

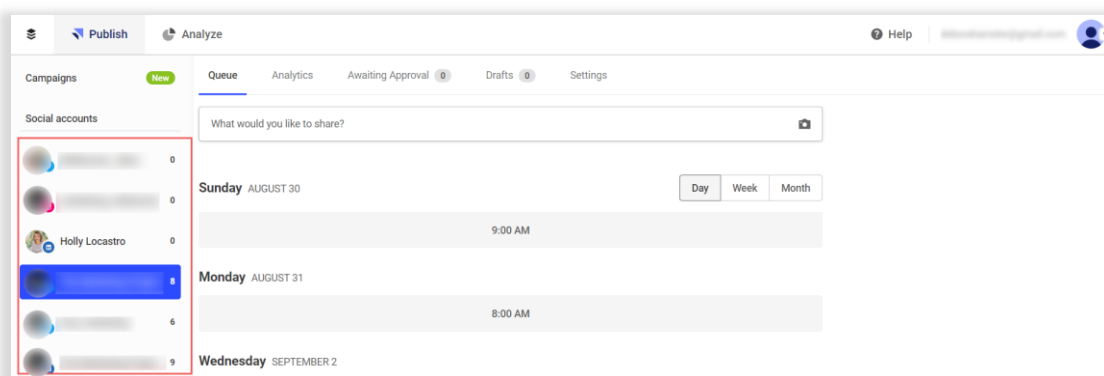
Social Media Scheduling Walkthrough

Rather than always needing to be online when it's time to post, it's much more efficient to use scheduling software to 'pre-schedule' your social media posts in batches or whenever it's convenient for you. There are many paid and free options available, each with different levels of functionality – take some time to decide which is right for you (or send us a note and we can help).

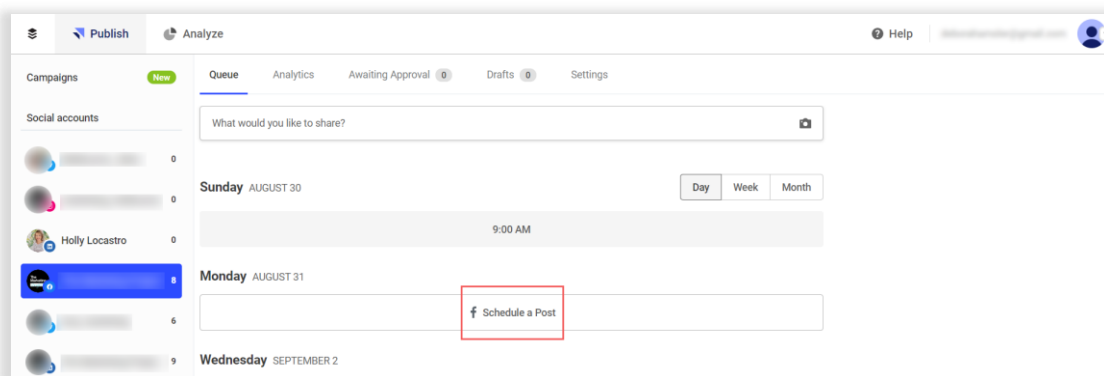
This checklist will show you how scheduling works, and what you need to check off before you can start. We're using Buffer in these examples.

→ *Log in to your preferred social media scheduling platform*

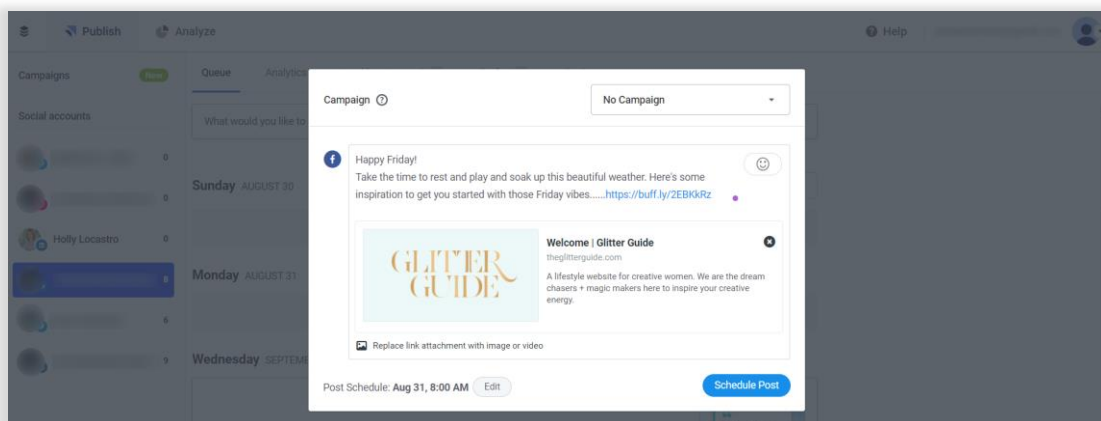
→ *Select the correct social profile*



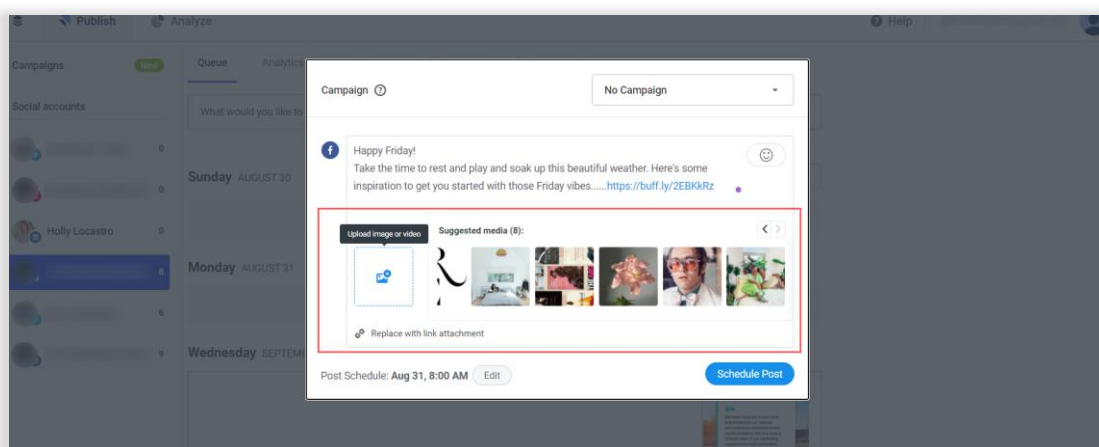
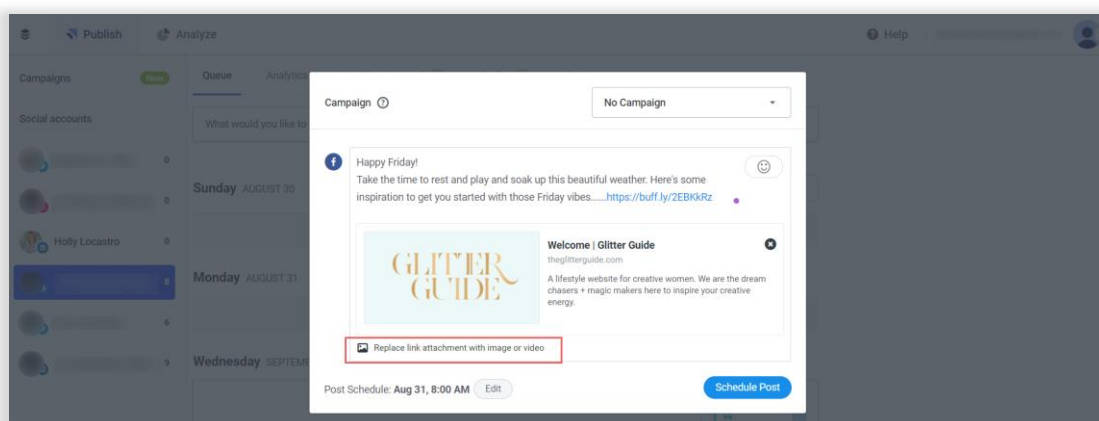
→ *Hover over the set posting days/times and select 'Schedule a Post'*



→ Paste copy into the post day/time. Note: if there is a link to a webpage generally it will be automatically shortened.

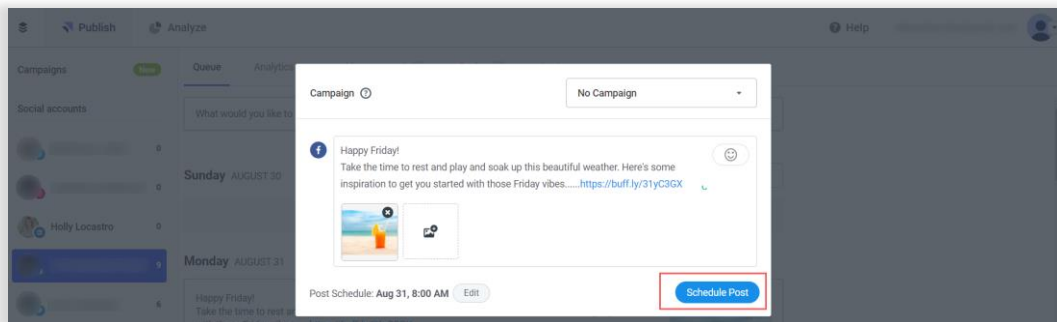


→ If you've inserted a link, check the image has pre-populated (if there is one). Is it suitable for the content and has it formatted correctly? If you need to add or replace an image, delete the pre-populated one (if there is one) and attach your own. If you're repurposing content (which we recommend) you'll want to avoid using the same pre-populated image each time you promote the content/article.

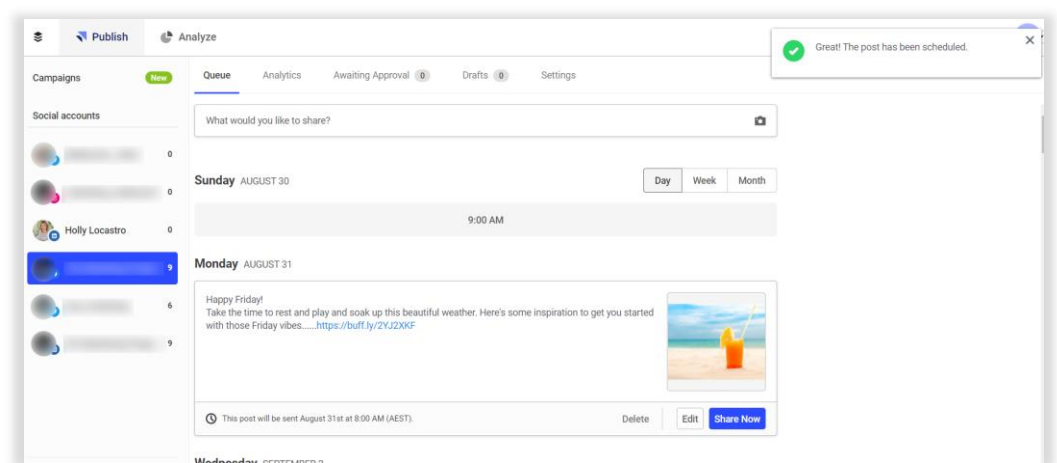


→ Review how your copy is presented and check you've included the relevant hashtags.

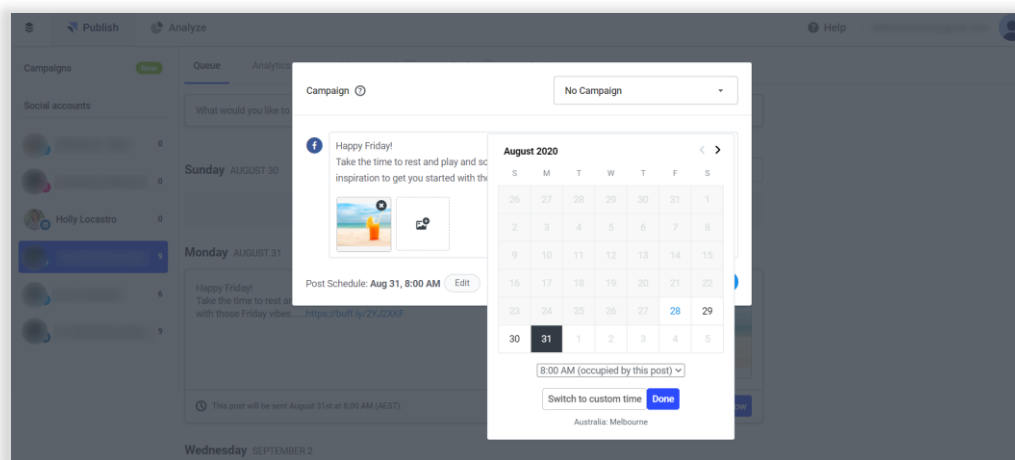
→ Once you are happy with the image and content layout, click 'Schedule Post' button.



→ Your post is scheduled ready to go!



→ If you need to alter the date and/or time click the 'Edit' button and you can select what time/date you need.



Social Media Scheduling Checklist

Here's what you need to double-check on every post before it goes out:

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- You're posting to the right network (if using a scheduler)
 - The link works (and corresponds with the post)
 - No typos in the copy
 - Image is the right size for each channel
 - Spacing of the copy looks good (add breaks between each line)
 - Date and time are appropriate for posting
 - You have a good set of relevant hashtags
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Last updated February 2021



(REMOVE FOR UNBRANDED TEMPLATE)

Template from **The DIY Marketing Project**

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