



# MS. ILEANE'S



Social Media  
Traffic Report

[basicblogtips.com](http://basicblogtips.com)

# Introduction

I'm Ileana Smith and I started Basic Blog Tips in the summer of 2010. I quickly learned that one of the best ways to connect with other bloggers and to learn and exchange ideas was through social media. began to grow my following on platforms like Twitter, Facebook and eventually Google+ but even though they call it social media, I must admit it wasn't always fun and games!

Getting noticed and gaining influence in today's ever changing social space can take a lot of effort and if you're reading this, I'm sure you'll agree that it can be overwhelming at times. My advice to you, is take your time.



As the saying goes, Rome wasn't built in a day, and it is the same with building your tribe on social media. I put this collection of articles together to give you a helping hand and share some of the tools and tips I use on a regular basis.

Download it to your computer or print it out if that makes it easier for you but whatever you do, please take action! Pick your favorite network and try out a few of the tactics until you master them. Then you can move on to the next one.

Reach out to me anytime and let me know how you're doing. I'm still learning too, so if you have some tools or tips that you like to use, feel free to share them with me at [ileane@basicblogtips.com](mailto:ileane@basicblogtips.com). Connect with me on your favorite social networks too!

Wishing you all the best!

Ms. Ileana

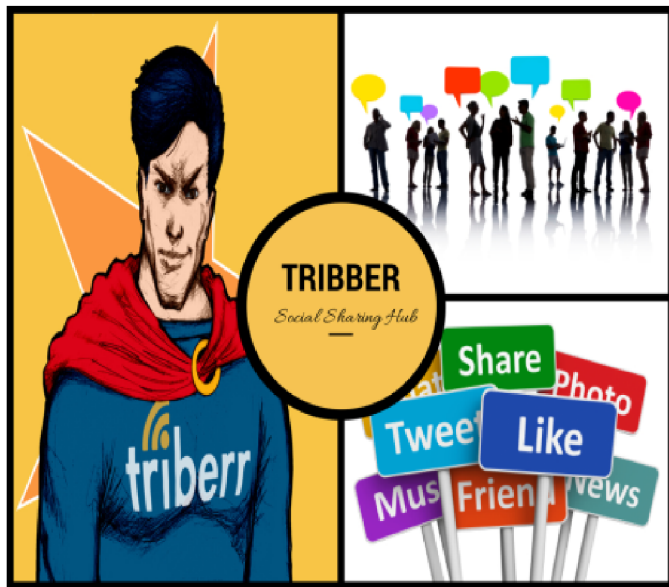
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# Ms. ILEANE'S SOCIAL MEDIA TRAFFIC REPORT

## Promote Your Content on Social Media with Triberr

Dino Dogan and Dan Cristo built what just might be the perfect social sharing community for bloggers and it's called Triberr. I'm amazed to see the power of Triberr in action and it is the perfect place for brands to do blogger outreach and for bloggers like you and me to connect influencers. I joined Triberr in 2013 and my social shares had a drastic uptick and my content is consistently being shared by thought leaders and tastemakers in my niche. Triberr also exposes me to a wealth of information that I would have a hard time finding on any other platform.



If you are like me, you do most of your Tweeting from inside of scheduling tools like Buffer or HootSuite. HootSuite allows us to monitor the activity being shared by people in customized "Twitter lists" which are added to columns in HootSuite. If you need more details about Twitter Lists be sure to read *The Complete Guide to Using Twitter Lists Like a Pro* by Ashley Faulkes. From HootSuite you can see that "Triberr" is very often the sharing platform listed right next to the time stamp. I actually see "Triberr" a whole lot, don't you?

### Strategic Networking with my Tribe

I have some tips to share with you in the video and you'll also get a behind the scenes look at the Triberr interface. Visit my YouTube channel and watch *How To Reach Millions of People on Twitter with Triberr*

### TRIBERR VIDEO TRANSCRIPT

Hey guys It's Ileana from Basic Blog Tips. Today I want to share with you how you can get your content to reach millions of people on Twitter by using Triberr!

Here we are over on Triberr and this is a tribe I established called Ileana Smith's Blogging Tribe, what else. Notice that the tribe has 51 members 1 follower and a REACH of over one million. And I'm really impressed by this number because I just started really being active on Triberr in about the last two to three months. So I think it's phenomenal that I've been able to build a tribe with the reach that's over one million users on Twitter in that short period of time.

Now let's take a look at some of the members of the Tribe. What you'll see that I really like about Triberr is that you get sort of a "report card" on the activities of the people in the tribe, and let's you know how long it's been since they visited, how long it's been since they've shared something.

So that way if you reach your limit of the maximum people that you can have on the tribe, and right now the limit for me is fifty because I have a Prime membership with Triberr. Then if you find that there's someone who hasn't been active, who hasn't been around - and if there's someone who sent you a request to be on the tribe then you can remove that person, and replace them with someone that's active.

One of the things that I like to do on Triberr is find tribes - not just my own - but other tribes that have a diversity. It's okay to have some tribes that are just focused on social media or like mine's is focused on blogging, but also to add some maybe some tech articles in there. Maybe some people that post articles for Mommy bloggers or just a little bit of diversity so that it just breaks up the monotony. You don't really want people tripping over each other constantly writing and posting and sharing the same type of content all the time. You want a little diversity in your tribe.

### So that's one the tips that I have for Triberr.

Now over in the activity stream of the tribe. This is where you can easily see in order to share something you just simply hover your mouse over it and it will share it. You can set up your account to share things at certain intervals. Whatever you choose!

You don't have to automatically share someone's content, but if you want to you can. For example here's Michele Welch she always puts



out fantastic content. She does videos, she's always on top of all of her game. So I am going to choose to "auto share" Michele's content and it's as simple as that.

And one last tip I want to share with you about Triberr and getting the Prime membership. This gives you the ability to have what's called an Atomic or Automatic tribe that people can follow your tribe and they will automatically share your content. So get yourself an account with Triberr. Of course you sign in with Twitter and expand your reach on social media. Do me a favor while you're over on YouTube be sure to subscribe to my channel.

Talk to you soon. Peace

The original version of the article appears on Basic Blog Tips

## How To Use Bitly

One of the most important aspects of using social media for blog promotion is tracking! Sure you can use Google Analytics but there is another quick and easy way to check your stats and that is by using Bit.ly

Bit.ly is a service that allows you to shorten links for social sharing and stats tracking.



With the 140 character limitation of Twitter, it's important that we shorten the links we share in order to save space, yet Bit.ly actually does more than just shorten links. Bitly allows you to edit the shortened links you create so that you can customize them and make them more appealing.

You also get stats for all of the links you create with Bitly that keep track of the number of shares and clicks coming from Twitter, Facebook and Google+.

Here's more About Bit.ly from their website.

"bitly is the easiest and most fun way to save, share and discover links from around the web. We call these links bitmarks, and you can use bitly to remember, curate and share them.

bitly is available via our website, browser extensions, mobile web, and numerous third-party tools integrated with our open public API. bitly also powers more than 10,000 custom short URLs and offers an enterprise analytics platform that helps web publishers and brands grow their social media traffic."

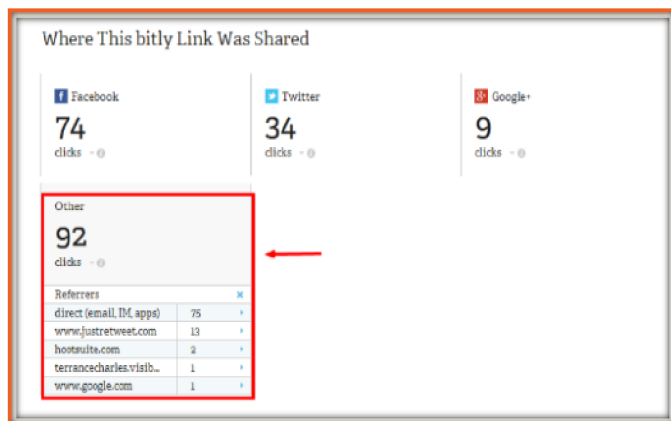
### Tracking PDF Download Stats Using Bitly

Google Analytics is a powerful tool for tracking stats, however there are some limitations when it comes to tracking PDF downloads. You can set up Goals in Google Analytics but you are limited in the number of Goals you can configure for each profile. The other option is to use Google Tag Manager which is for more advanced users, but using Bitly is a much simpler, commonplace solution. The interface provides easy access so you can see how many times people have clicked to download your PDF.

For example, I used a Bitly shortened link to track the PDF downloads from the link in my most recent blog post. In order to see the stat for the shortened, custom link I created, I simply add the + sign to the end of the URL.

This video demonstrates how easy it is to Shorten, Customize & Track Bitly Links (find the transcript at the end of the post)

In the video, you'll notice there is a category for "other". To get more details about the other referrers, click the info link for details.

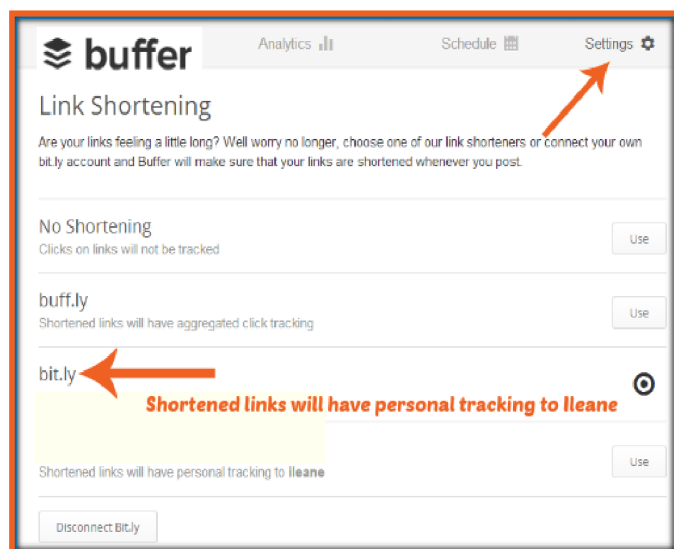


### When NOT to use Bitly

I give a couple of warnings in the video and the biggest one that I want to stress is that you should not use Bitly to shorten affiliate links. It's against the TOS. But there is a simple solution for that, you can use a WordPress plugin called Pretty Link Pro. You can even check out the free version and I know that a lot of Podcasters use this to create links for their show notes. It's much easier for podcast listeners to remember the short link when it's being mentioned during a podcast or in your Instagram posts!

The screenshot shows how to connect your Bitly account to your Buffer account. If you're not sure what Buffer is, you can read the

tutorial here. In short, it's available as an extension for Google Chrome and once you install it, you can share any webpage to Twitter, Facebook, LinkedIn or your Google+ business page.



Log in to Bufferapp, go to Settings > Link Shortening > bit.ly. Next you need to authorize your bit.ly account and you're done. All of the links you share using Buffer will be shortened with Bitly.

#### VIDEO TRANSCRIPT FOR CUSTOMIZE AND TRACK LINKS IN BITLY

Hey friends it's Ileana from Basic Blog Tips. In this video you'll learn how to customize and track links using Bitly.

Before we get started I wanna say that if you're using affiliate marketing you don't want to use Bitly to track your links. At the end to the video I'm gonna show you a different tool that you're gonna use if you're doing affiliate marketing.

Now I created a PDF and this PDF is a transcript of a video that I did and the reason I want to use Bitly to track these links is because Google Analytics doesn't do a great job of tracking PDF clicks. So I wanna simplify the process using Bitly.

The first thing I do is come up here and grab my URL. Next, I'm going to go over to Bitly.com. Now if you don't have an account you simply sign in with your Twitter. Go up to this box here and paste the link there. You see this little pencil, this is where you're going to customize the link. Now let me warn you ahead of time. If someone else already has your link you won't be able to use it. So you have to pick something that's unique. Keep in mind you also want to keep your link short so that people can easily Retweet it.

In this case I'm just gonna name it "chromePUvid" because it's the Chrome Power User video. And it accepted it - because nobody else would think to use that URL. Now let's copy that link and go back over to our WordPress dashboard.

Now I'm on WordPress and I'm editing the post. I created this download button and I'm going to add the Bitly link here. I want it to open in new window so I just go over to "Advanced Settings" and click on "open link in a new window". Now update the post.

In order to track any Bitly link you just add a plus sign at the end of the URL. Of course there's no hits on this because we just created it so let's take a look at some other Bitly links. Just go to STATS and you can sort these links by the total number of clicks so you can

automatically see what links got the most clicks okay. And if you want a little bit more details just click on the tracking details. And when you're in the stats page you'll be able to see stats for any Bitly links you ever shared, doesn't have to be ones that you've customized. So for example, it tells you when you created it. I created this one back in November and you see that over time they start to trail off. But you also get to see Facebook clicks, Twitter clicks, Google+ and other. It'll tell you who shared it.

And in this case, let's take for example Adrienne Smith. She shared a different Bitly URL but to that same content. And just click on that number and that will give you more details about the exact Bitly link that she shared, and where it was shared. Okay that's it for Bitly.

I just wanted to give you a tip that I mentioned earlier. If you're doing affiliate marketing you don't want to use Bitly. You want to use a plugin for WordPress that's called Pretty Link. They have a lite version as well as the Pro version. Well that's it for today guys and I'll talk to you on the next video.

Where ever you are watching this video, on your desktop, or your laptop, or your tablet or your phone, just look for that red SUBSCRIBE button and subscribe to my channel. I'll have more videos for you coming up real soon.

Peace

Disclosure: this post contains affiliate links

*The original version of this article appears on Basic Blog Tips.*

## Instagram 101 - Getting Started with Instagram

Instagram is taking the lead when it comes to engagement on social networks. This is based on a research done by New York University that shows Instagram has even surpassed the impact of Pinterest in terms of engagement in the social media space! Wow.

### Instagram Rules of Engagement

What does this all mean for you? Well the good news is that getting started with Instagram is pretty easy to do.



The only prerequisite is that you need to have a SmartPhone, and I'm sure most of you have one of those in your pocket or pocketbook



Next you can learn how to use Instagram from my video tutorial. Head over to YouTube and watch:

Instagram Tutorial: Getting Started Using Instagram.

Scroll down to the end of the post for a full video transcript.

### Where Does This Leave Pinterest

As I mentioned, Instagram is pretty easy to use and it's not one of those networks that you need to invest a lot of time in order to get engagement. But keep in mind that Pinterest is still relevant when it comes to driving traffic and selling products. So keep things in perspective. Also there is one major limitation of Instagram in that you can't link back to your blog in any of your posts descriptions. My theory is that this is the reason there is so much engagement on Instagram. Liking and commenting hold more value than they do on other networks, simply because it's the only action most people can take. Where as on Pinterest, people might not "engage" with your content on the platform, yet that doesn't mean they aren't visiting your site. Check your stats and you'll see what I mean.

### Additional Instagram Resources

**#INSTATIP** Create Custom Short Links With Bit.ly and Add Them To Your Instagram Bio So You Can Track the Number of Clicks

In this tutorial, I introduced you to the importance of using Instagram and hopefully you feel confident enough to set up your profile and get started with a hashtag strategy. There is one word of caution that I'd like to share. Please avoid using any auto-following or automated

commenting tools on Instagram. There are a ton of horror stories out there from people who get their accounts shut down after using services like this. Instagram is very protective of their API and they don't allow these tools to integrate with their service.

I recommend you check out additional training from this course on Udemy:

- How to Use Instagram Video for Business and Building a Brand a Udemy course by Montina Portis (click the image below).



I don't want you to suffer from social media overload, but at the very least I wanted to give you a quick introduction to Instagram so you can see what it's like and get started with using it. Instagram also allows you to post 15 second video clips which are even more popular and engaging than images. Keep in mind that Facebook owns Instagram so there is no telling how the platform will evolve in the coming months and years ahead.

### Here is Video Transcript

Hi Guys it's Ileana from Basic Blog Tips!

In today's video we're going to talk about how you can get started using Instagram. Instagram is one of the fastest-growing visual social media networks and you wanna get in before everyone else. So Let's Get Started!

First let's go over a few of the limitations of Instagram and I wanna make these things clear from the start before you start trying to compare Instagram to other social networks.

Number one is that it's really a Smartphone based application.

You can do some limited things on your desktop - which I'll show you in a minute - but primarily you should be using your mobile device to navigate Instagram. The other thing is that you have a 150 characters for your bio and you can add a link. And treasure that link, make that the best link that you can possibly come up with - You can always change it to fit the occasion - but on Instagram that's the only place you can put a link. You can't link to anything in the descriptions of any of your Instagrams.

Now that you know the limitations let's move on.

What Instagram lacks in the use a hyperlinks it makes up for in the use of HASHTAGS!! The beauty of Instagram is that you're allowed up to 30 #hashtags on any of your posts. This is really important



because that's how people are going to find you - when they do searches for hashtags.

Don't be afraid to use hashtags you'll see that even the biggest brands on Instagram, for example RedBull - they post this gorgeous picture and they've got 4 hashtags right in their description. So if Red Bull can use hashtags - trust me you can do it too!

So let's find out where to get the hashtags that we need to attract people that we want on Instagram. You wanna check out a site called Tags for Likes. That's gonna show you all of the popular tags, its gonna allow you to search for tags, to see what kinda followers are using the tags that you want to use so it's important to have a hashtag strategy and Tags for Likes is a place to start.

Another site you can use to keep track of your Instagram followers and of the things that you've liked on Instagram and so forth is called IconoSquare. It will show you who's following you, you can also check on who's been liking your posts on Instagram but this way you can do it from your desktop. Of course no matter what kind of phone you have, in my case I have an Android, you can just go over to Google Play Store and search through tons of apps for Instagram.

A couple of my favorites are the No Crop which will allow you to make your images square before you post them, also you can add frames to pretty up some of your photos. And then there's the REPOST which is sort of like a RETWEET that you would do on Twitter, only you would we repost something that you've liked.

There's just so many apps and you're going to find that most of them are free. You know go over have some fun with Instagram. You want to try to build your following now, like I said the early adopters - you're gonna get the leg up on everybody else. Don't miss the boat when it comes to Instagram!

So that's your introduction to Instagram be sure to follow me you can always find me @Ileane and be sure to subscribe to this channel so you can keep up with all the happenings in Social Media, Blogging, YouTube, Podcasting...

Just subscribe! OK?

Talk to you guys soon.

PEACE!

Disclosure: this post contains affiliate links

*The original version of this article appears on Basic Blog Tips.*

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## How to Triple Your Engagement on Social Media with PostPlanner

Do you ever find yourself scratching your head trying to figure out what to post on Facebook and other social media sites?



I feel your pain. I manage a handful of Facebook pages and I used to spend hours trying to figure out what type of content my followers like to see and share.

Then one day back in 2012, I found PostPlanner!

It wasn't completely love at first site though. One of the things that attracted me to PostPlanner initially was that I would get a link back to my blog with every post. For example, at the top of the post on Facebook you would see "via Basic Blog Tips". Unfortunately, that fancy little link stopped working after awhile and that quickly ended my love affair with PostPlanner.

**NOTE:** Before you finish reading, please be sure to visit Basic Blog Tips to get more tips via email.

### New Features Added to Post Planner

Well, I should have guessed.

Turns out this wasn't PostPlanner's fault after all. It was Facebook - once again they changed the permissions for third party apps and that explains why the "Basic Blog Tips" branded links went bye-bye.

But now they offer so much more. They even hired popular blogger Aaron Lee to help craft some of their blog posts and status updates. I'll try to cover most of what you can do with PostPlanner as it stands right now. But if I miss something that's only because it does so much - feel free to let me know if the comments if your favorite feature get's overlooked.

- Schedule posts to all of your Facebook Pages and Groups that you own
- Curate content based on keywords
- Find popular posts in your niche
- See which images are going viral

- Skyrocket your engagement
- Get the perfect quote to post
- Create your own custom images through direct access to Canva (this is huge)

Eventually PostPlanner will become a stand-alone website instead of a Facebook app. Get a look at the interface and the Trending Content module in this video:

PostPlanner: Never Worry About What To Post On Social Media Again

### **Generate Content Ideas for Every Platform**

Toward the end of the video I shared a little bonus tip. It's a two step-process I use that involves using Buzzsumo in conjunction PostPlanner. You'll hear more about Buzzsumo from me over on my podcast, but in a nutshell I use it to find popular images to pin on Pinterest. Stay tuned, because soon I will share the results of my little Pinterest experiment.

Have you tried PostPlanner? They have a free version to get you started. I love this tool so much I became an affiliate and you can use my link to sign up:

I WANT TO GIVE POSTPLANNER A TRY

Disclosure: this post contains affiliate links

The original version of this article first appeared on Basic Blog Tips

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# Introduction to Google+ Hangouts on Air

Google Plus Hangouts on Air: Social Meets Video

By now I'm sure you are familiar with Google's social layer known as Google + and perhaps you already know about Hangouts on Air. But for those of you who aren't sure, let me explain. Hangouts on Air or, as they are sometimes referred to, HOA's are live online videos that are broadcasts to your Google+ page or profile and your YouTube channel at the same time. That's basically my definition but here's the official description from Google:

*Live streaming. Schedule broadcasts and go live in HD on Google+, YouTube, and your website. It will be recorded and automatically saved on your YouTube channel.*



## Free Live Broadcasts

Many people feel that HOA's are a game-changer for marketers who previously relied on expensive software like Webex or GotoWebinar to conduct live webinars. Google provides this service for free and takes it from someone who has watched a ton of presentations on all of those paid platforms. Hangouts are just as good and in some cases even better. The added benefit is that you don't need to upload the video to YouTube when you're done - it's already there for your subscribers to watch without any additional effort on your part.

## Ready to get started with HOAs?

My advice to beginners is to simply start off by watching some popular HOA's in order to see what they are like. You can visit the Hangouts On Air tab on Google+ to watch the events that are happening at any given time.

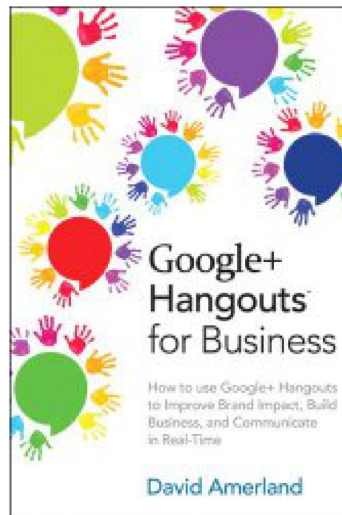
I highly recommend watching The Mia Connect which is a weekly show hosted by my friend Mia Voss.

## What about hosting your own HOA's?

Being a Hangout Host requires some additional expertise, and here's a list of resources to help get you started:

## Resources for Hosting Hangouts:

Google+ Hangouts for Business: How to Use Google+ Hangouts to Improve Brand Impact, Build Business and Communicate in Real-Time.



By David Amerland

Ronnie Bincer is known as The Hangout Helper. Be sure to add him to your circles on Google+ and be on the look out for all the incredible tips he shares along with detailed screenshots. Ronnie also offers a course and membership site called Hangout Mastery.

You can also embed your Hangouts on Facebook!

The Social Buzz Club, holds weekly webinars each Thursday at 2pm ET. These webinars are conducted using the same HOA technology we've been talking about but there is an added social element - these HOAs are also broadcast on Facebook!

Laura Rubinstein, co-founder of Social Buzz Club, makes use of a Facebook app called 22social to live stream the same HOAs through a tab on their Facebook page. With 22social, you can redirect your audience from a custom URL of your choice over to Facebook. I really love the way that Laura is doing this because not only does this app integrate with the Facebook commenting system, she is also using this as a list building tool.



## Using HOAs to Build Your List

This is really one of the most brilliant uses of HOA for marketers or anyone who wants to build an email list. Basically this is how it works, first you promote the webinar in advance and require an email opt-in for those who want to attend. Next, you hold the webinar (and the key here is to deliver an incredible amount of value to your audience) then when the live event is over, make the video unlisted.

This works so well for Social Buzz Club because they have a seemingly unlimited pool of experts that are featured each week which is a highly unique selling point. Social + YouTube + Email List = Trifecta! Doing a solo hangout is another way to hone your skills and the only way you are going to get better at doing HOAs is to get started!

Disclosure: this post contains affiliate links

The original version of this article appears on Ms. Ileana Speaks.

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# How to Grow Your Google+ Influence with Circloscope

## Why Do We Need Circloscope?

Christine DeGraff and Craig Fifield took over development of this wonderful Chrome extension earlier this year and at the beginning of each training video you'll hear Christine say:

"Circloscope is a powerful circle management tool, that can help you grow and active and engaged following on Google plus."



One of the challenges of building an engaged following on Google+ is that finding people who are active on the platform can take up a lot of time. You can do some keyword searches and look for interesting people that way but you can't sort those results by date. Even when you do find some great, relevant content, it may be from an old post. In this case, there's a chance that many of the people who interacted with that piece of content, have abandoned Google+ months ago.

As you'll see in the video I recorded below, **Circloscope makes the process of finding active, relevant people to add to your circles a breeze.**

Then there's the issue of follower count limits. That's where I messed up!

I shared the story on my podcast, of how I was adding everyone who subscribed to my email list to my G+ circles. Turns out that was a bad idea. Before I realized it, I reached the 5,000 max following limit and I

was forced to un-circle people one-by-one. That was no fun at all.

Using Circloscope, I was able to finish the rest of the task in about 3 minutes. Once my profile was loaded into the tool, I removed all the "blue-heads" and inactive accounts in a flash.

Dealing with HOA event comments is another challenge we Plussers are faced with. Navigating through an endless scroll of comments, looking for a way to acknowledge and thank everyone who attended our events was a very daunting and tedious task.

**Finding HOA event attendees is one of the most powerful features of Circloscope.** The beauty of it is that, you don't even need to host your own HOA events in order to make this feature work to your advantage. When you watch the video you'll see exactly what I mean.

Be sure to head over to YouTube and watch the video:

How To Use Circloscope for Your Google+ Business Page or Profile

Don't forget, you can read the transcript below!

Circloscope is uniquely positioned as the only Google+ tool available for managing your circles, and it's so comprehensive most likely it's the only tool we'll ever need. Here are five key features that I think every Google+ user should explore:

- Relationships - see who has added you to circles or not and discover who you have in your circles that is inactive.
- White Lists - put people on your White List if you want to make sure they remain in your circles when you're purging other accounts.
- Post Engagement - find out who is already engaging with your content - you can check up to 40 of your last posts - or someone else's if you want!
- HOA Event Engagement - search Google+ for relevant events and come back and plug the URL into Circloscope. Bam! Sounds like a perfect recipe for success if you ask me
- Communities - create a circle of active community members! Or find out who isn't active - it's up to you!

## Plan Your Circloscope Strategy

Before you go, I'd like to share some additional thoughts about having all this new found Google+ power. I suggest you take some time to map out a strategy for what you'd like to do with your Google+ account. Think about the type of content you intend to share and decide whether or not you're going to take on a fresh approach to your interactions on the platform. It's a fun place to hang out but you don't want to bit off more than you can chew. I gave you a few ideas already but here are a few more examples from some other popular Plussers who are already using Circloscope:

- Circloscope: Exporting Lists and Importing Into Google Drive from Susan Finch
- Circloscope Master Class - Google+ Targeted Following from Wade Harman
- Google Plus Circle Management Success Tools and Tips from

Krishna De

- Circloscope Ultimate Guide and Tutorial Part 1 and Part 2 from Dexter Roona
- Circloscope has Launched: Building Your Engagement the Right Way with Lany Sullivan
- Circloscope Tutorial - Adding Followers From a Community to Your Google+ Circles from Tony Grant

If you have a great tutorial for Circloscope, let me know in the comments and I'll be sure to add it to the list.

### Video Transcript

Hi everyone Ileana Smith here

Guess what - Time to clean up your Google+ Circles. Circloscope - it's the only Google+ circle management tool that's gonna let you find inactive users people who don't follow you back, and those annoying blue heads - meaning people that haven't even uploaded a profile picture to their account.

Before I start showing you the tutorial for using Circloscope, I want to show you some social proof so to speak these are the results that I'm getting growing my following on my Basic Block Tips Google+ Page, which was something that I had sort of ignored. I mean I was posting to the page but I wasn't really trying to reach out and expand my network there.

So now that I have Circloscope I'm able to and add some targeted people to circles when I say targeted I mean that they have shown interest in events or in people or posts that I know are the type of content that I produce.

I'm added some of those people to my circles and now it's time to see how many of them or if any of them are adding me back. So this 23 is probably the most I ever had in one day of notifications here on my page. It looks more like what I would have on my profile. So see "added you back", "added you back", "added you back"...

This proves that it's working because these people that I have added and in some cases they're pages. They're people who are active. Notice that they all have profile pictures or they have - as I mentioned earlier engaged with a post or an event. Look more - "added you back", "added you back" and this is just in the last 24 hours or less since I started adding people using Circloscope.

Now let's go over and see how it's done. For this tutorial I would like to use the example of my friend Mia Voss. Mia has the Mia Connect Power Chat and she puts on the most fantastic events. And she gets a lot of engagement on her events. So this particular event she also happened to have some people that I'm know are very popular and have similar content. For example Cynthia Sanchez who is from Oh So Pinteresting, and my friend Renae Christine, who you may remember I did a YouTube collaboration with before.

Some of the other ladies they're all very - they all have a lot of authority in their areas of expertise and I know that the people that engaged with this particular event will probably be interested in my content. So we're going to grab the URL from this event and this is what we're going to use in Circloscope. So let's copy that.

OK so the suspense is over we're now finally over into the Circloscope dashboard and the first thing I want to do as I mentioned I want to focus on my page and not my profile. So we go in here and I'm going to change this over to my page. From the dashboard we want to go into events now of course I only want the people who are not in my circles. So I'm going to say they posted to this event. Put the URL in and there were 75 people. But we wanna add filters just to be on the safe side, and I want to show you how you can add filters, and there's several different choices you have here, and one of the things that I always suggest you do is not to include blue heads.

Pay attention, because this is really important, you have to click this twice to exclude them. See how that changed into an x-mark. Now if I wanted to I could say let's make sure these people are still active even though the event wasn't that long ago. But let's say we want to make sure they were active in last three weeks.

And so that's how you would do that. But you see here you have other choices - (months, days). Now if the event that you're going to use happened recently then you can just skip this part about activity because they were obviously active recently because the event just happened recently.

But in this case it was a couple of months ago so I'll say in the last three weeks. As you can see if you remember before was 75 now we're down to 64. okay. You see it makes a difference to go ahead and narrow down. So now I am NOT going to waste any time I'm simply going to "select all". See, I've selected all 64 and I'm going to "Add to circles". Now I can add to an existing circle but in this case I want to remember that there's a Mia Connect Circle and it just confirms in case I did something wrong there. Now it's going to add those 64 people.

As I mentioned I know that Mia gets a lot of interaction so I may go and pick a couple of her other events. Because I'm not gonna have to worry about overlap because I'm going to tell the tool, let's go back to home page here you had different choices when it comes to events that only want the people that posted to the event that are not in my circles so now I could use that same event and come back and say the people that said that they may be going. Alright?

Or even the people there said that they're not going at least you know those people are active enough that they care enough that they say you know I'm not gonna just completely ignore this I'm gonna just let her know that I am NOT attending so that's how you do that when it comes to events and I would just repeat that a couple of times the only thing - there is a limit. You can't add too many people in a 24-hour period, and since I don't have that many people in my circles I can't really add a lot. It varies by person so just go for it until you get that little warning from Google + that'll tell you that you've added too many for that day.

And it will tell you wait 24 hours and then you can come back and add some more okay and in the end if you find that you've added a lot of people and they haven't added you back then you come in here and you just get rid of those that have not added you back simple enough.

You just come in here and say "Not following back" okay and that tell you do that. But remember in the meantime keep putting up relevant content to keep people interested in your page folks that's it for today



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