



## Keep Your Social Media Current — with or without an Internet Connection

**By Kimberly Weitkamp**

**S**ocial media is a great way to interact with your clients, even potential clients. It gives you an easy way to start a conversation, show you're an expert, or share interesting and useful information.

If you travel a lot, you'll occasionally find yourself without an Internet connection, making it hard to update your social media accounts. Yet, you don't want the lack of Internet availability to impact your social media presence.

The best way to avoid this problem is to schedule posts ahead of time. This doesn't mean you can't post items live. After all, social media relies on regular interaction with others. But thanks to programs like Buffer and HootSuite, you can schedule posts to fill the gaps when you're not (or don't want to be) connected.

### More Than a Scheduling Tool

Both HootSuite and Buffer can schedule content you find on the Internet as you browse, as well as posts you create yourself. When choosing which tool you want to use, also consider if you want to:

- Generate fast reports on the impact of your social media
- Create image posts
- Schedule all your posts at once

### Hootsuite: Quick Report Generation and Simple Scheduling

With HootSuite, you can link up to three social media accounts for free. Choose from LinkedIn, Instagram, Twitter, your Facebook profile, your Facebook business page, or a WordPress site that you own.

If you want to schedule several posts in advance, HootSuite is your best option. Every post is scheduled for its own time and date, and there is no limit. (With Buffer's free account, you're limited to 10 posts.)

You can view how readers interact with your scheduled Twitter and Facebook posts with HootSuite's basic analytics. You'll quickly see which posts are liked, commented on, and retweeted

most. Choose to compare the last week, month, or year to pick what works best.

See your own presence on social media quickly, too. Decide if you'd like to know when someone mentions you, retweets your content, or sends you a message.

If you want more options, HootSuite's paid version starts at \$9.99/month. It includes upgrades, such as 50 social media profiles, bulk message scheduling, and content suggestions.

### **Buffer: Bulk Scheduling and Image Capabilities**

Buffer allows you to link one account for Facebook, Twitter, LinkedIn, and Google+ with a free account.

With Buffer's scheduling tool, you can set specific times to post each day for each social media account. Create up to 10 posts in advance that will go out at the scheduled times you choose.

Within Buffer you also can create your own image posts, sized properly for each social media account. Use your own images or pick from Buffer's selection. Add text to your image, and then post your unique creation to your social media networks. Posts with images tend to be seen by more people.

Buffer doesn't create reports like Hootsuite. However, after each post is sent, you can view the reader interaction below the post.

Upgrade to a paid Buffer account starting at \$10/month. Extras include content suggestion, more social media accounts, and more prescheduled messages.

Both Buffer and Hootsuite give you great options to schedule your social media. Whichever tool you choose, never again worry about an empty social media feed while you travel. ■



*Here's Kimberly in the ancient circle of Stonehenge. With the freedom of a tablet, she doesn't have to worry about taking weekend trips like this one.*