

Save Time on Social Media— 7 Productivity Hacks

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BONUS HACK: brand, audience, goals

1. Downgrade or Ignore Platforms—pick favourites and dismiss others from your to-do list; choose which platforms get “hand-me-down” content (e.g., Twitter)
2. Cap Your Time—keep business-related social media productive (go straight to notifications, use “save” features, Pocket app, dedicated time versus downtime)
3. Strategize Shortcuts—multitask photo/video shoots, batch content, preschedule, Google docs, curate, etc.
4. Make More Micro-Content—diversify into snackables; create memes, quotes, Boomerang, Superzoom, quick tips, excerpts, photo + one-sentence captions, etc.
5. Repurpose Everything—spin one post into multiple posts; extract from live videos; pull quotes from a video, caption, blog post, podcast etc.; trajectory of repurposing one piece of content into a half-dozen others (slideshow, carousel, Story, meme, etc.)
6. Repackage Content—different from repurposing, repackaging is about starting from scratch, but with a foundation of research you’ve already done and knowledge you already have.
7. Revive and Recirculate—post the same content *more than once*, recirculate old content, especially best-performing posts from the past.

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