3 STEPS HOW TO EFFECTIVELY MANAGE TIME ON SOCIAL MEDIA

by Martina Magic

Time Management Coach

"You can make more money.
You can never get a moment that you wasted back."

Do you use social media for business and want to manage the time to your most advantage?

Do you feel the social media is controlling you, and you wish it were the other way around?

Are you addicted to scrolling down the screen and recover from the "coma" a long time after?

Hello,
my name is Martina, and I believe managing time in alignment with our values is crucial to living a successful life and for our contentment.

martina@martinamagic.com

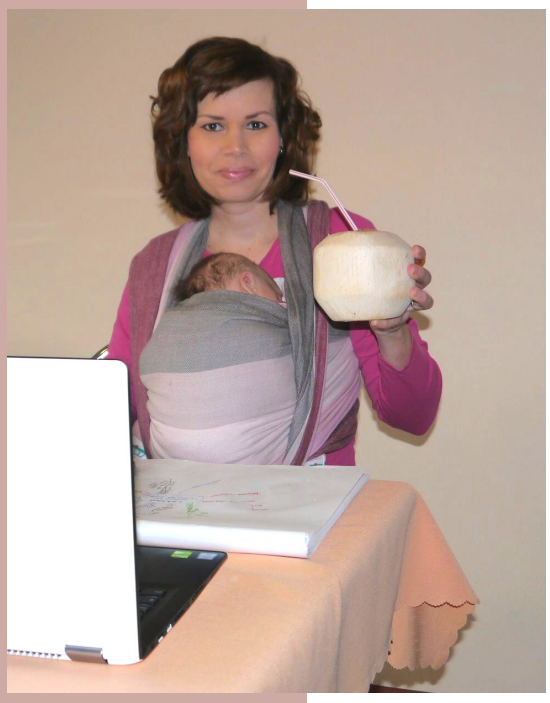
Eight years ago, when I gave birth to my first child, it was the first time I didn't go to work. First time in my professional career.

Although I was busy with the baby, I still managed to find a decent amount of time online.

I lost myself in all the scrolling and commenting.
I admit, I wasted a tremendous amount of time that I would otherwise have spent much wisely. It was my husband who noticed that I was addicted to my computer and smartphone.

At first, as a proper addict, I denied all the allegations. Soon after, I started paying more attention to myself. **I learned to turn off the autopilot and consciously choose what I engage in.**

I began to value my time as I realized it was the number one precious limited resource that I possess.



When I was expecting my second child, I knew this time was going to be different. I planned to dedicate my time during maternity leave to raise my children and create value for my clients. I managed to produce two e-books and update my website.

How the heck did I achieve more with two kids? :)

martina@martinamagic.com

Six years into my coaching business, I worked with dozens of clients with similar issues - **how do I find more time.** Well, you don't "find" it. You have to make it.
And the way we make time is by removing the unnecessary. Once you add motivation and persistence, your productivity skyrockets.

4 REASONS WHY IT'S CRUCIAL TO TAKE CONTROL OVER YOUR TIME SPENT ON SOCIAL MEDIA

1) **Social media is a good servant and a bad master.**

Like with most technologies, if you know how to control them, they are of help. Otherwise, they own you (or more specifically, they hold your attention), and it isn't such a great feeling, nor does it do us any service.

2) **Two hours a day means 5 years in a lifetime.**

It has never been "just five minutes." The time adds up, and minutes become hours, have you noticed? Whatever you do for two hours daily translates into five years (!) in an average long life. Now that's what I called a shocker when I heard it.

3) **Your children see you and follow you.**

If you restrain your children's time on screen, did you consider what kind of example are you showing them? Maybe you do not have kids. Perhaps you are surrounded by colleagues at work. The bottom line is if we don't start consciously managing our time online, there might be no one to talk to offline.

martina@martinamagic.com

4) **Social media is here to stay.**

That's the reality. That is also why you are reading these words. Therefore it is our duty, for ourselves and future generations, to learn to cope with it. Being social expands time. Social media tends to be about killing time. Don't let social media kill you. Or your relationships.

Now that you know **why** it is particularly important to manage time on social media, let me share **how** to do it.

Use the following information to help you **spend less time on the feeds and more time doing what matters.**

P.S.: Do you ever feel overwhelmed by everything you "should" be doing to be productive, successful, etc.?
Make no mistake that you are the only one in this contest. I still have to make my choices on a moment to moment basis. And so do other even more successful people. It is persistence that makes the difference. I believe you can do it. You are not alone. Join my tribe in my Facebook group to find support and inspiration to keep improving.
(and yes, I am aware that I am inviting you to social media. With the following tips, you will be able to enjoy it consciously).

Martina

martina@martinamagic.com

STEP 1 KNOW YOUR WHY

- Knowing our motivation is extremely powerful in life and business. **The more intentional we are, the better results we get.**
- Ask yourself: Why do I want to spend less time on social media? What is your internal and external motivation?
- It is equally important to search for interior as well as outside reasons. At the moment, my internal motivation is to serve women, and I can do that by leading an example - managing my time effectively. The external goal for me is to set a good example for my kids.

STEP 2 TURN OFF THE AUTOPILOT

- When acting on autopilot, we are in an unconscious state of mind. It is helpful when performing routine tasks. Not when we should be engaged in living and doing. Conscious living requires an everyday practice and ownership mindset. Here are powerful tips on how to turn off the autopilot:

1. **Get yourself a helper**; it can be a fictional character. I use myself in a miniature version - I imagine a little Martina sitting on my shoulder and overlooking to check on what I do. (you can choose anyone or anything that does the trick for you)
2. **Notice what you do** - bring meaning to your routine: Why am I doing what I'm doing? How does it contribute towards my higher goal?

martina@martinamagic.com

3. **Stop and reflect**: create space to start paying attention. We are prisoners of our busy minds; pausing sets yourself free.
4. **Challenge yourself**: Test your limits. Try new things. Start by leaving the phone in the wallet instead of having it on display. Choose social media detox, e.g., once a week. etc.(more on this subject below)

The problem with social media access is that it is too damn easy to reach.

STEP 3 TAKE CONTROL

- **Before opening social media, ask yourself:**

What is the reason I am entering? What do I plan to be doing there?
You see, if the answer is "relax" and that is what you need right now, then it's alright. However, if you plan to do some work or research and fall into the hole and get lost, that might cause frustration.

- **Being conscious while scrolling the newsfeed is possible.** I use my helper, and I have trained myself to stay focused and check with myself from time to time. I teach these practices more in detail in videos in my Facebook group.
- If you use social media for business, **carefully choose who you follow and are friends with**. Sometimes we get into a trap when we read posts that bring us down. There is a quick cure - **do not consume the content that makes you miserable**. If you are worried, you might miss out on something; we need to talk and work on that mindset.

martina@martinamagic.com

NEED MORE CONTROL?

- **Move/delete your social media icons from your phone**

This practice tricks your brain. Because most of us have learned to click the icons to relax, **we have to gain some time to fool our minds**. You need app. 2-3 seconds (or 2-3 slides of a finger) to "gain consciousness" and realize what you are about to do.
The most extreme form is to delete the apps from your smartphone altogether. That would leave you with a sloght difficulty logging onto your account.
I prefer accessing S.M. solely on my computer. That way, I am more capable of managing my time and focus there.

- **Turn off the notifications**

You don't need to be on alert 24/7. Don't let interruptions in the form of social media updates or messages distract you. Plan the time on social media ahead. Consume their content consciously.

- **Measure the time spent on social media.**

My iPhone has an app that gives me the exact number every Sunday, what was my screen time per week. Check out applications like ActionDash (Android), OffTime (iOS, Android), moment (iOS), Stay On Task (Android).

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FINAL TIPS:

The reality is that **we** will probably never be able to stop working on improving our time management. I say "we" because I consider myself a lifelong learner. The good news is it is doable. More practice brings more ease, and we get the strategies under our skin.

BOOK A FREE TIME MANAGEMENT STRATEGY CALL

We will jump on a 30 min call where I will coach you on your challenges around time management. There are 3 things we will go over on this call:

- Assess your time management and identify the #1 thing that blocks your growth right now (usually, this isn't what you think it is!)
- Identify your next step based on where you're at so that you can start increasing productivity.
- You will gain new insights around your time management that will help you do more in less time. If suitable, we will discuss how we can work together to help you reach your goals faster. I can't wait to talk to you.

Spots are limited, so book your session here:
https://calendly.com/martina-magic

martina@martinamagic.com