full-stack automation approach refers to a complete, all-in-one system which includes all or numerous features of digital marketing. We will discuss these features in detail later in this article. Examples of a full-stack automation system are Marketo and Hubspot.

The custom-stack approach enables you to choose different solutions provider for executing different actions. You may or may not opt to implement all features, depending on your business organization's marketing strategy.

The automation approach that is right for you and your business depends on several things including your technical expertise and of course, your budget. If you have a high level of technical know-how, you may be able to perform some automation tasks on your own so you don't need a full-stack automation. In the process, you will save some money.

On the other hand, if you don't have enough technical expertise, then a custom-stack automation is not suitable for you. You would need to choose an all-in-one system to take care of your marketing automation needs.

With full-stack automation, you need to shell out \$1,000 or more every month, not including the one-time set up fee that comes with each solutions provider. But you can also get the same automation features at less than \$300 a month if you use the custom-stack approach.

The automation provider is different from one feature to another, and as previously said, you may find this approach challenging especially if you don't have enough technical expertise. In this scenario, you may find the full-stack automation approach more sensible and appropriate for your business since you will be dealing with just one provider.

But for those companies who are still starting out, you may find the custom-stack approach more flexible as you get to choose which features to focus on. You will also be able to take advantage of free resources that are readily available.



# Using Proxies to Manage Multiple Social Media Accounts

Create several accounts on the same social media platform by using social media proxies. This way, you keep your identity safe, and aren't at the risk of being caught or having your IP address blocked or your accounts frozen. While using social media proxies for your social media accounts, there are a few things you should take care of:

## Choose the Type of Social Media Proxy Wisely

Using a free, public proxy for social media accounts is one of the biggest mistakes people make. Users can be tracked by their IP address by social media networks. Not only can it lead to being banned on a social media website, but you will also have to spend time finding another social media proxy that's accessible.

Another issue with free proxies is that most of them are either blocked or run by scammers who just want to steal your personal information. This puts everything, including your financial details, at risk. Also, using a public proxy is time-consuming as they are super-slow since the bandwidth is shared by a lot of users.

The best option is choosing a paid proxy. LimeProxies, for example, can provide you a package of 10 proxies at \$9.99 a month, post their 50% discount.

Don't go for semi-dedicated proxies, because in case one of the individuals you're sharing your proxies with messes up and gets banned from a social media website, it will end up being an issue for you as well. Instead, go for dedicated proxies. This lets you manage your social media accounts as you want, without letting anyone else's behaviour affect the way you handle your accounts.

## Rotate Your Social Media Proxies

Marketers are often content with using just one proxy all the time. They go on posting multiple updates and managing all their accounts without changing their proxies. However, if you aim to stay ahead in the game, you have to go with rotating proxies. A rotating proxy is a proxy that keeps picking different IP addresses from a pool of proxies. This ensures that they aren't easily recognised by the web servers, thereby decreasing the chances of them getting banned by websites.

All you need to do is enter the rotating proxy information into the tool or web browser, post which your proxies will automatically rotate after a certain amount of time. As a result, you get a fresh IP address every hour or so. Once your IP address constantly starts to rotate, it will be much more difficult for social media networks to realise that you're using bots or multiple accounts.

## Create Unique Accounts

You're using social media proxies so as to create multiple social media accounts, which can tempt you to create the same kind of account again and again. However, that will leave you susceptible to being detected. Therefore, make sure that you create unique accounts.

For example, if Facebook gets a hint of duplicate content being posted on multiple accounts, your accounts are sure to be shut down, due to which you will lose access to all the content across all your accounts. Even if it seems to be time-consuming, dedicate your efforts into making them unique.

## Use Social Media Bots With Caution

Social media bots have been popular for quite a while now due to their ability to automate various processes. Be it getting followers on Twitter or commenting on Facebook groups, they can indeed help you save a lot of time, especially once you develop a steady following. Although they are great tools, you have to be careful with them.

The one thing you have to always remember is to make it appear that your accounts are being run by a human being. Therefore, even if you're using a bot, ensure that its activities are normal. If you have to add followers, see to it that you add a maximum of 10 or 20 a day instead of 200. Similarly, comment on just a few posts instead of spamming accounts everywhere with your endless comments. Think of how much you want to put into your accounts, and have the bot replicate it. Just make sure that your bots don't go overboard with their activities.

Additionally, choose bots that are as targeted as possible. Moderate their settings and configurations in a way such that they go after targeted followers and leave comments that make sense. If they comment in a way that make you seem like a spammer, that will be a loss to your cause.

## Select a Proxy Provider With Multiple Locations

When you use proxies to log in to your various social media accounts, you have to be mindful of the proxy's location. Proxies originate from different locations, and your provider can have proxies from innumerable locations, such as New York, Germany, Canada, and so on.

If you happen to log in to your Facebook account with an IP address from Ohio in the morning, and a German IP address at noon, it might think that something is wrong and lock your account. Therefore, pick proxies that are from the same general location, so that it doesn't look like you've been hacked.

Most people might only see the glamour involved with social media management. After all, they imagine these people playing on Twitter, Facebook, YouTube, and Instagram all day, for the whole week.

But every social media manager can attest to the fact that social media management is no easy task. From the best time to post, the type of content to post, creating a comprehensive social media report, and more, social media managers are laden with never ending tasks. And note that these are for each and every social media account they manage.

What happens when you are managing ten accounts? Twenty account? Or even a hundred accounts?

All these tasks, data, and challenges that accompany social media management just piles up.

Thankfully, there are automation tools that are a great help to every social media marketer. More importantly, make sure to protect these automation tools with proxies dedicated to social media management.