# Never Miss A Social Message With Advanced Social Publishing

CoSchedule



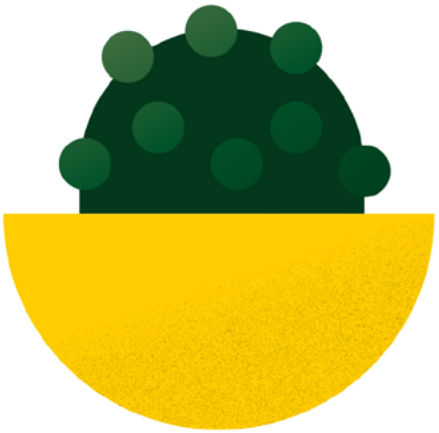
# In This Lesson

Connect All Your Social Profiles

Upload Existing Social Messages With Bulk Social Upload

Use Social Templates To Eliminate Manual Social Scheduling

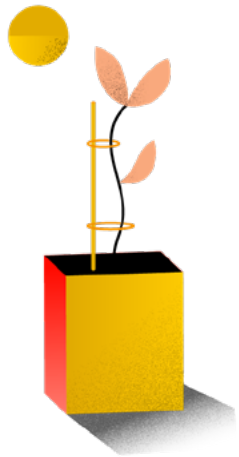
Use Requeue To Get More Traffic To Your Content



# Plan All Your Social Media In CoSchedule Marketing Calendar

CoSchedule Marketing Calendar is the only marketing calendar that lets you plan all your marketing projects AND write, schedule, and publish your social messages in the same place.

This chapter will highlight all the best ways Marketing Calendar will help you get proactive and quit spending time on the painful and time-consuming parts of social media.



### *What is this guide?*

This lesson will walk you through the best way to maximize your social media strategy with CoSchedule Marketing calendar.

### *Who is this guide for?*

Marketers who are wearing many hats and are struggling to formalize a marketing process as their responsibilities grow.

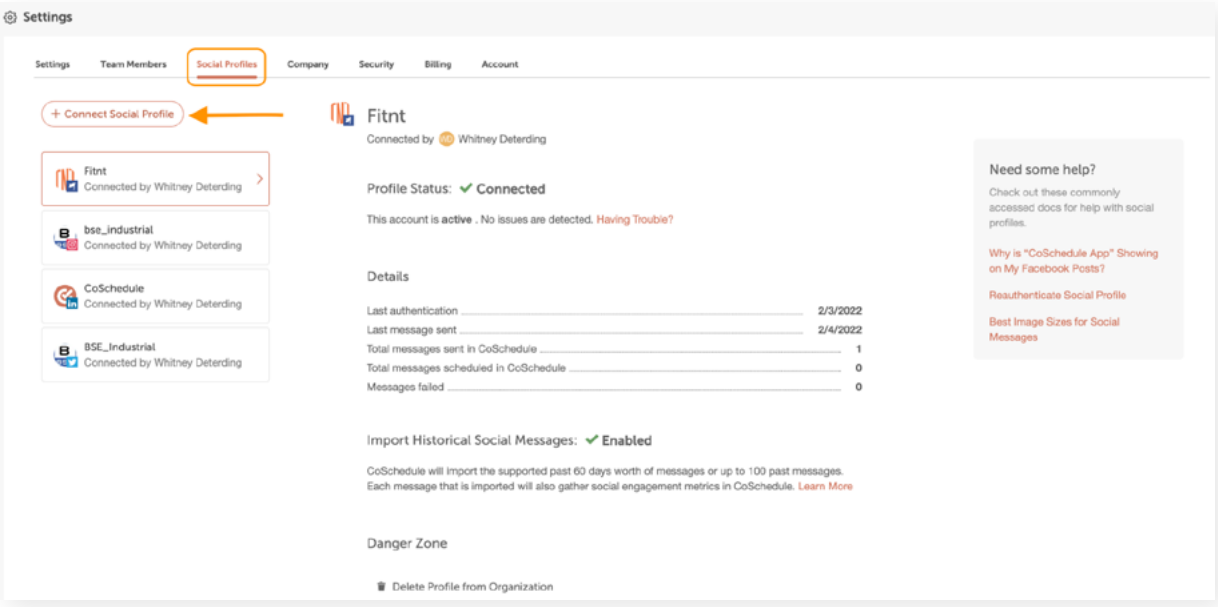
# Connect All Your Social Profiles

Marketing Calendar integrates with Twitter, Facebook, LinkedIn, Instagram, and Pinterest. You can connect any combination of these accounts and connect multiple social profiles of any account type.

Connect all your social profiles so you can write, schedule, and publish your social messages directly in Marketing Calendar.

To connect your social profiles:

1. Go to your Settings.
2. Select *Social Profiles* from the top menu.
3. Click *+ Connect Social Profile*



# Upload Existing Social Messages With Bulk Social Upload

Bulk Social Upload is the easiest way to add all your social messages to Marketing Calendar.
With bulk social upload, you can upload a CSV file of prepared rows and then schedule them with a few clicks.

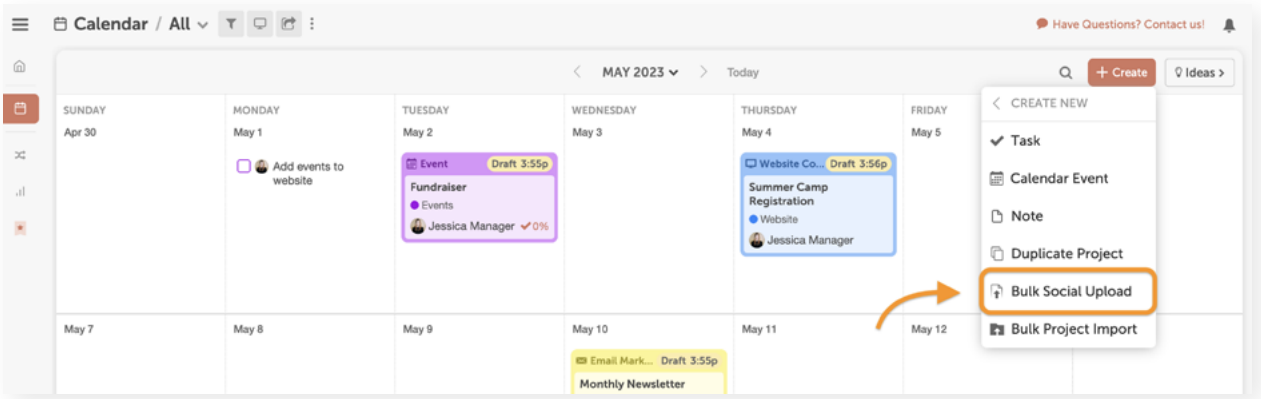
In the upload process, you will able to preview and edit each message – giving you the opportunity to add images and schedule messages to multiple social profiles. Bulk scheduling will alert you to any errors found in specific messages, so you can quickly fix the issues or delete a message.

To start the bulk upload process:

1. Click the *+ Create button* on your calendar.

2. Go to *More Options.*

3. Select *Bulk Social Upload.*




4. Select Social Messages.

5. Click Create New to create a new social campaign or Add To Existing to add it to one of your existing Social Campaigns.

6. Follow the steps to upload your CSV file.

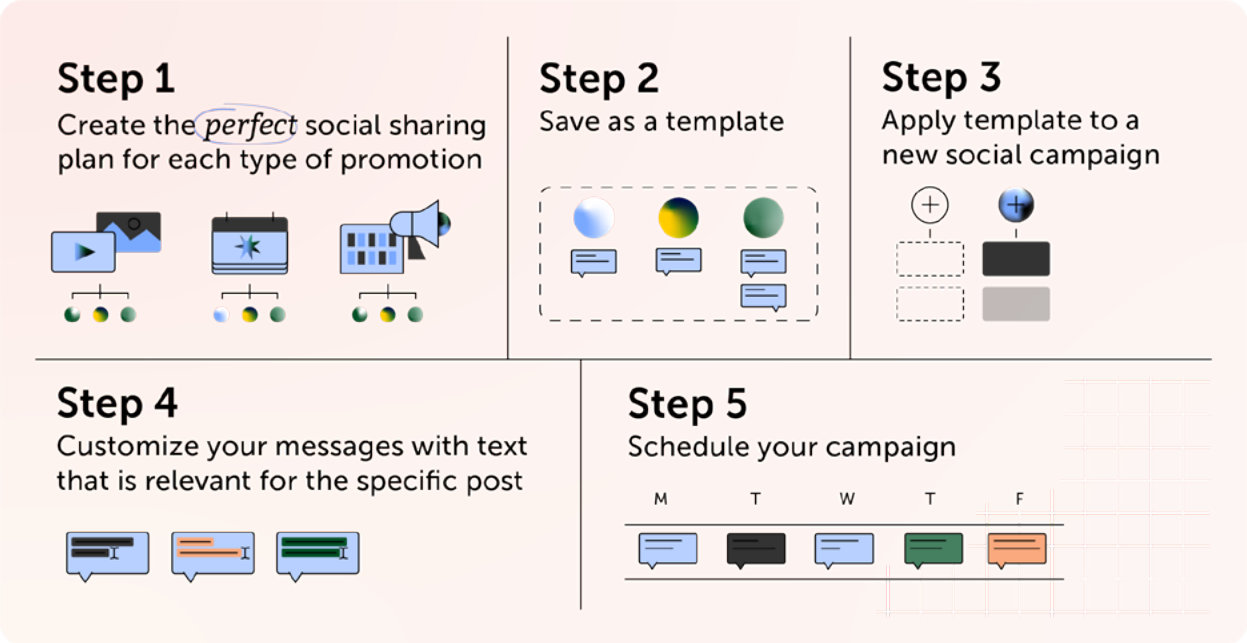
*Visit our Support Doc to learn more about how to use the Bulk Social Upload feature.*

# Use Social Templates To Eliminate Manual Social Scheduling

Planning, writing, and scheduling social messages can be tedious and time-consuming.

Social Templates are easy-to-use templates for creating reusable social plans to promote content, events, and more. They allow you to pre-plan your social schedule – saving you from scheduling every message individually, every time.

**How they work:** Create the perfect social sharing plan, fine-tune your messages, and apply a reusable template to any content or social media campaign.




**Examples of when to use Social Templates:**

- Blog Post Promotion
- Conferences
- Webinar Promotion
- Customer Testimonials
- Podcast Release
- Product Launch

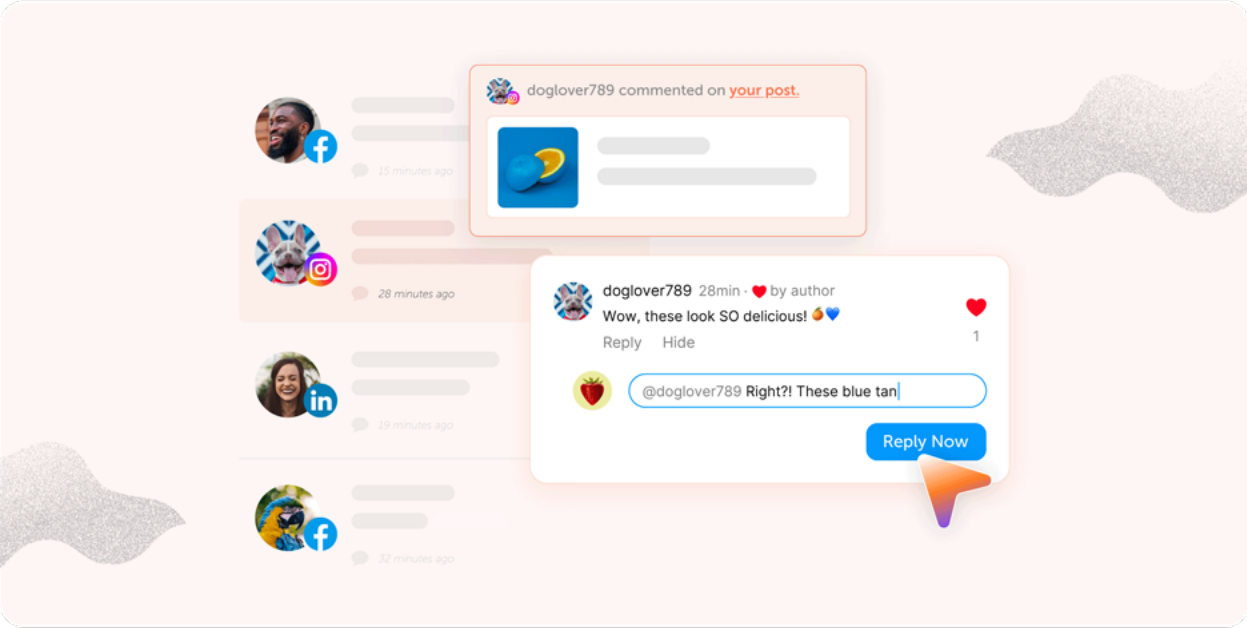



Learn more about Social Templates
*in the Getting Started With Social Templates Guide*

# Manage All Your Incoming Messages From A Single Inbox

With Social Inbox, you can manage comments, direct messages, and mentions across every channel from one centralized workspace. Built-in collaboration tools like Saved Replies, Assigned Replies, and Internal Discussions help your team respond faster and assign conversations to the right people.

**Never Miss A Chance For Engagement**




Discover new and incoming opportunities to join customer conversations. Increase loyalty and brand buzz by connecting with your audience in real-time.

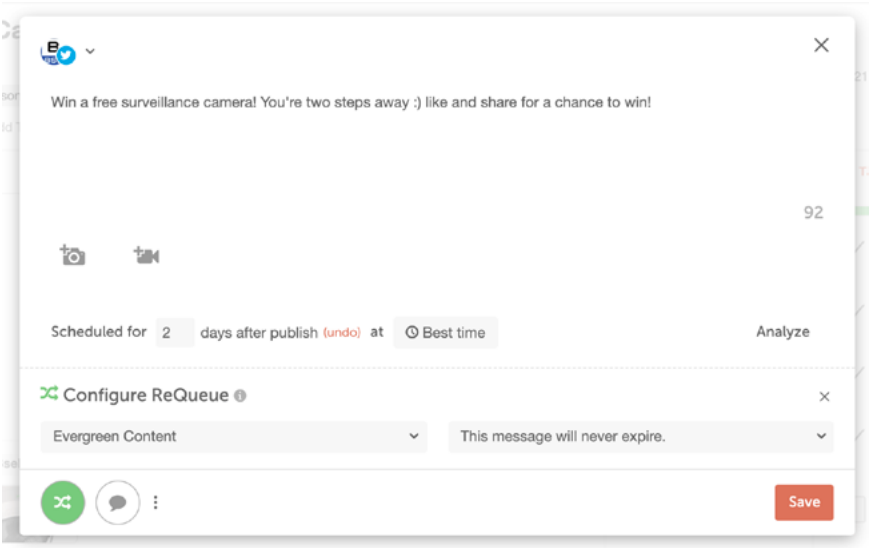
# Use ReQueue To Get More Traffic To Your Content

ReQueue is a social automation tool with built-in intelligence to get the most out of your social media posts and drive more traffic to your website or blog.

It takes into account your entire social schedule, uses Best Time Scheduling intelligence to promote your messages at the most optimal times, and intelligently finds the gaps in your schedule (so you don't have to).

When you've composed a social message that would be great to share more than once, simply click the ReQueue button in the bottom left corner from the social composer.

From there, you can add this message to a ReQueue group or create a new group.







Learn more about ReQueue

***in the Getting Started With ReQueue Guide***

## Head Over to Your Calendar to Start Scheduling your Social Media

GO TO MY CALENDAR

