CoSchedule

Getting Started With ReQueue



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How To Get More Results From Social Media

in Less Time with ReQueue

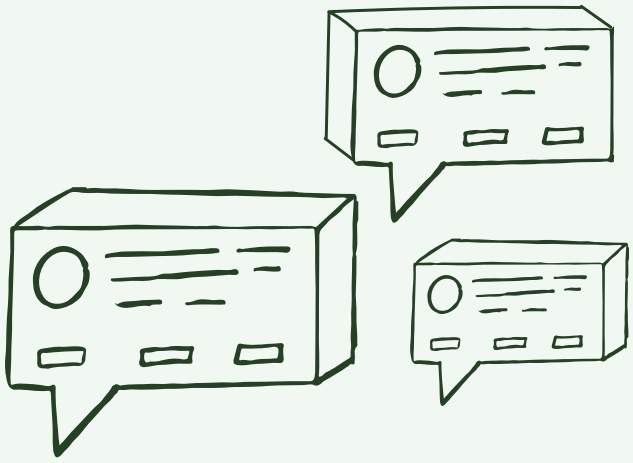


ReQueue

Core Concept

In This Lesson

- Introduction to ReQueue
- How to Use ReQueue to Get More Results In Less Time
- Guide Outcomes: What You'll Learn In This Guide
- Power Up: Enable ReQueue
- Organize Your Messages In ReQueue: Intro to ReQueue Groups



Introduction to ReQueue

Real talk: writing and scheduling social media messages is a pain.

You either devote a ton of time to managing your social media channels and are left feeling like you're neglecting other areas of your marketing like building an email list, content writing, etc.

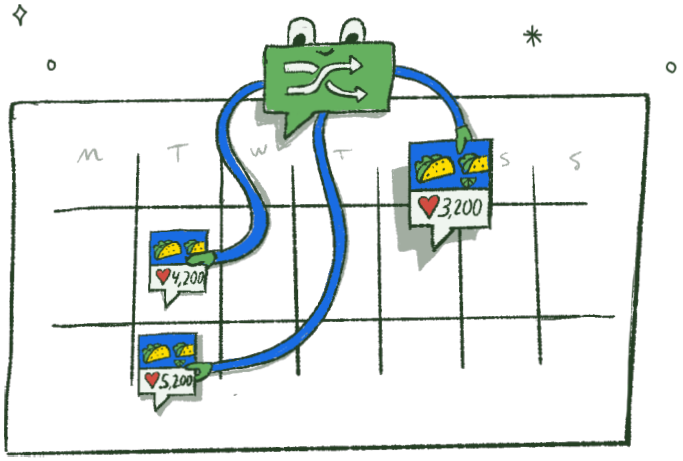
OR

You do the bare minimum and miss opportunities to drive more traffic to your website from social media.

It's a lose/lose, really.

But what if it didn't have to be this way? What if there was a social media tool that functioned like your very own social media manager?

ReQueue automatically reshares your best social messages for you, so you can get more results from social media with less effort.



ReQueue does the heavy lifting of social media for you, freeing up your time to do other things like write more blog content or grow your email list.

With ReQueue, you can continuously drive traffic from social media to your best performing blog posts and automatically publish repeating social media promotions.

How To Use ReQueue To Get More Results In Less Time

ReQueue will transform how you manage your social media presence. When you use ReQueue, you'll spend less time creating, publishing, and resharing social media messages to keep your audience engaged.

Here's what ReQueue can do for you:

- Automatically promotes your most popular blog posts on social media to get better results.
- Saves you time by continually filling your social channels with great content.
- Ends the tedious manual labor of copy/pasting to manually reshare social messages.
- Automatically publishes messages for your repeating promotions.
- Posts on your behalf using best time scheduling so you don't have to memorize the best times to post on social media.

Enable & use ReQueue to start saving time on social media, drive more traffic to your top content, and put your repeating campaigns on autopilot.

Benefits of adding ReQueue to your social strategy



Drive more traffic to your most popular blog posts.
The life of a social message is mere minutes, so why share it only once? ReQueue automatically promotes them over & over again.



Promote repeating campaigns.
Have a repeating promotion, like Taco Tuesday? Want to share a quote on Facebook every Friday morning? ReQueue can automate these messages, too!



Save time on social media.
Simply add your best social messages to ReQueue to automate a consistent social schedule with less effort.

Guide Outcomes: What You'll Learn In This ReQueue Guide

This guide gives you the perfect ReQueue strategy to drive more traffic to your website all while spending less time managing your social media channels.

After you complete this guide, you'll know how to use ReQueue to:

- Drive more traffic to your best performing blog posts & content.
- Save time by automatically publishing repeating promotions - like Taco Tuesday.
- Make content curation for social media incredibly easy (and fast!).

You'll get best practices, video tutorials, and step-by-step recommendations to automate your social strategy with ReQueue.

Who should read this guide?

If managing & publishing to social media channels is one of your responsibilities - this guide is a must-read for you!

- Bloggers
- Social Media Managers
- Content Marketers
- Anyone responsible for social media

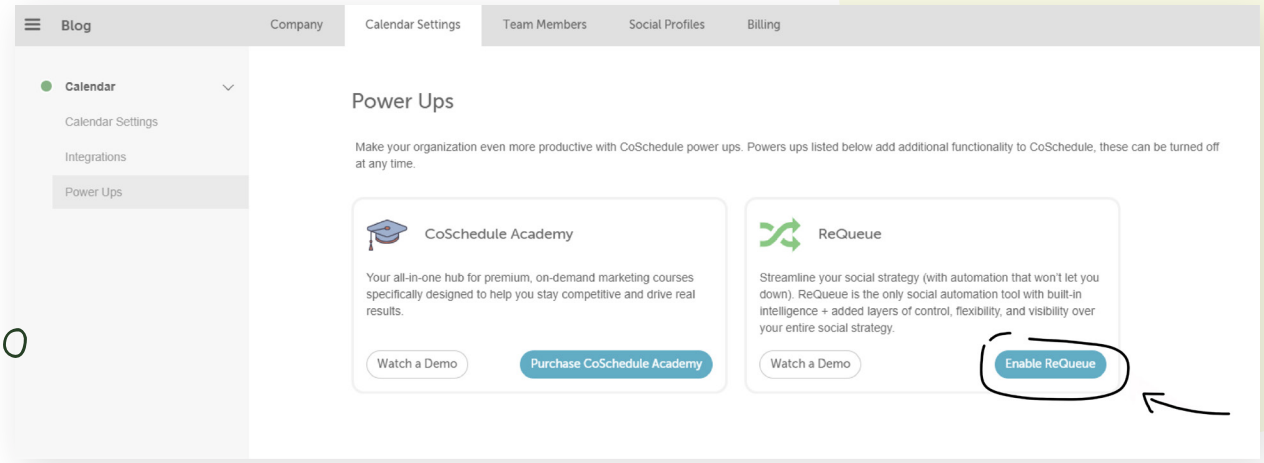
Power Up with ReQueue

To start working with ReQueue, you'll have to enable it on your calendar.

First, select your name in the hamburger menu and then click on Calendar Settings.

Select Power Ups in the left-hand menu, and then click on Enable ReQueue.

ReQueue is now ready to get to work.



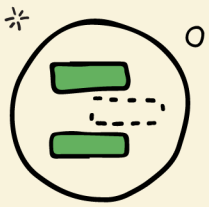
Organize Your Messages In ReQueue: Intro to ReQueue Groups

ReQueue has two different types of groups you can use to automate your social schedule.

These two different groups - Intelligent Groups & Placeholder Groups - give you the flexibility and control to automate your social schedule the way that works best for you.

Using Placeholder Groups

If you want your social messages to automatically publish at the same date & time for repeating promotions, use Placeholder Groups. This works well for publishing a quote to Facebook every Friday or promoting your recurring weekly specials every Monday.



Placeholder Groups

Auto-publish social messages on specific days and times for recurring content themes - like #ThrowbackThursday

Set your frequency (daily, weekly, monthly), day of the week, & time of day. Then ReQueue will publish these messages for you.

Using Intelligent Groups

If you want to drive more traffic to your website, use Intelligent Groups to reshare your top-performing social messages & blog posts again & again.

Intelligent Groups

Detects and Fills your social schedule based on your frequency goals. Best for evergreen content.

ReQueue finds openings in your social schedule and automatically publishes social messages from your intelligent groups for you. With Intelligent Groups, you can drive more opportunities for engagement & traffic to your best performing content. So you can drive more opportunities for engagement & traffic to your best performing blog posts.

You'll get specific recommendations & tutorials on setting up these groups in future chapters of this guide - starting with Intelligent Groups.

Check Out The Next phase of Getting Started With ReQueue

Implementation Chapter 1: Set Up ReQueue To Drive More Traffic To Your Best Performing Blog Posts

Go to Chapter 1 →



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CHAPTER 1

Set Up ReQueue To Drive More Traffic

To Your Best Performing Blog Posts



In This Lesson

- **Why you should reshare your blog posts using ReQueue**
- **Step 1: Add evergreen social messages to ReQueue**
- **Step 2: Update ReQueue Settings for evergreen social messages**

If you read the Core Concepts chapter, you should have a good understanding of how ReQueue is going to help you drive more traffic & save time on social media.

Now it's time to put these concepts into action.

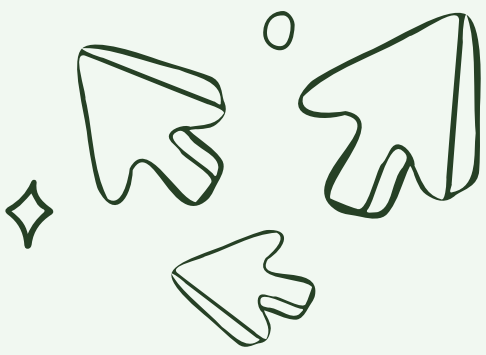
In each implementation chapter, you'll get inspiration, best practices, and step-by-step recommendations on how to use ReQueue to save time & drive more traffic from social media.

What is this lesson?

In this lesson, you'll learn how to create & set up a ReQueue group to promote your best performing blog posts.

Who is this guide for?

Marketers who are responsible for creating, publishing, and managing social media profiles.



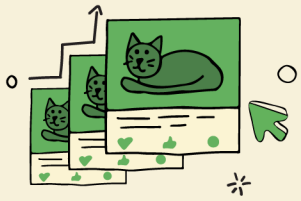
Why you should reshare your blog posts using ReQueue

You spend a lot of time writing great blog posts most of which are evergreen - meaning these posts stay relevant for your audience long after their publish date.

Problem is, who has time to continually write social messages promoting old content?

The truth is reaching all of your followers with a single message is impossible.

By resharing your blog posts multiple times using ReQueue, you create new opportunities to drive more traffic & reach new followers.



At CoSchedule, we've found that sharing the same social message multiple times drives up to **192% MORE CLICKS.**

Resharing your best content is simple. All you have to do is add your best evergreen content to ReQueue.

What blog posts should I add to ReQueue?

Evergreen blog posts continue to be relevant & valuable to your audience - regardless of when you share them.

Here are some examples of evergreen blog posts

How-to blog posts - *tutorials, answers to FAQs, etc.*

Blog posts that promote premium content - *guides, eBooks, podcast episodes, etc.*

Thought-leadership blog posts - *interviews with your CEO, industry best practices, etc.*

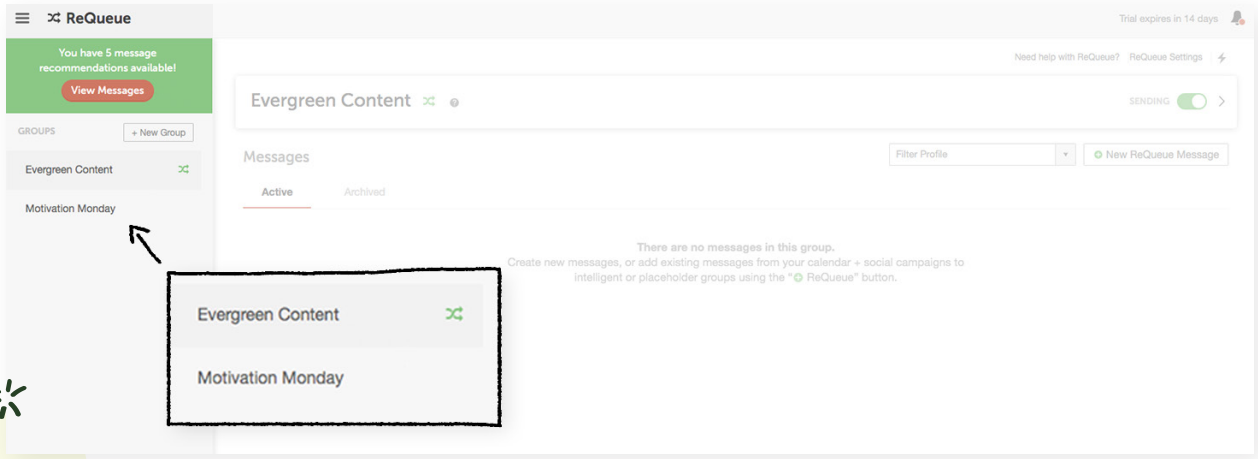
Popular, timeless blog posts for your industry - *recipes, workouts, home-buying tips, etc.*

Avoid adding blog posts that may become outdated - like event promotion or seasonally relevant posts.

Now it's time to add your first messages to ReQueue.

Step 1: Add evergreen social messages to ReQueue

To start, head over to ReQueue. You'll see two, pre-made ReQueue groups: Evergreen Content and Motivation Monday.



You'll also find recommended social messages to add to your evergreen content group. This is the easiest way to add new messages to ReQueue.

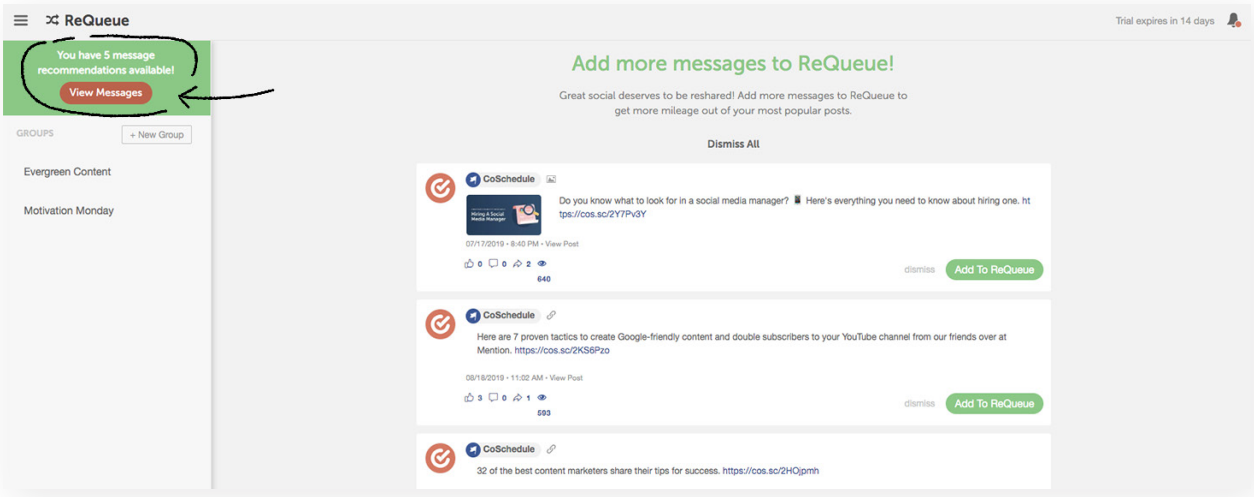
Add top-performing social messages to ReQueue.

What is ReQueue Recommended?

The easiest way to add your first messages to ReQueue is by adding social messages from your recommended messages list.

ReQueue will pull in a list of social messages you've published on connected social profiles that have high engagement. This way you can easily add your top-performing evergreen messages to ReQueue with a click!

To start adding messages to ReQueue, click the button to view a list of recommended messages.



Here you can easily get started populating ReQueue with some of your best performing social messages.

Here are a few tips for using ReQueue Recommendations:

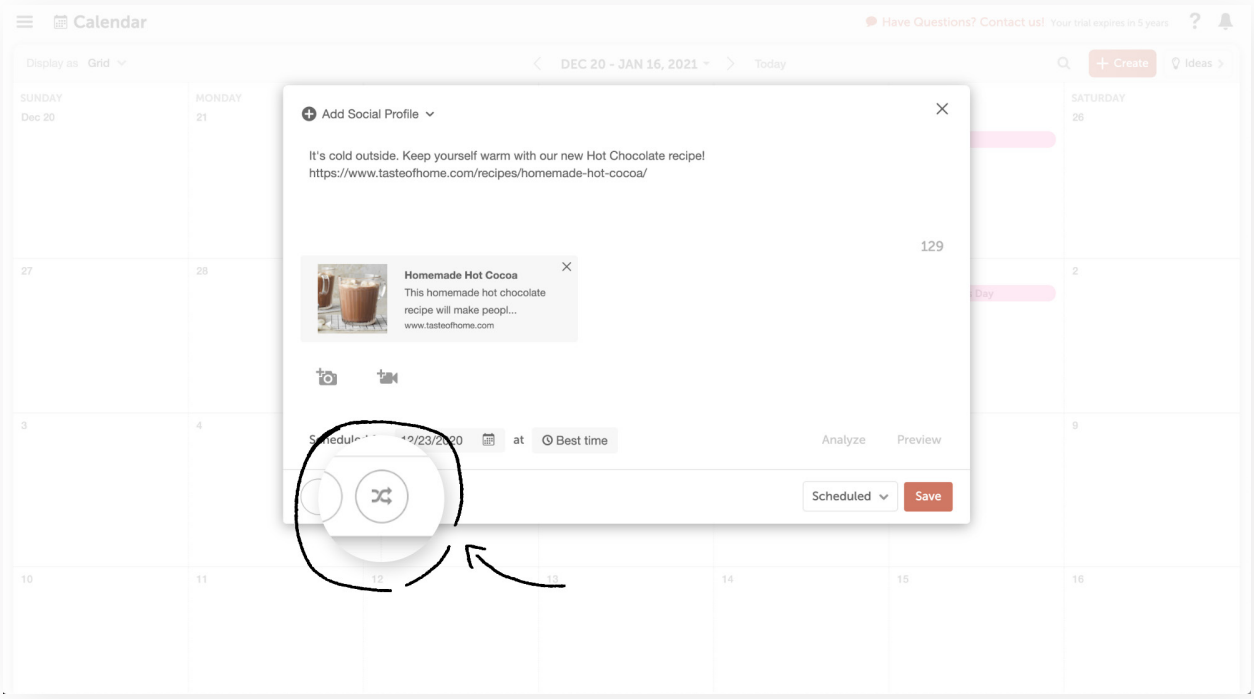
1. Add any top-performing social messages that promote your evergreen blog posts to ReQueue.

2. Dismiss the social messages that are not evergreen to remove them from the list.

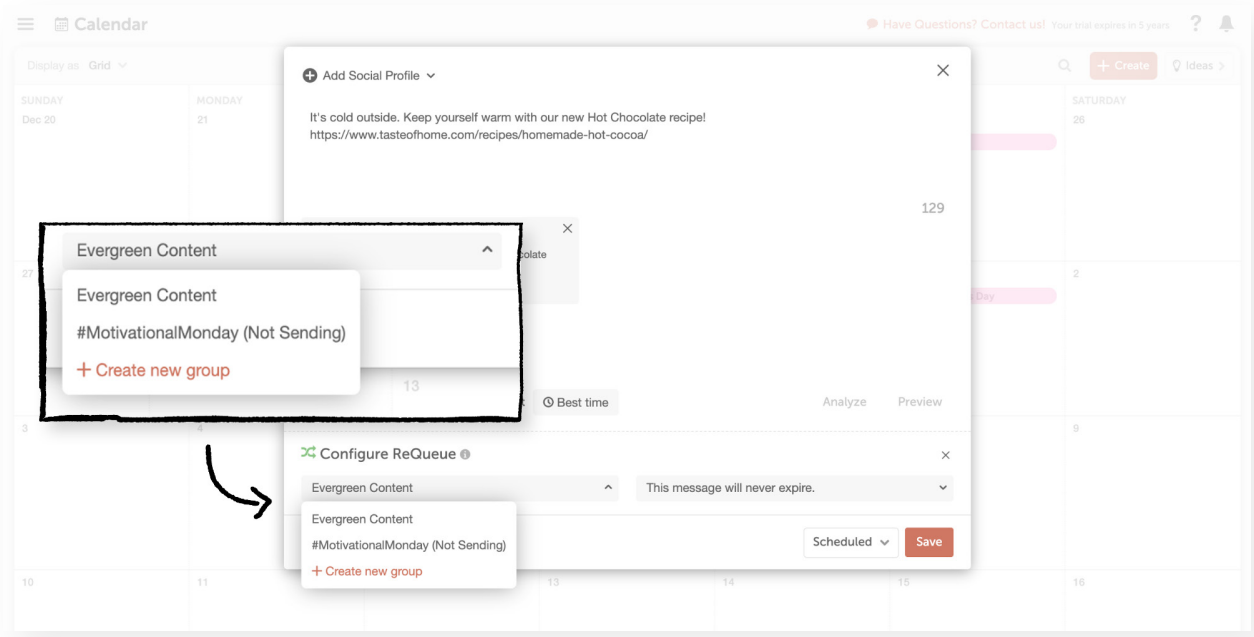
3. Check ReQueue Recommended at least once a month to discover new, top-performing social messages to ReQueue.

Add social messages as you create new blog posts.

When you're creating social messages to promote new evergreen blog posts, simply toggle on ReQueue. These messages will be added to ReQueue once the original social message is published.



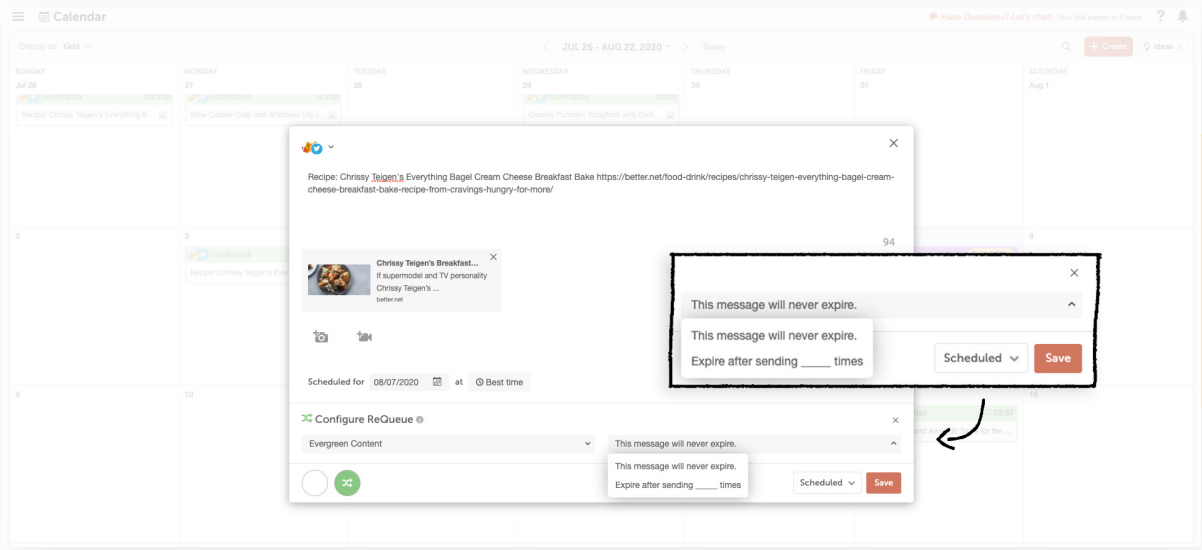
Open the message & toggle on ReQueue using the ReQueue icon. The choose which ReQueue group you want to add this message to - in this case, you'll want to add it to your Evergreen Content group.



Step 2: Update ReQueue Settings for evergreen social messages

Next define how many times you'd like to share this message. For evergreen messages, select "This message will never expire."

Because evergreen messages are timeless, they can continue to be shared using ReQueue without an expiration.



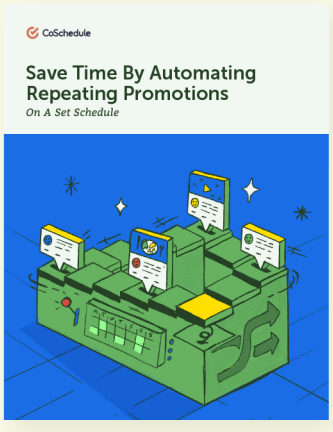
ReQueue will automatically reshare these messages over and over again at the best times for optimal engagement.

You can add any existing, published social message on your Calendar to ReQueue using this button, too.

Check Out The Next phase of Getting Started With ReQueue

Implementation Chapter 2: Save Time By Automating Repeating Promotions On A Set Schedule

Go to Chapter 2 →



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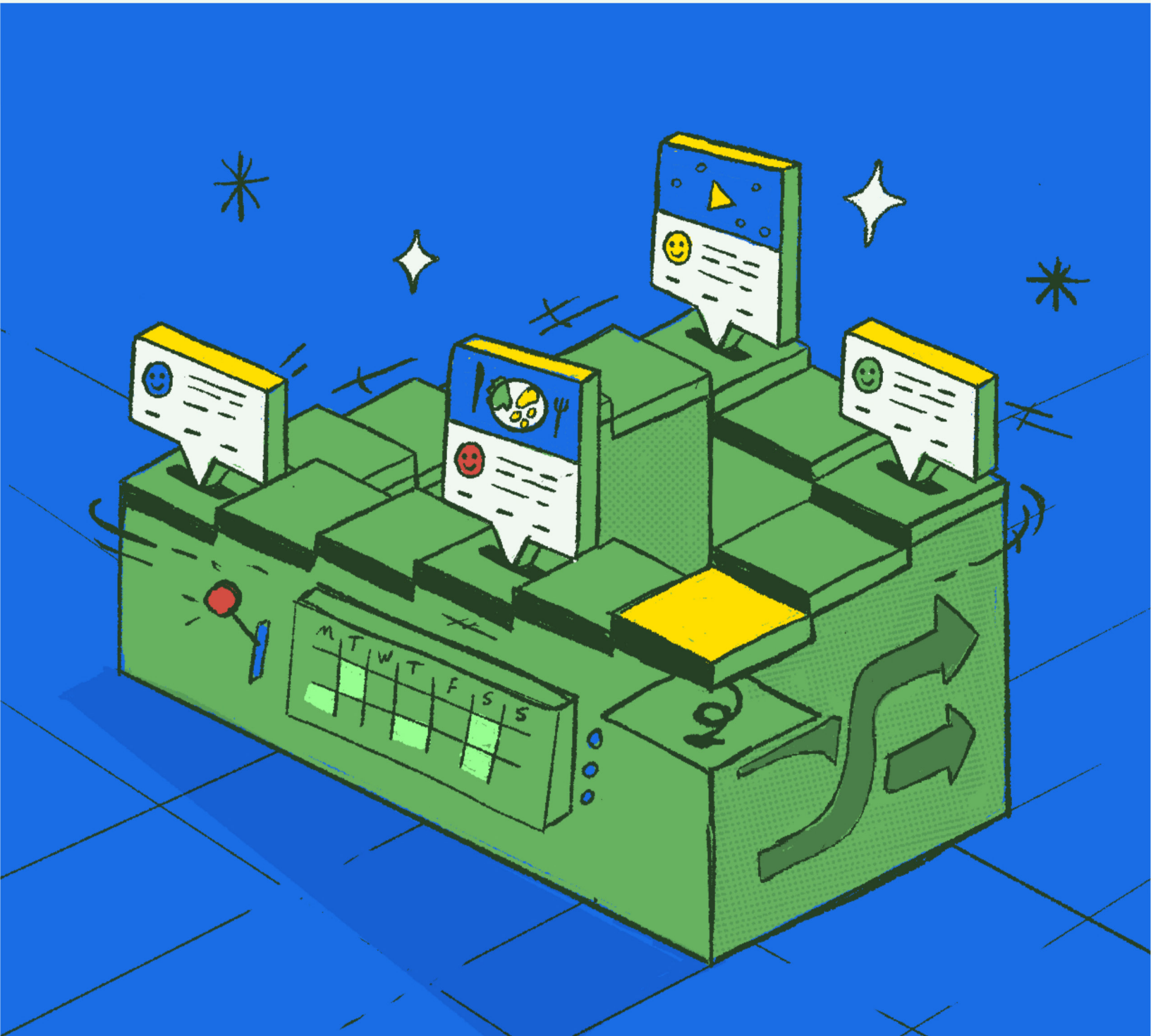
ReQueue

Implementation

CHAPTER 2

Save Time By Automating Repeating Promotions

On A Set Schedule



In This Lesson

- **Why should you automate social messages on a set schedule using ReQueue**
- **Step 1: Create a Placeholder Group**
- **Step 2: Add messages to Placeholder Groups**
- **Step 3: Review your Placeholders to round out your social schedule**

In the previous implementation chapter, you learned how to set up ReQueue to promote your best evergreen blog posts.

But what if you could automate your recurring promotions, too?

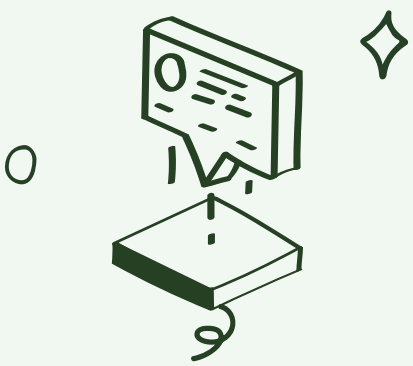
In this Implementation Chapter, you'll learn how to use Placeholder Groups to have more control over your publishing dates & times using ReQueue.

What is this lesson?

In this lesson, you'll learn how to create & set up Placeholder Groups in ReQueue to automate your repeating social media promotions, like Taco Tuesday or Motivation Monday.

Who is this guide for?

Marketers who are responsible for creating, publishing, and managing social media profiles.



Why you should automate social messages on a set schedule using ReQueue

Create Placeholder Groups to put your repeating promotions on autopilot. You can publish recurring messages at the frequency you want (daily, weekly, or monthly). ReQueue will publish these messages consistently for you, so you don't have to worry if that promotion went out even when things get busy or you're out of the office.

Not sure what social media promotions you would add to a Placeholder Group?

Here are some examples of repeating promotions:



Ongoing promotion for recurring events - *Twitter Chat invites, weekly Instagram Lives, etc.*



Episodic video promos



Motivation Monday or Throwback Thursday



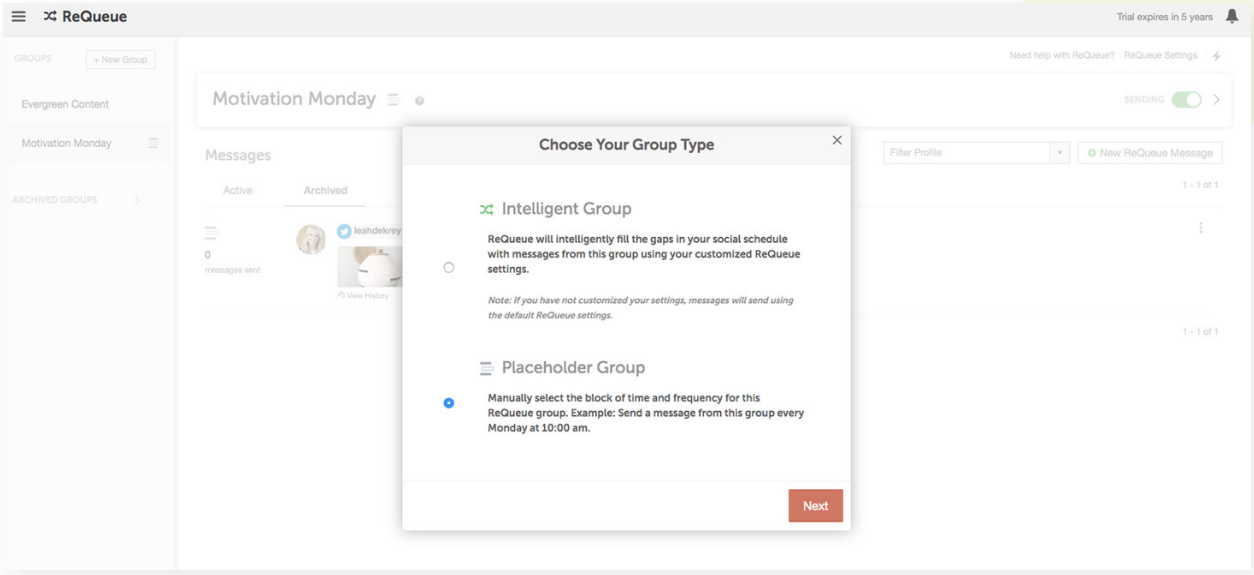
Daily/weekly sales or specials, like your daily happy hour deals

Think about what repeating promotions you currently publish manually every day, week, or month.

Have something in mind? Let's build your first Placeholder Group to automate these promotions for you!

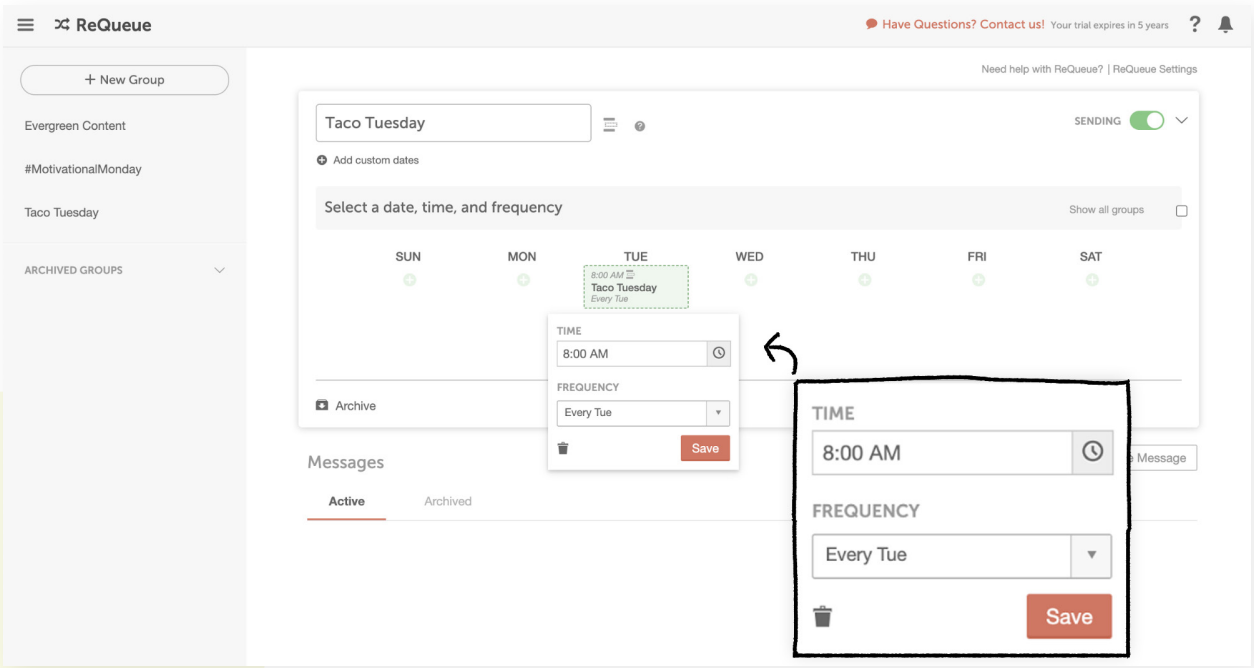
Step 1: Create A Placeholder Group

To get started creating a ReQueue Placeholder Group, Click the "+ New Group" button in the top left-hand on your ReQueue page. Then choose the "Placeholder Group" option on the pop-up.



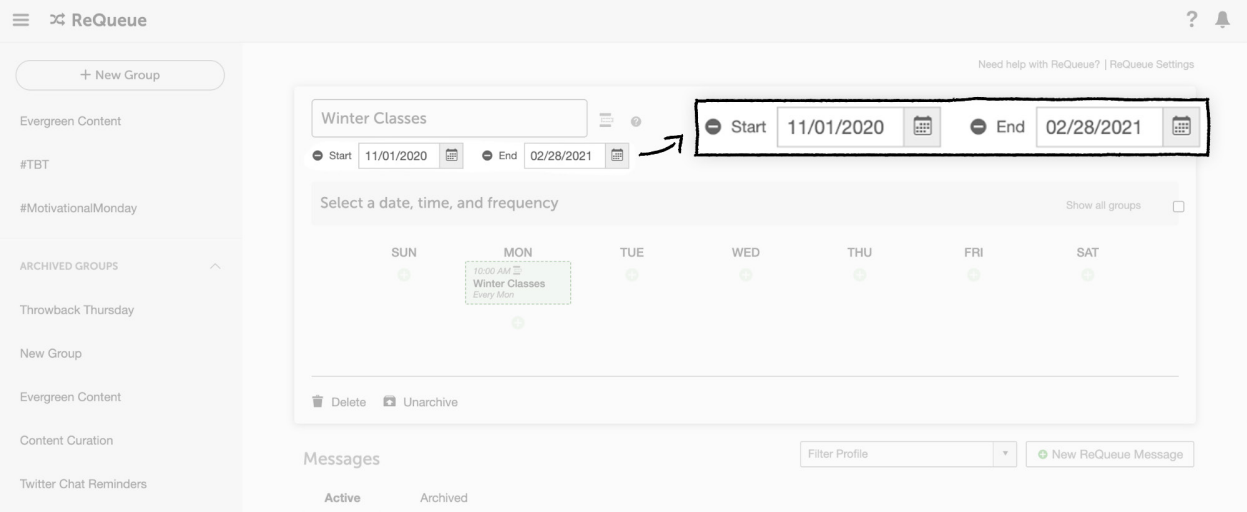
Give your group a name. Ideally, this would be the name of your recurring promotion (Taco Tuesday, for example).

Then choose the day and time you want your messages from this group to publish. In this example, you'll choose every Tuesday at 8:00 AM.



If you have repeating promotions that are only available for a limited time, you can define start & end times for your Placeholder Groups.

ReQueue will stop publishing social messages from this group for you on the end date.

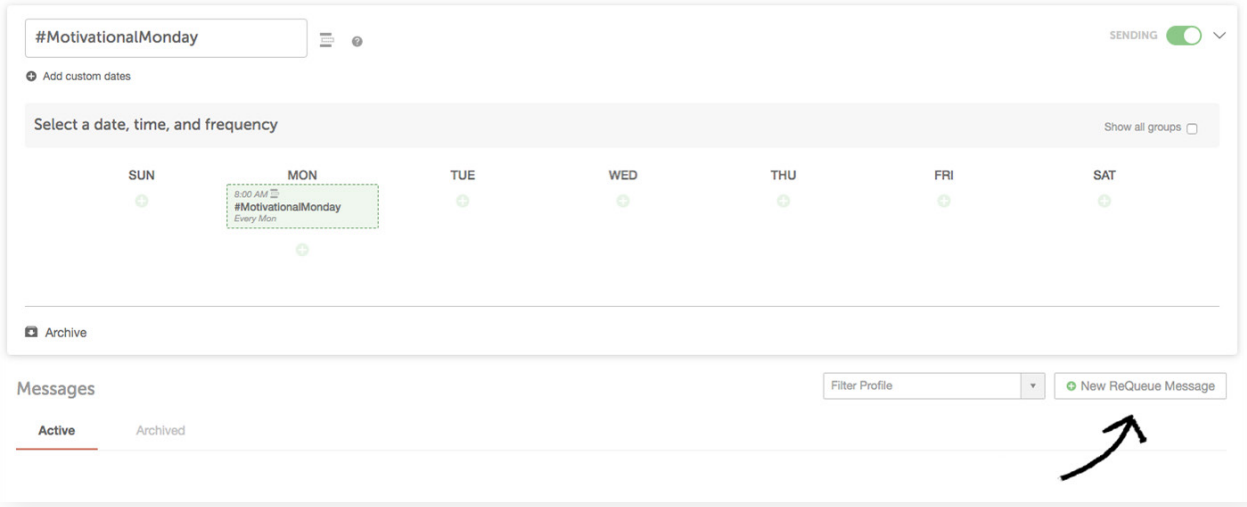


We recommend setting start & end dates when creating Placeholder Groups for limited-time promotions like summer recipes, winter classes, holiday sales, or other seasonal promotions.

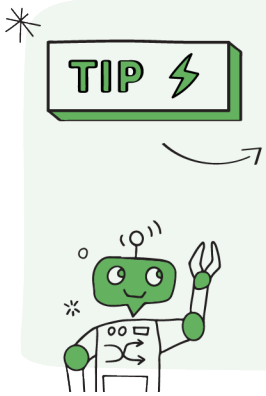
Step 2: Add messages to Placeholder Groups

Now that you've created your group, it's time to add messages.

Start adding new messages directly to this group by clicking the "New ReQueue Message" button.



We recommend adding at least 12 new messages to this folder to start. This will give you 3 months of recurring content if you're sharing messages from this group once per week.



Feeling ambitious? Adding **26 total messages** would give you enough recurring content to populate your channels with #MotivationMonday messages for the **entire year**. Keep in mind, each social message would be posted 2x per year with this setting.

Here are 12 motivational quotes you can copy/paste directly into your #MondayMotivation ReQueue Group:

1. "Don't Let Yesterday Take Up Too Much Of Today."-Will Rogers
2. "If You Are Working On Something That You Really Care About, You Don't Have To Be Pushed. The Vision Pulls You." -Steve Jobs
3. "Failure Will Never Overtake Me If My Determination To Succeed Is Strong Enough." – Og Mandino
4. "We Generate Fears While We Sit. We Overcome Them By Action."-Dr. Henry Link
5. "Whether You Think You Can Or Think You Can't, You're Right." -Henry Ford
6. "Do What You Can With All You Have, Wherever You Are." -Theodore Roosevelt
7. "To See What Is Right And Not Do It Is A Lack Of Courage."-Confucius
8. "A Clear Vision, Backed By Definite Plans, Gives You A Tremendous Feeling Of Confidence And Personal Power." -Brian Tracy
9. "If you do what you always did, you will get what you always got."
10. "No one can make you feel inferior without your consent." -Eleanor Roosevelt
11. "What seems to us as bitter trials are often blessings in disguise." -Oscar Wilde
12. "Success is the sum of small efforts, repeated day-in and day-out." -Robert Collier

Here's a list of more recurring content themes & ideas you can build your ReQueue groups around.

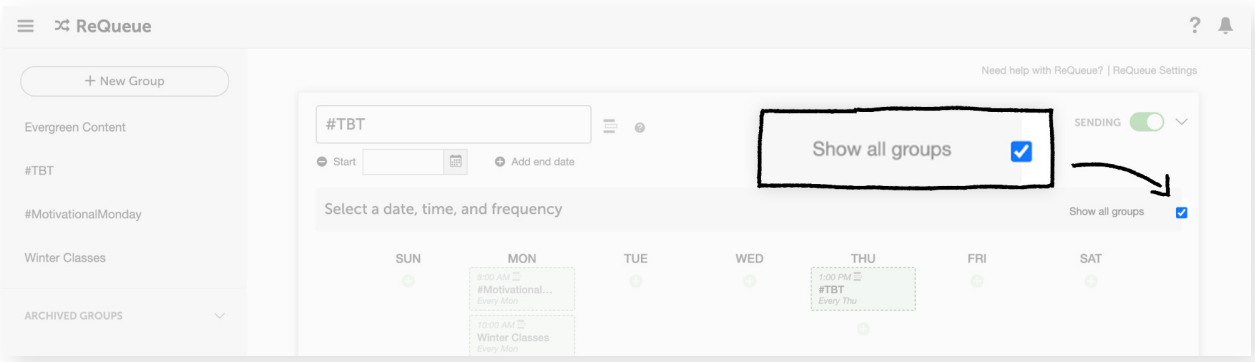
ReQueue Group Examples

- *Weekly Recipe Meal Planning*
- *Weekly Fitness Class Schedule*
- *Mexican Food Monday*
- *Weekly Lunch Specials*
- *Fitness Move of the Week*
- *Weekly YouTube Video Release Promo*
- *#MondayMotivation*
- *#TacoTuesday*
- *#TransformationTuesday*
- *#TuesdayTip*
- *#WednesdayWisdom*
- *#ThursdayThoughts*
- *#ThirstyThursday*
- *#TBT*
- *#FridayReads*
- *Friday Cocktail Recipes*
- *#FBF*

Get more details & inspiration in our ReQueue Power Tips.

Step 3: Review your Placeholders to round out your social schedule

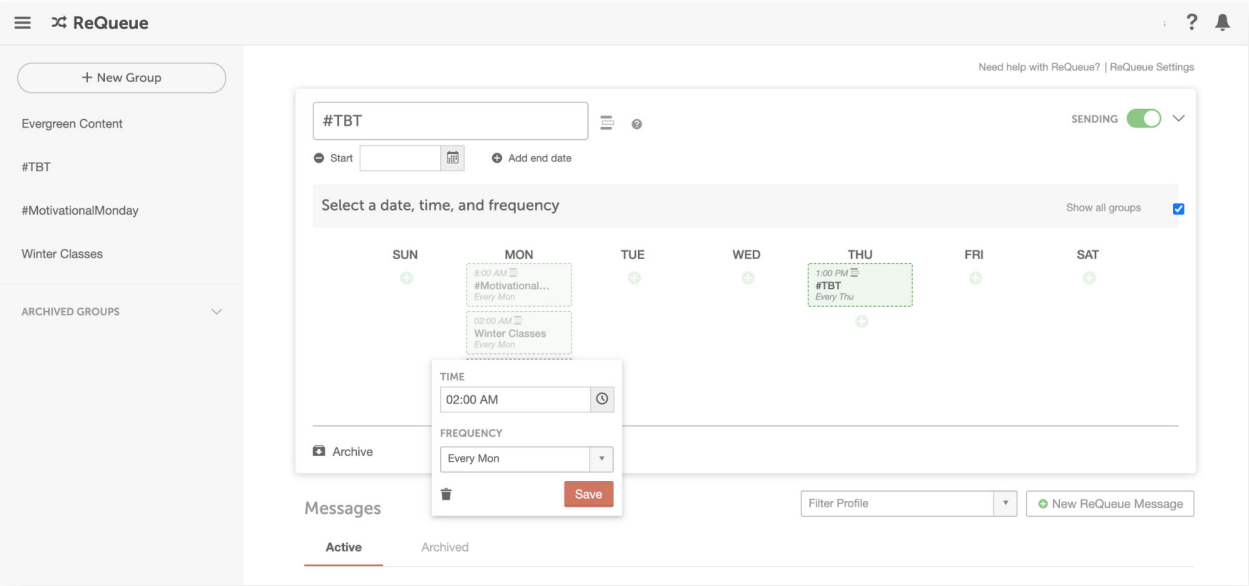
If you create multiple Placeholder Groups, you can quickly review how these messages will overlap by clicking "Show all groups."



Make tweaks to your repeating promotions social schedule as you continue to build out new ReQueue groups.

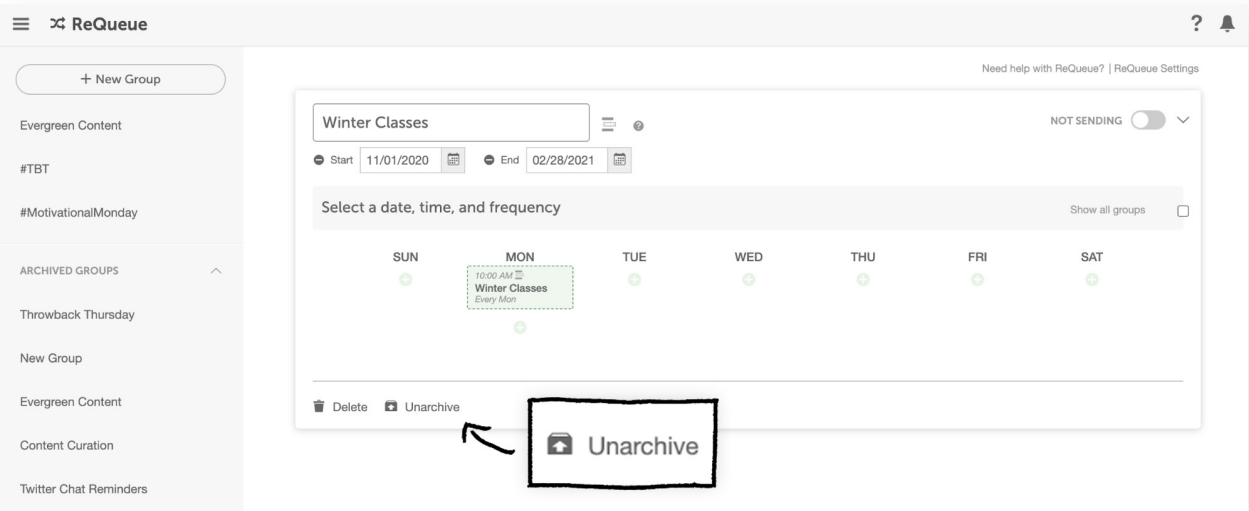
From this view, you can update the sending time & frequency on any Placeholder Group if you need to adjust your schedule.

For example, if you have two messages set to send on the same day on the same social profile, you can make sure the send times aren't too close together.

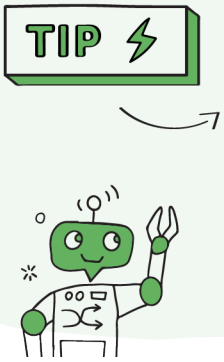


If you have a promotion you want to discontinue, you can easily archive any Placeholder Group to stop sending messages from this group.

When you archive a group, you can always unarchive it & promote it again any time by clicking "Unarchive."



Then toggle the group back to “Sending” to ensure messages continue sending from this group.



Have seasonal repeating promotions? Archive these groups when the promotion is over. When this promotion rolls around again next year, you can turn it back on to continue sending messages instead of rebuilding an entirely new Placeholder Group.

Check Out The Next phase of Getting Started With ReQueue

Implementation Chapter 3: How To Fine-Tune Your Publishing Schedule

Go to Chapter 3 →



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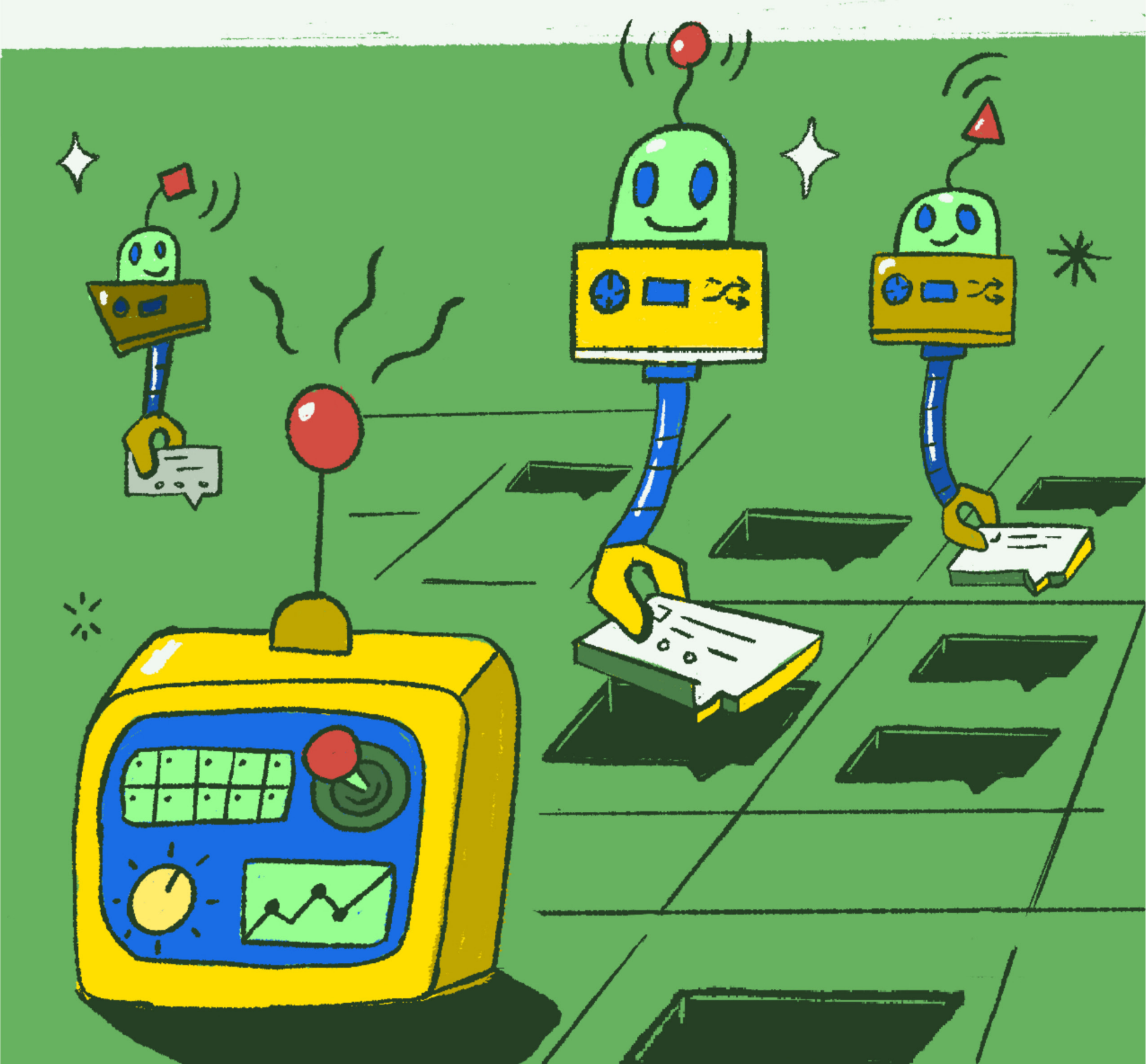
ReQueue

Implementation

CHAPTER 3

How To Fine-Tune Your Publishing Schedule

Using ReQueue Settings



In This Lesson

- **Step 1: Set sending limits under Global Settings**
- **Step 2: Update Intelligent Group Settings**
- **Step 3: Customize ReQueue sending configurations by social profile**

Now that you've got the basics of your ReQueue strategy down, let's venture into advanced territory.

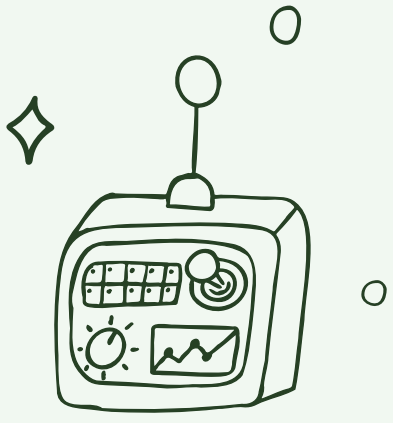
In this Implementation Chapter, you'll learn how to fine-tune your global settings to have more control over your ReQueue publishing schedule.

What is this lesson?

In this lesson, you'll learn how to fine-tune your global ReQueue settings.

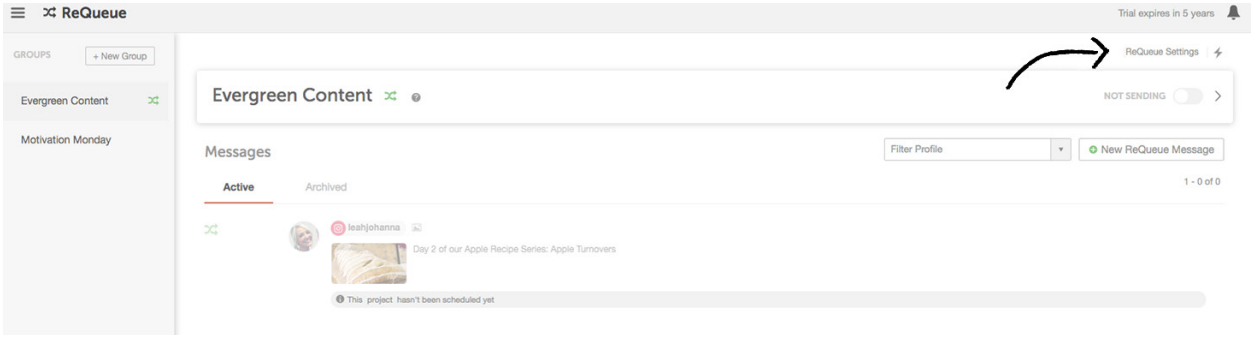
Who is this guide for?

Marketers who are responsible for creating, publishing, and managing social media profiles.



Step 1: Set sending limits under Global Settings

First, navigate to ReQueue settings. It's located in the top right-hand corner under the ReQueue area of your calendar.

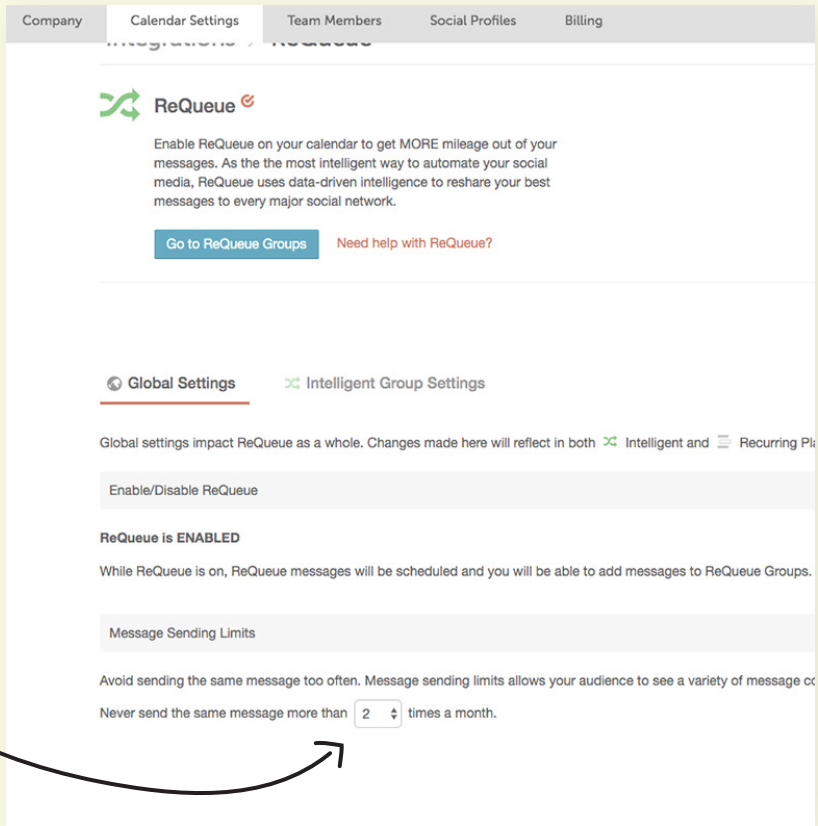


Under "Global Settings" you can choose to send the same message either once or twice a month.

We recommend choosing twice a month to start since you likely won't have as many messages to choose from in the beginning. As you get more messages into ReQueue, you can change this to once per month.

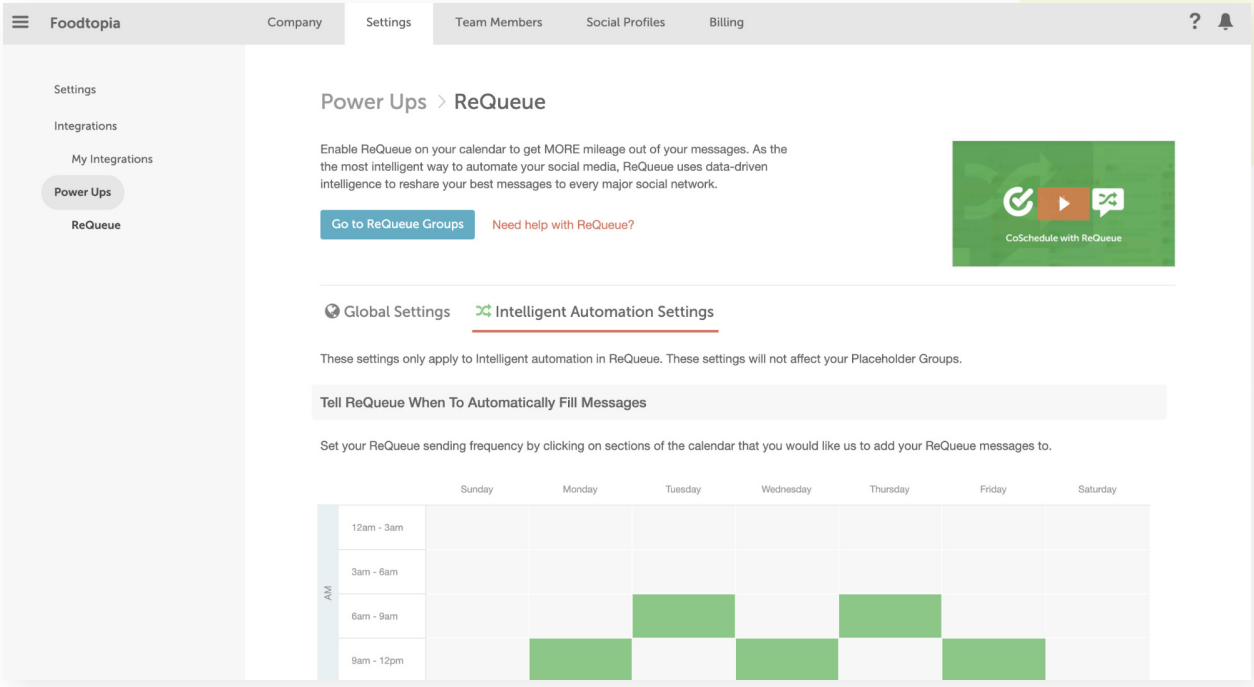
FYI

Once ReQueue publishes a social message, it won't publish that message again for two weeks. So you can rest assured that ReQueue won't flood your social channels with the same message too often.



Step 2: Update Intelligent Automation Settings

If you click on the Intelligent Automation Settings, you can fine-tune exact times you want ReQueue Intelligent Groups to share messages to your social channels.

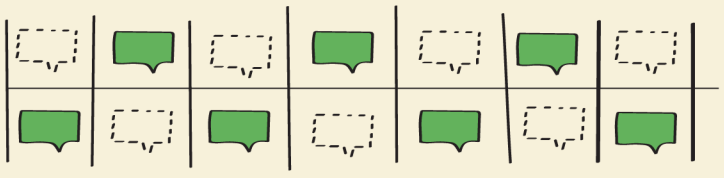


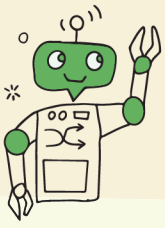
For this setting, It's best to think about the hours your audience is most likely to be active on social media.



The more time slots you open to ReQueue, the more social gaps you'll see on your CoSchedule calendar.

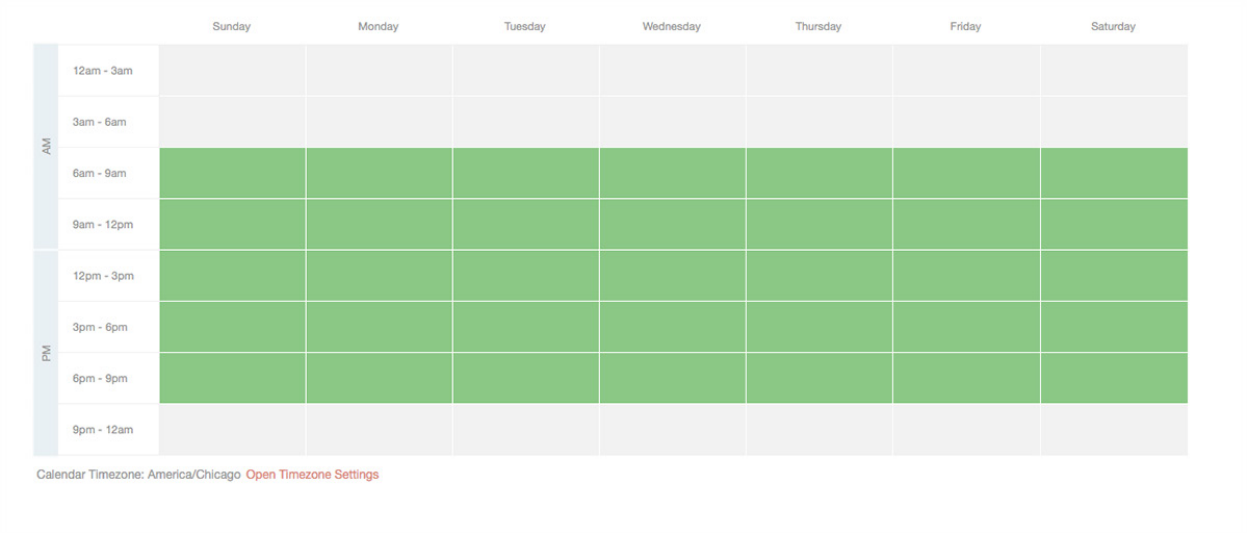
What do we mean when we say "social gaps"?





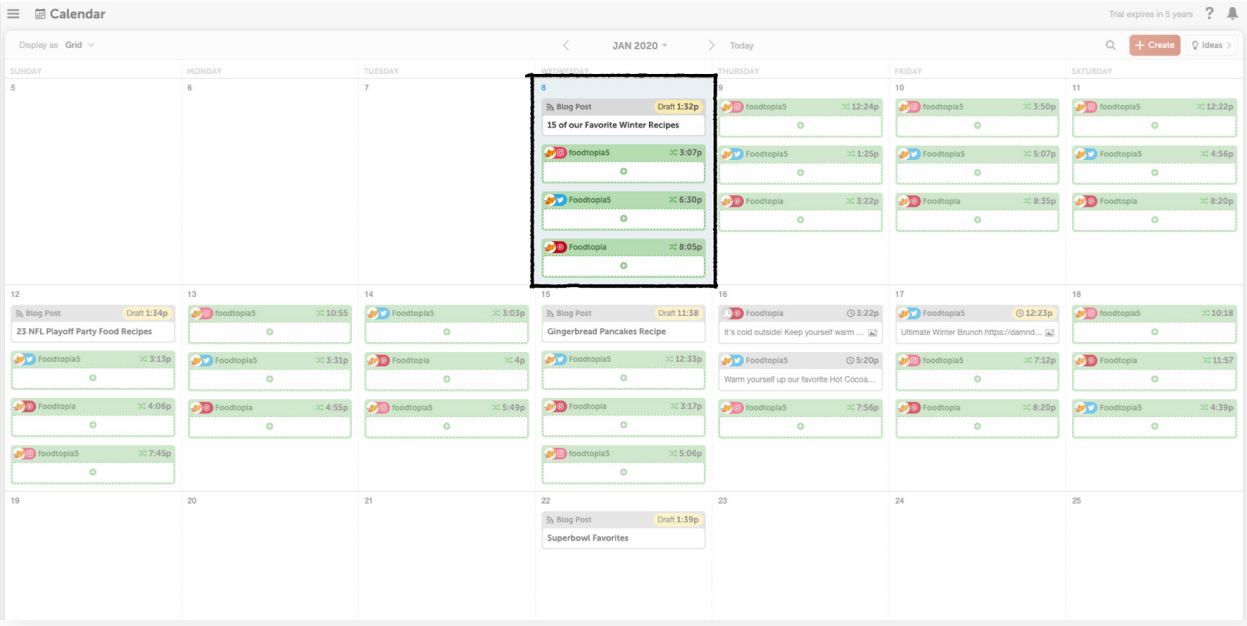
Social gaps are opportunities ReQueue has to publish social messages to your social profiles. The more opportunities you open, the more gaps you'll see on your calendar.

Here's an example of how to give ReQueue a lot of opportunities to publish social messages on your behalf:



With this example, ReQueue has opportunities to publish social messages every day of the week from 6 am to 9 pm.

Here's what this setting looks like on your calendar:



If you don't have enough content in your ReQueue groups, you'll see blank social gaps on your calendar. This is ReQueue telling you that there was an opportunity to publish a message to your social channel, but it doesn't have enough content to pull from.

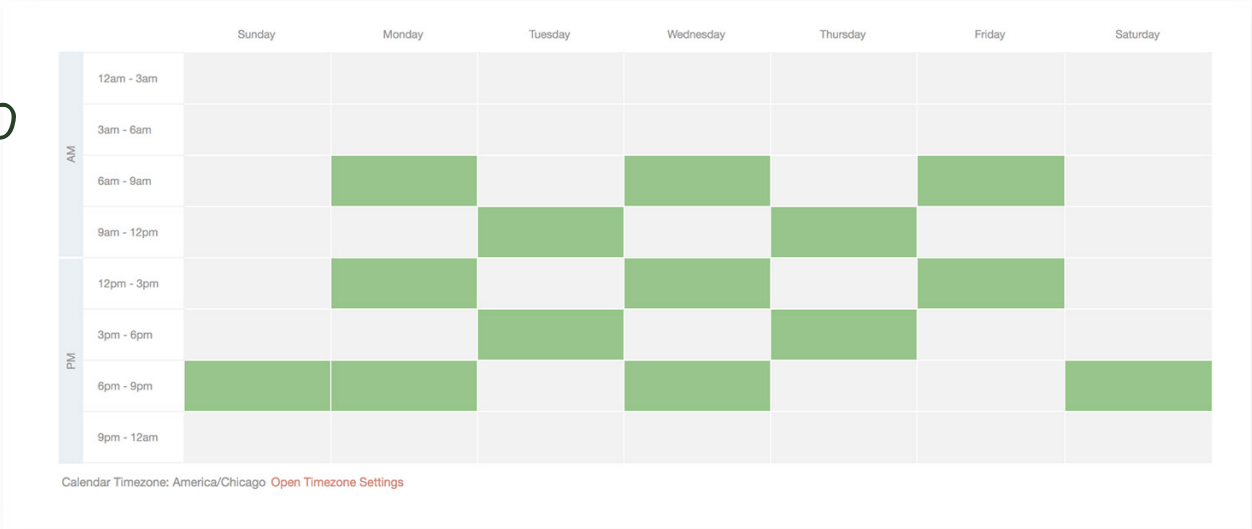
You can fill any of these gaps by:

1. Adding more messages to your ReQueue groups.

OR

2. Clicking the + sign on any open gap & creating a message on the calendar.

When you're just getting started with ReQueue, this is our recommended ReQueue publishing schedule:



TIP

No one knows your audience better than you do. Feel free to tweak this recommendation based on the specific needs of your audience.

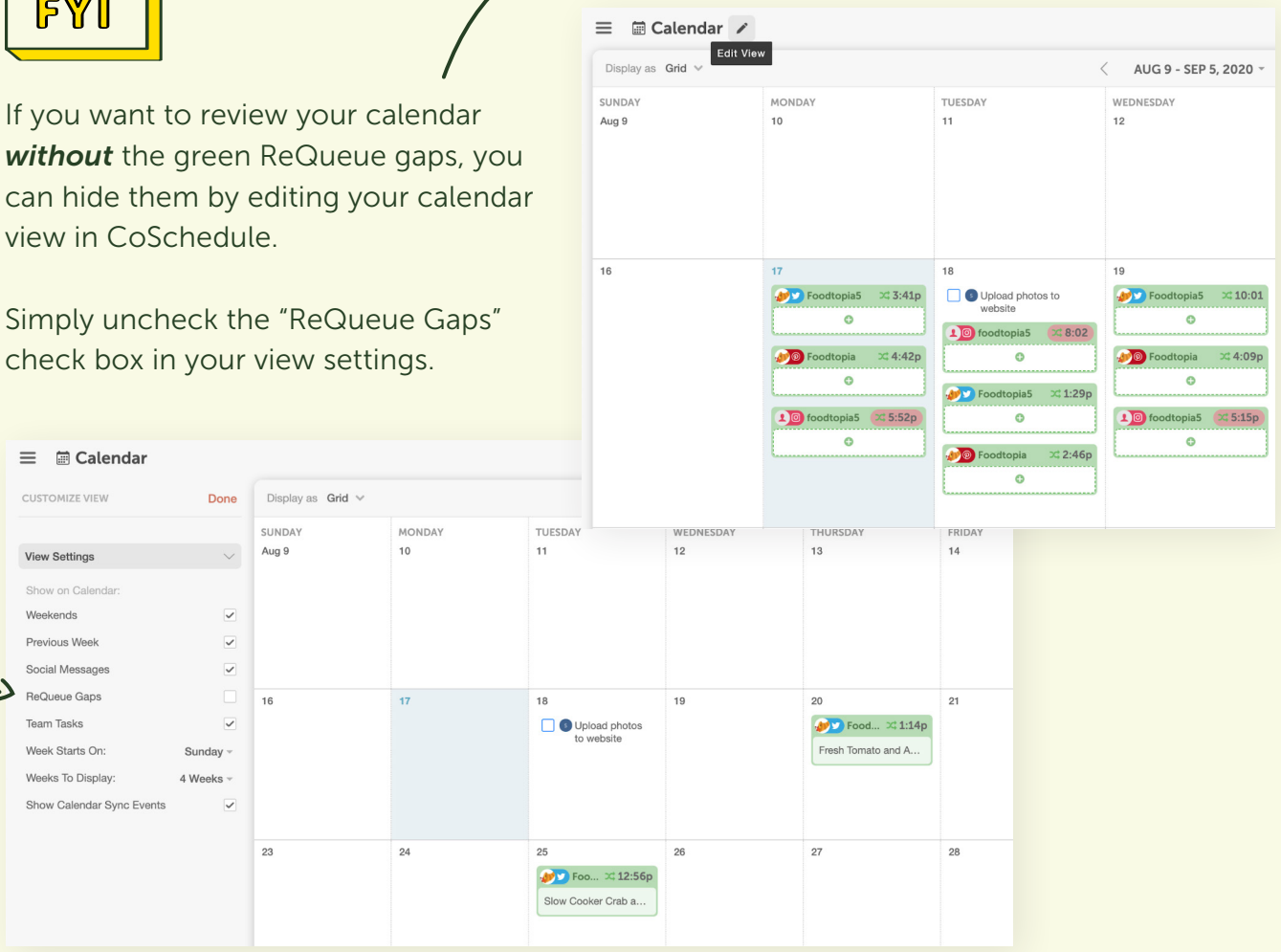
Every other day you'll allow ReQueue opportunities to publish social messages during different time frames. This helps ensure that ReQueue will publish during times your audience might be most active on social media.

With this schedule, ReQueue will only share social messages on weekends during the hours of 6pm – 9pm – this assumes that your audience isn't very active on social media on the weekends.

FYI

If you want to review your calendar ***without*** the green ReQueue gaps, you can hide them by editing your calendar view in CoSchedule.

Simply uncheck the "ReQueue Gaps" check box in your view settings.



Step 3: Customize ReQueue sending configurations by social profile

The next piece of the puzzle is to customize your ReQueue sending configurations.

This lets you set custom publishing frequencies for each of your social profiles.

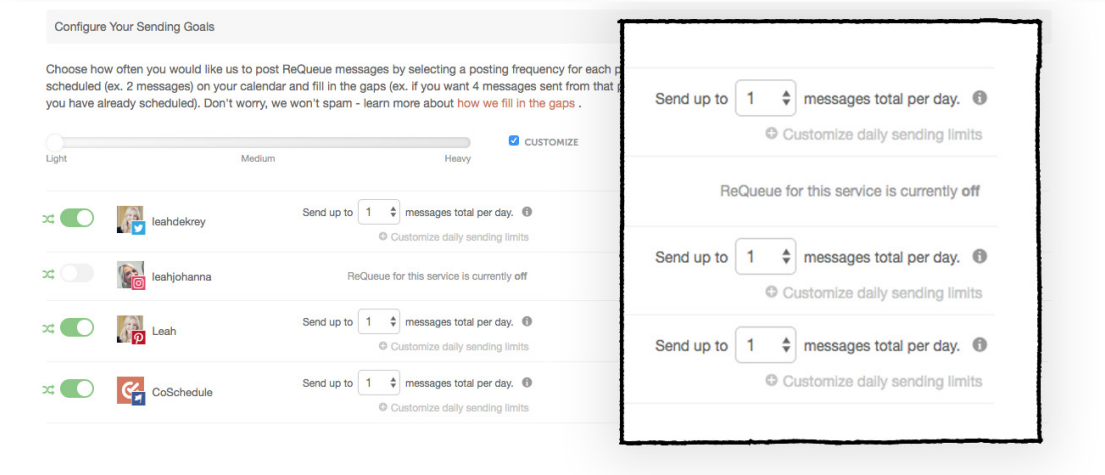
Here's our recommended setting for those of you just getting started with ReQueue:

Tick the box that says "Customize". Then, toggle down the number and set it to one. This means ReQueue will only share one message per day on each social profile.

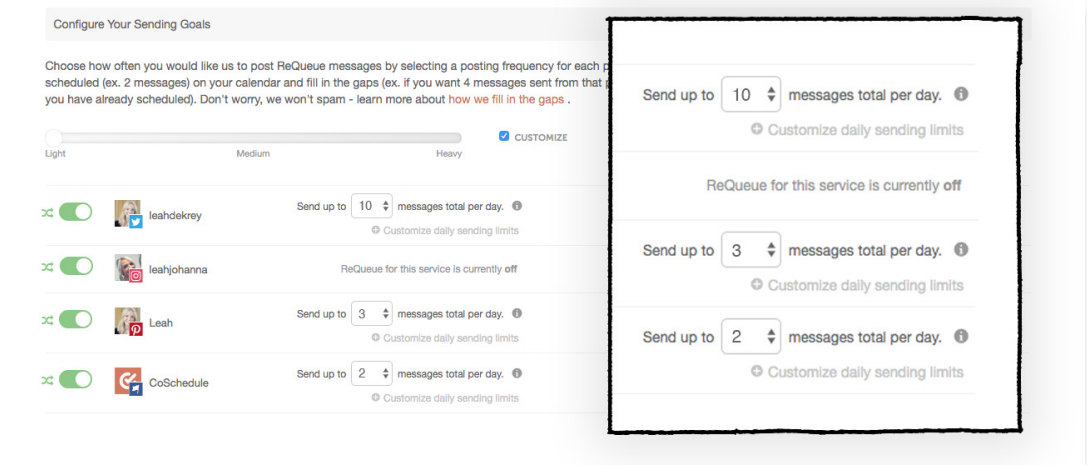
We also recommend turning off Instagram at this stage. Instagram being the visual platform that it is, you likely don't want duplicate messages shared there quite yet.

TIP

As you begin to populate ReQueue with Instagram messages, feel free to turn Instagram back on. You'll want quite a few messages before doing so, at least 60. This ensures that you'll have 2 months of Instagram content and your grid view won't look repetitive.



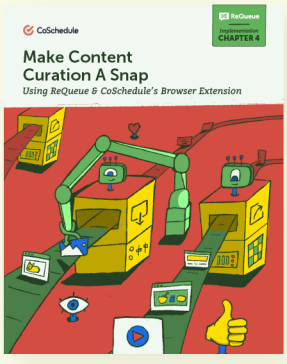
As you add more social messages to your groups in ReQueue, increase these settings to the following:



Check Out The Next phase of Getting Started With ReQueue

Implementation Chapter 4: Make Content Curation A Snap Using ReQueue & CoSchedule's Browser Extension

Go to Chapter 4 →



CoSchedule

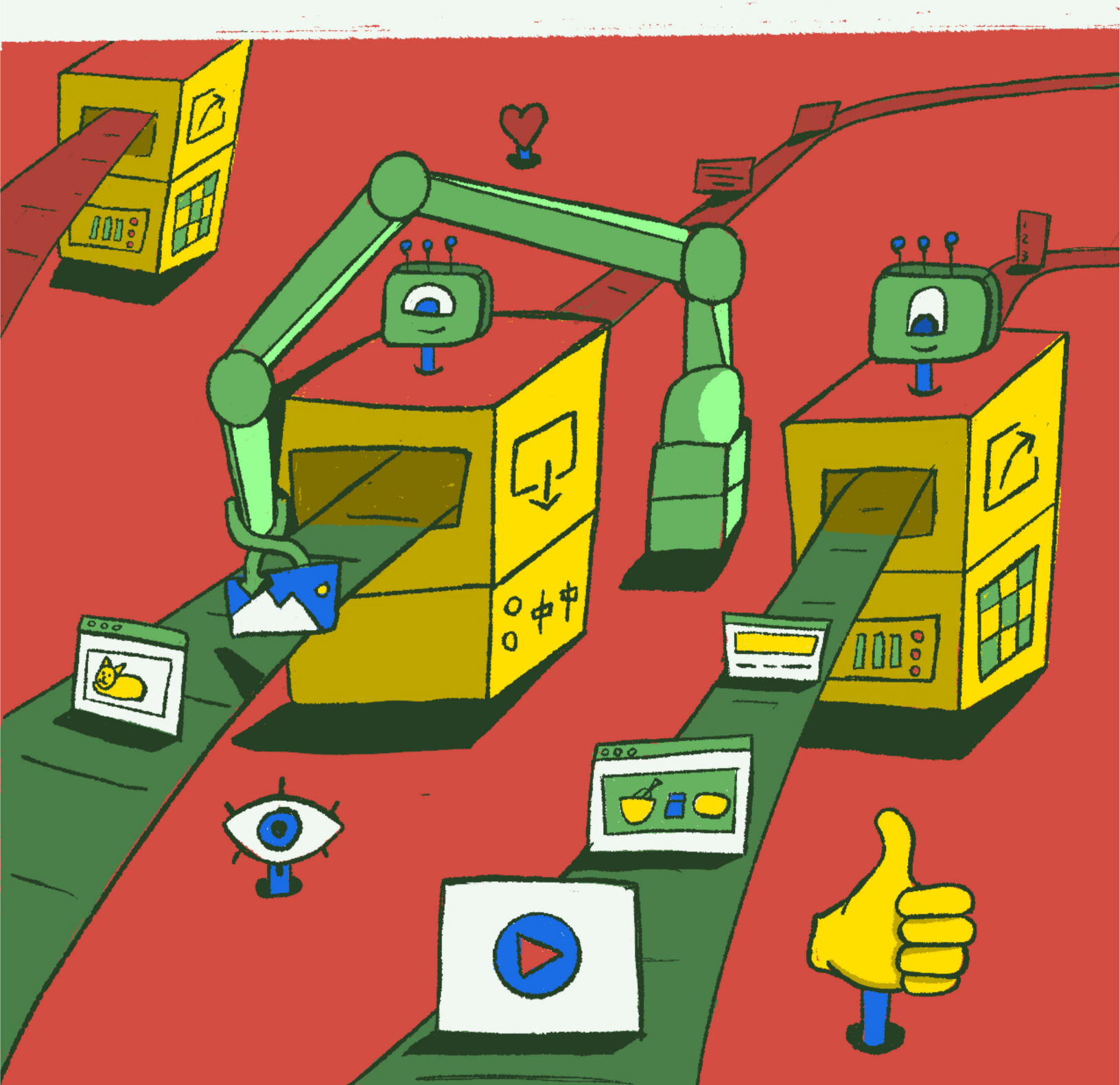
ReQueue

Implementation

CHAPTER 4

Make Content Curation A Snap

Using ReQueue & CoSchedule's Browser Extension



In This Lesson

- **Why you should use ReQueue to curate content**
- **Step 1: Create a Group for Curated Content**
- **Step 2: Download the CoSchedule Browser Extension**
- **Step 3: Add curated content to ReQueue**

Next up is a bonus chapter, we think you'll love! Now let's talk about adding content curation into your ReQueue strategy.

In this Implementation Chapter, you'll learn how to use ReQueue with CoSchedule's Browser extension to make content curation a snap.

What is this lesson?

In this lesson, you'll learn how to use ReQueue & CoSchedule's Browser extension to make content curation easy.

Who is this guide for?

Marketers who are responsible for creating, publishing, and managing social media profiles.



Why you should use ReQueue to curate content

To keep your social channels engaging, it's said that you need to find the perfect mix of publishing your own content, in addition to curating and sharing content from other sources.

Sharing others' content is one of the best ways to show your audience that you will provide them with valuable content they want (even if it's not self-serving). This not only builds authority, trust, and loyalty with your followers, but it also saves you time on content creation.

Simply put, content curation involves:

1. Identifying content topics that you know your audience loves.
2. Searching for content from others that ties into those topics and your audience's interests.
3. Sharing only the best information you can find on your social networks for your audience.

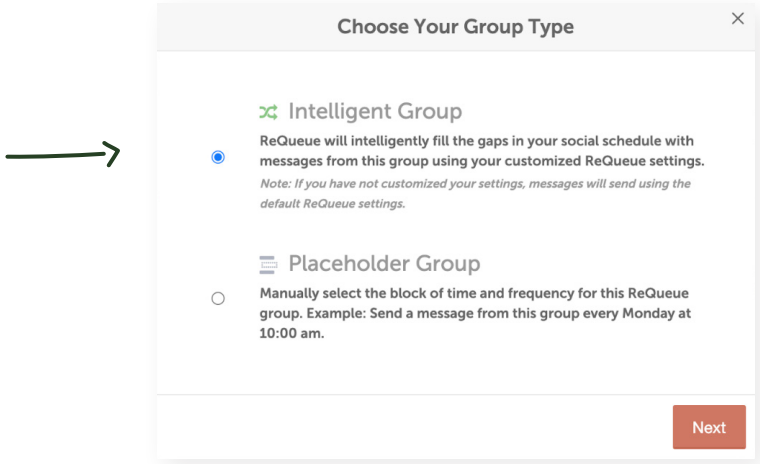
Great. Another social media activity that takes a ton of manual labor and effort.

The good news is that ReQueue makes content curation super easy.

Step 1: Create a Group for Curated Content

To get started, you'll want to create a ReQueue group specifically for your curated social media messages.

Visit ReQueue & "+ New Group." Choose an Intelligent Group for your curated content.



Name your Intelligent Group, Curated Content, to easily find this group when you're adding new curated social messages to ReQueue.

Next, you'll want to configure your settings for your Curated Content group with your overall social strategy in mind.

When updating your settings, the key is to share a good balance of curated content alongside your original content.

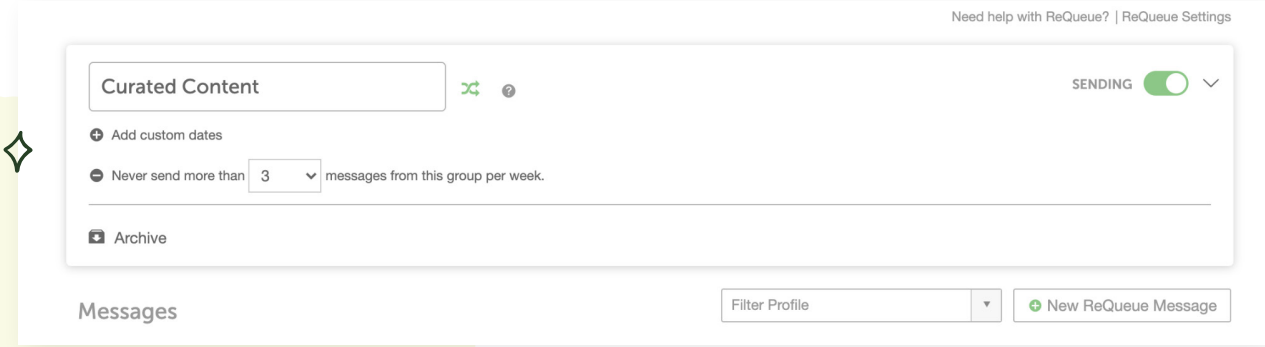
Popular frameworks you can use to find the right balance:

The 4-1-1 Recipe:
4 pieces of original content, 1 piece of promotional content, 1 piece of curated content.

The Rule of Thirds:
⅓ social engagement, ⅓ curated content, ⅓ original content.

The 80/20 Rule:
80% original content, 20% curated content.

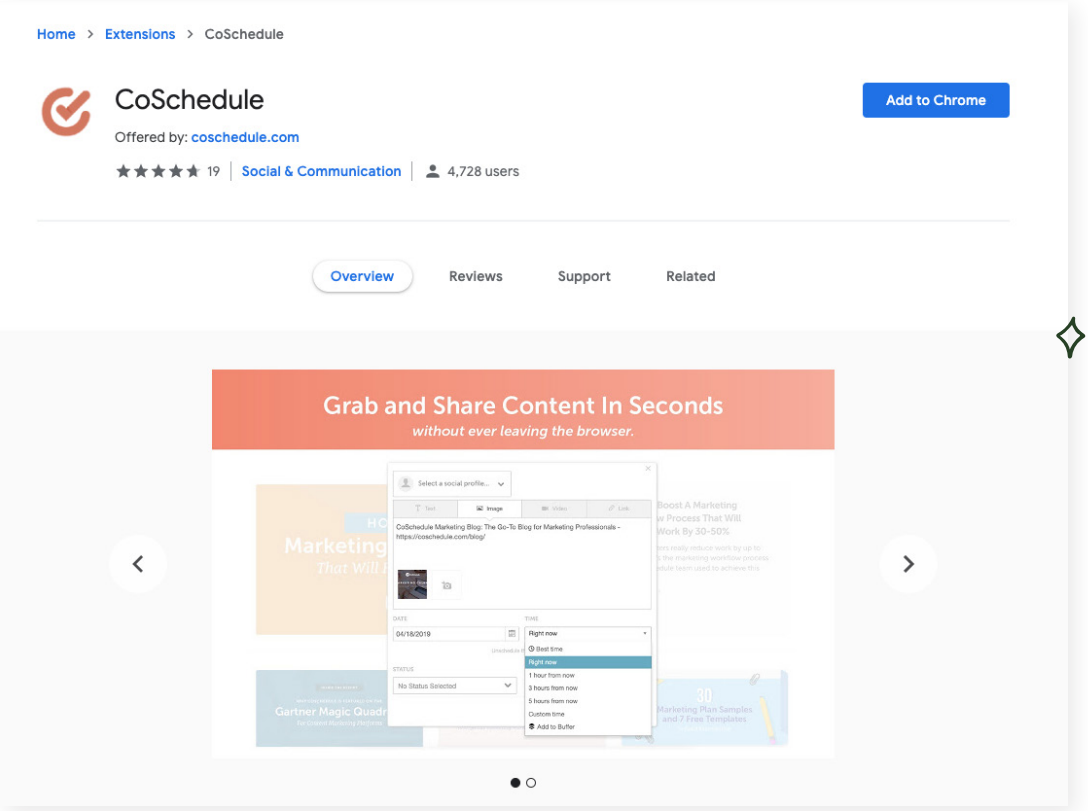
Recommended Group Settings: To start, we recommend setting a limit of no more than 3 messages from this group per week.



This lower sending limit will help you avoid publishing too many curated messages to your social channels.

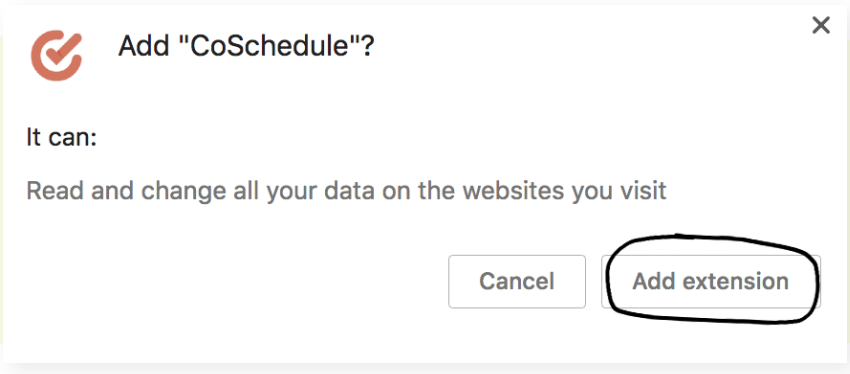
Step 2: Download the CoSchedule Browser Extension

Now it's time to install the CoSchedule browser extension.



Visit the Chrome Web Store and add the CoSchedule Chrome Extension.

Follow the prompts to go through the installation process.



Once it is installed, you will be able to find the CoSchedule icon where your browser extensions live.

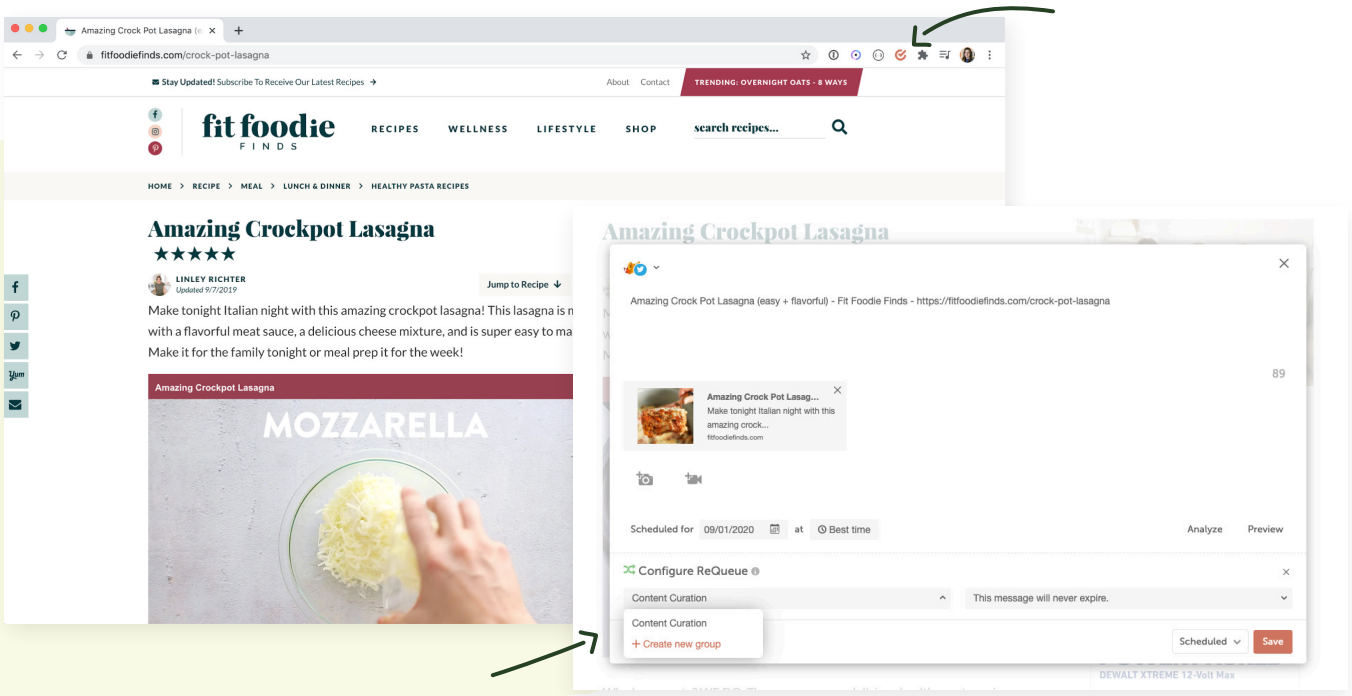
Step 3: Add curated content to ReQueue

Now you're ready to start adding curated content to your Content Curation ReQueue group.

TIP

You can use the process outlined in this chapter to quickly add content from your own website or blog to ReQueue, too.

When you find a blog post, quote, article, or link from another website you think your audience would like, click the CoSchedule icon where your extensions live.



The CoSchedule social media composer will pop-up and allow you to quickly share this content on your social channels.

Toggle on ReQueue just like you would on a social message in CoSchedule. Use the ReQueue group drop down to select your ReQueue group called Content Curation.

Continue to add blog posts, articles, or other resources to your Curated Content ReQueue group as you find them to keep your group fresh & full of valuable content for your followers.