



The Best Way to Use Buffer For Your Business

Full article:

<http://www.marketingforowners.com/best-way-use-buffer-business/>

1. What is Buffer?

- ⊕ A feature-rich **social media management tool**
 - **Schedules content** for social media with one click
 - Adds content to a pre-set queue that **posts at even intervals** throughout the day
- ⊕ Has a **free version**
 - **Free version** limits you to storing **no more than 10 posts at a time**
 - By default a full queue will **distribute content over 2.5 days**
 - Prevents you from posting **stale content**
- ⊕ Set up your account online
 - You can also install
 - **Buffer extension for Chrome, Safari, or Firefox**
 - **Free Android and iPhone app** versions are also available

2. Set Your Preferences

- ⊕ Sign up using a social media account you want to connect to (**we recommend Twitter**)
- ⊕ Organise, customise, and schedule your content via the **Buffer dashboard**
 - **Content:**
 - Create posts (e.g. a tweet)
 - Your tweet will be placed in a queue
 - **Analytics:** Track your recent posts and see how well they're performing
 - Monitor at **Reach** and **Replies** in particular
 - **Re-queue popular posts** straight from Analytics section
 - **Schedule: Adjust time zone and customize post frequency**
 - By default, tweets will go out 4 times a day, spread evenly throughout the day from around 9 a.m. to 8 p.m. in your time zone
 - **Post time-sensitive content immediately**



- Settings:
 - Link shortener
 - Add team members (premium only)
 - Reconnect your account you're having trouble
 - Empty your queue

3. Tips

- ⊕ Look for **good evergreen content** to queue, especially if your Buffer queue stretches over several days
- ⊕ Use an RSS reader like **Feedly** to curate social media content
 - **Use Buffer browser extension:** Click on the article's headline and add to Buffer
- ⊕ **Post images** are not auto-generated from links with Buffer. So to post images:
 - **Download** the image
 - **Resize** if necessary: Image should have a 2:1 aspect ratio and must be under 3 MB
 - **Insert:** Drag the image and drop it over the camera icon
- ⊕ **Retweeting**
 - Use the Buffer extension to send retweets (RTs) to your Buffer queue
- ⊕ **Mentioning and Tagging**
 - Type twitter handles you want to tweet or respond to as usual, with the @ before the username, and they will post as a Mention
 - Hashtags will appear as clickable tags on Twitter
 - **N.B.** Tagging is not yet supported on other social media accounts such as Facebook

4. Email Posting and Support

- ⊕ **Send tweets right from your email** via **your personal "secret email"**
 - Write your tweet in the subject field
 - To include a link, paste a URL (web site link) into the body of the email
- ⊕ Sending will add the post to your queue
 - To post immediately, add the command @now to the body