



Quick Guide

How To Use Feedly For Social Media

Full article:

<http://www.marketingforowners.com/feedly-can-cut-hour-day-social-media/>

1. What Is Content Curation?

- **Gathering the best, most relevant content** on the Internet about a **specific theme** and **sharing it with your audience**
- **Great for keeping your email subscribers and social media followers engaged** when you're not posting about your business directly
- To find these gems you need to trawl through lots and lots of content ...

2. How To Use Feedly

- Feedly will **help you trawl through that content** as efficiently as possible
- To get started with Feedly:
 - Go to **Feedly.com** and create an account
 - **Start adding content:**
 - Click "Add Content" (left side bar)
 - Type in the name of the blog, website, or a keyword
 - To save a feed that interests you, click on the green "+feedly" button
 - **Organize your feeds:**
 - You will be prompted to add your feed to a Category
 - Make multiple categories to keep the feeds organized
 - **Review content:**
 - Click 'Home' to see all of the newest content
 - All of your feeds will be combined, with the most recent content showing at the top

- Configure the number of articles you see on your screen by clicking the settings gear on the top right
- **Share content:**
 - Open the article by clicking on the headline
 - Click on an icon at the top to share on Facebook or Twitter
 - A dropdown to the right offers additional options, such as Google+
 - **Save or schedule content:**
 - **Important! Spread social media posts out over time**
 - **Spread the posts throughout the day**
 - Post the **best** thing you find **immediately**
 - Save the next best posts for later
 - Aim to post at least 3 fresh hot items per day
 - If you want to **schedule posts ahead of time with Hootsuite or Buffer**, you'll need to upgrade your Feedly account
 - We use the premium versions of Buffer and Feedly
 - **If you don't have a scheduler** like Buffer or Hootsuite:
 - Save good content for later (when you hover over a preview, both "hide" and "save" will appear)
 - **Set aside a few minutes to check Feedly two to three times a day**
 - Share content via Social Media each time you check it

3. Share Fresh Content

- Focus on posting **brand new, fresh content** if possible
- Try to **share time sensitive and other good content quickly**