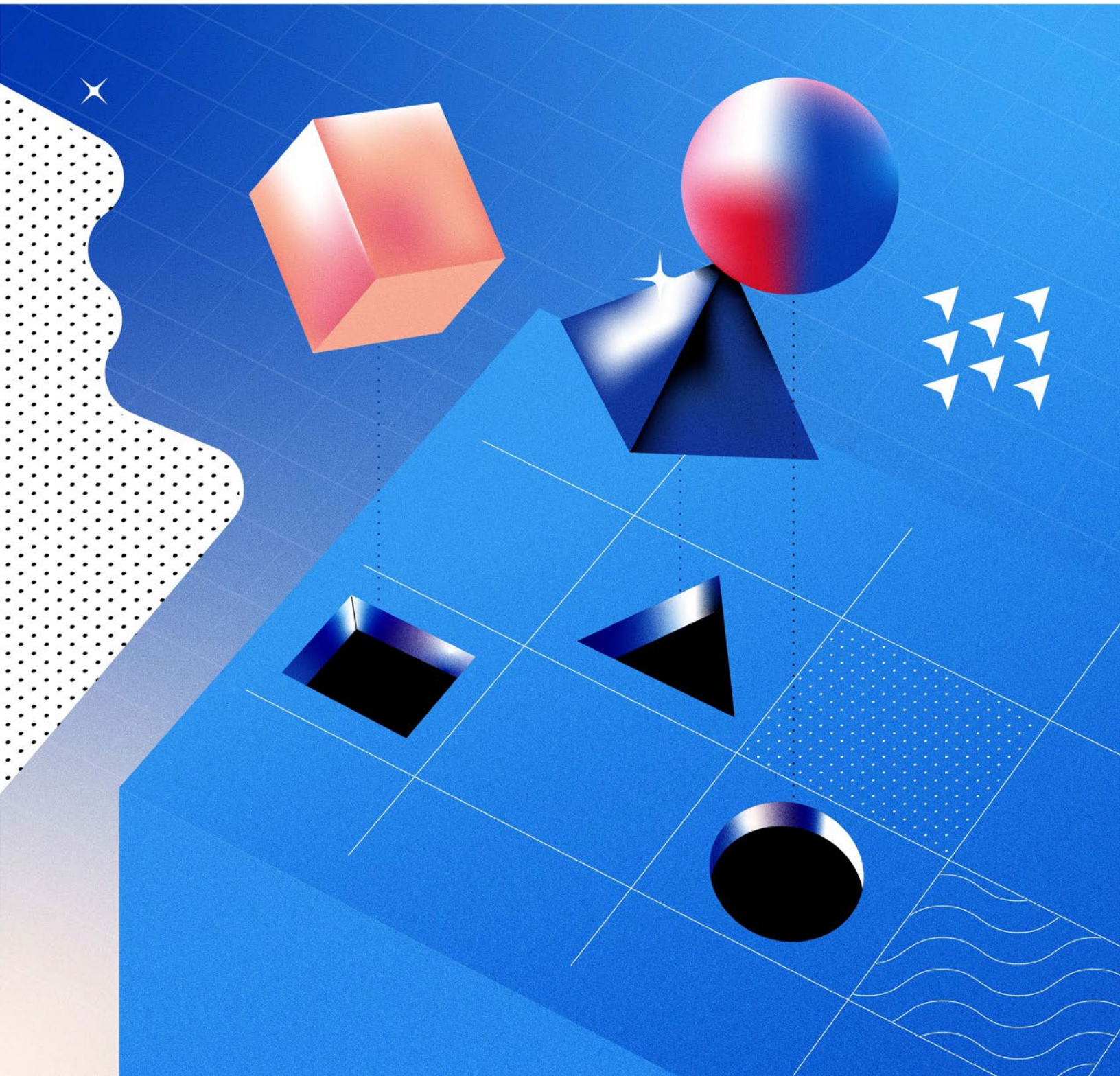
CoSchedule

Getting Started *with* Social Templates



In This Guide

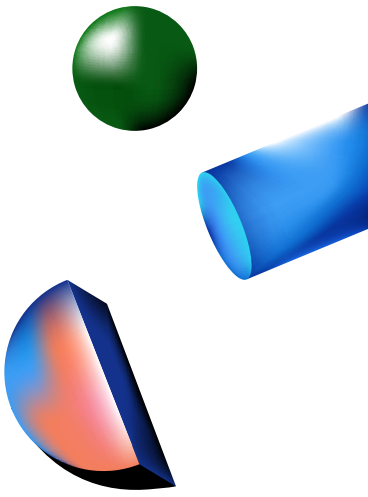
This guide shows you how to build and implement Social Templates to drive more traffic to your website all while spending less time planning and scheduling social messages. You'll get best practices, video tutorials, and step-by-step recommendations for using Social Templates to create reusable social plans to promote content, events, and more. If managing & publishing to social media channels is one of your responsibilities - this guide is a must-read for you!

Core Concepts:
Create the Perfect Social Sharing Plan You Can Reuse Again and Again 1

Implementation Chapter 1:
Save Time By Using Social Helpers To Auto-Fill Your Entire Social Queue 6

Implementation Chapter 2:
Use Social Helpers To Build More Engaging Social Campaigns..... 12

Implementation Chapter 3:
Define Social Posting Schedules To Follow Network & Publishing Frequency Best Practices..... 18

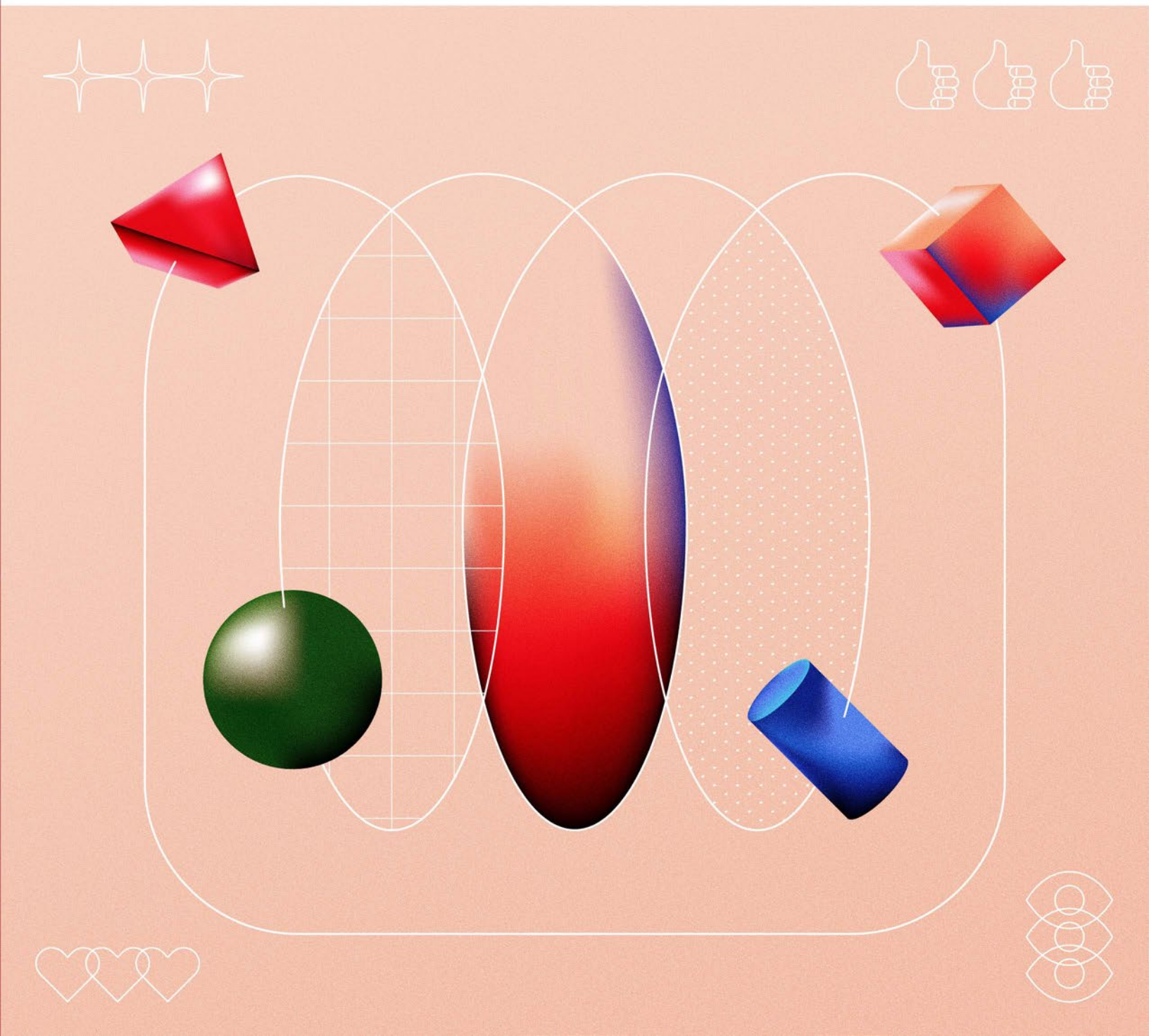


CoSchedule

Core Concept

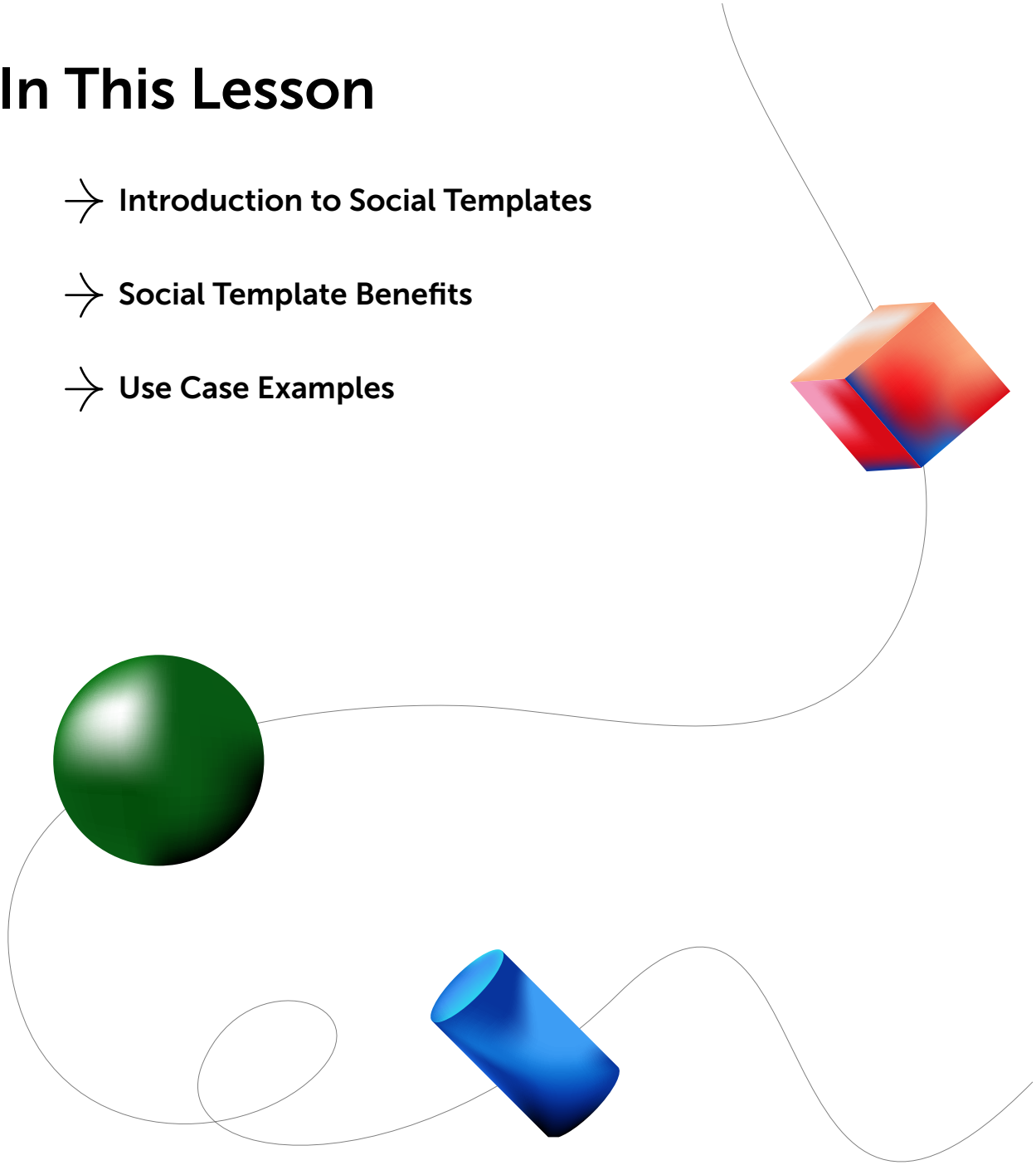
Create *the* Perfect Social Sharing Plan

You Can Reuse Again and Again



In This Lesson

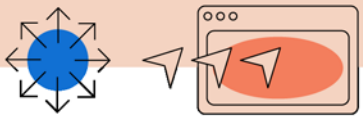
- Introduction to Social Templates
- Social Template Benefits
- Use Case Examples



Introduction to Social Templates

Two keys to getting more traffic to your website are to 1) write quality content and 2) share that content multiple times on social media.

Share promotional content multiple times on social media → *get more traffic to your website*



Here's the magic formula:

> Enticing social media messages + a game plan for promoting new content + best practices for social sharing frequency + sharing your best content again = **A lot more traffic to your website!**

But planning, writing, and scheduling social messages can be tedious and time-consuming. Enter Social Templates!

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. Giving you time back to write quality content instead!

Read more about how to write compelling social media messages that get clickthroughs

What is This Guide?

This guide offers an in-depth look at how Social Templates in CoSchedule can save you time and drive more traffic to your website with less effort.

Who's This Guide For?

This guide is designed for social media managers, marketers, and any individual responsible for social media promotion.

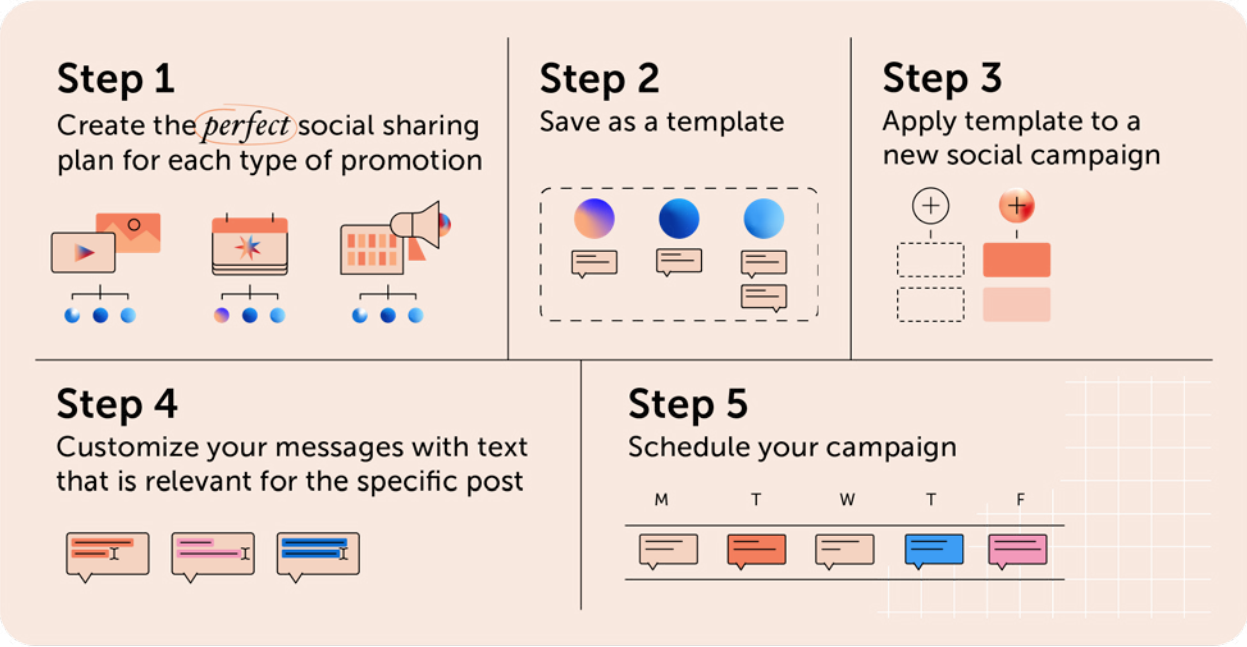
Social Template Benefits:

1. **Schedule dozens of social media messages in bulk.** Social templates allow you to quickly set up a series of scheduled messages across your social profiles, so you can share posts faster & drive traffic to your website.

2. **Eliminate tedious manual scheduling.** Create a predefined, reusable social sharing plan, so you can automatically schedule messages to publish at the right cadence & times. Focus on creating exceptional content instead of scheduling messages one at a time.

3. **Spend less time drafting social messages.** Use social helpers to auto-fill your social queue with pre-written content and/or writing prompts to inspire copy.

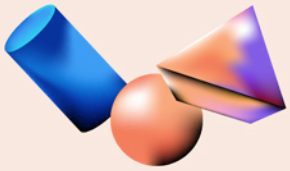
4. **Stay consistent with your social media schedule.** Pre-plan days, weeks, and months in advance with reusable social templates.



Click here to learn how to create your Social Templates from start to finish.

Use Case Examples

Create a *Social Template* for each type of social promotion you schedule on your calendar.



PROMOTE CONTENT

EXAMPLES:

Blog Post

Podcast

PLATFORMS

PROMOTE AN EVENT

EXAMPLES:

Conference

Webinar

PLATFORMS

SHARE A COMPANY ANNOUNCEMENT

EXAMPLES:

Industry Award

New Product Launch

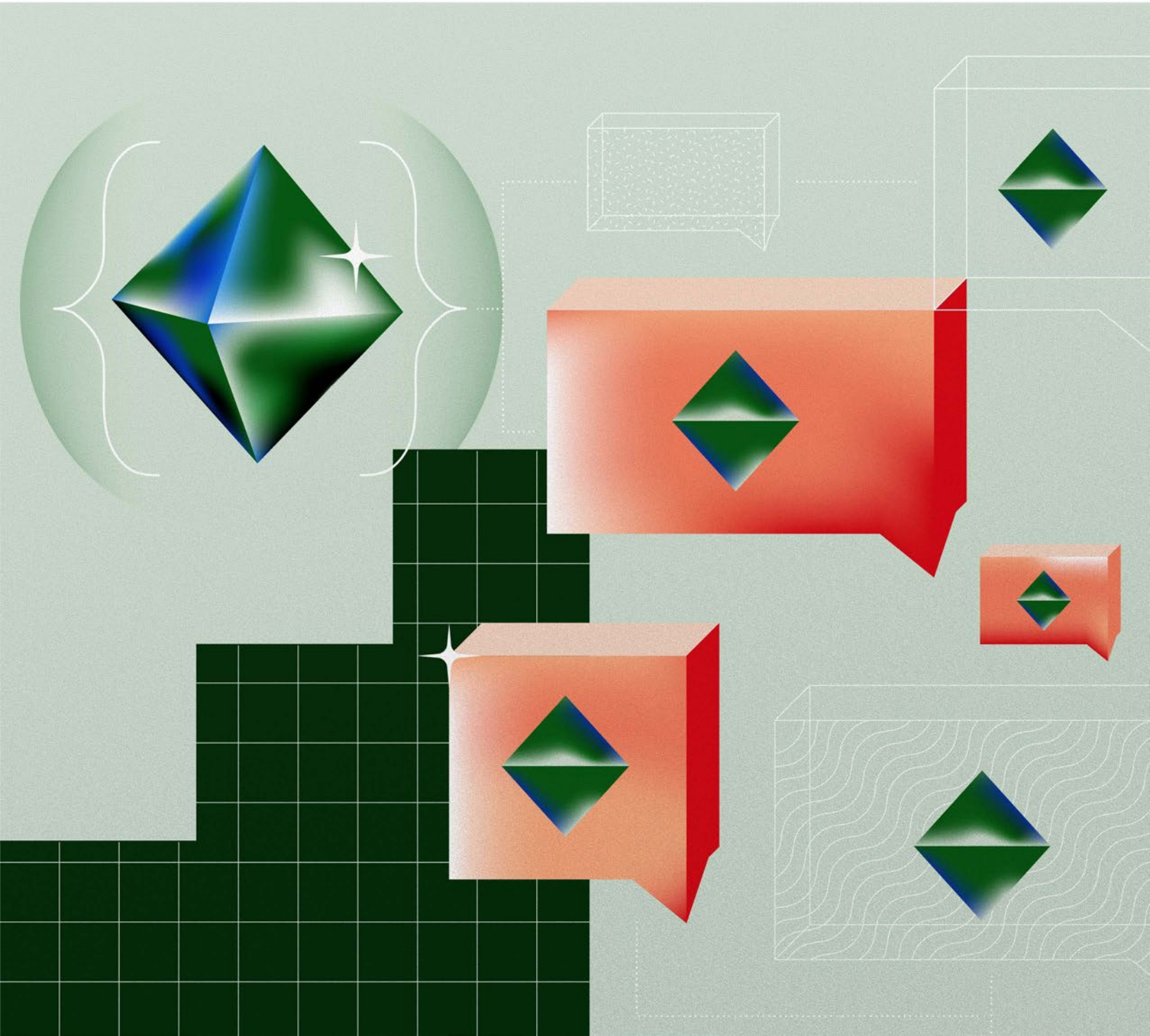
PLATFORMS

CoSchedule

IMPLEMENTATION
Chapter 1

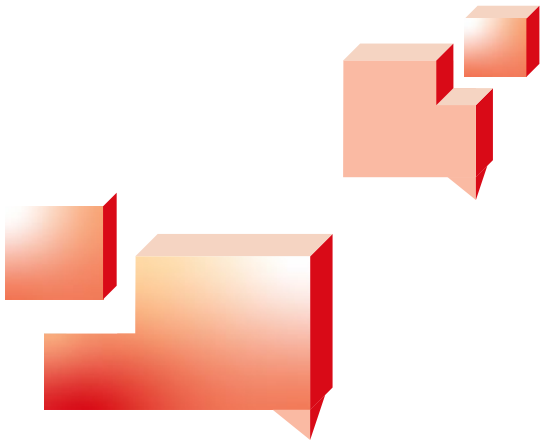
Save Time By Using Social Helpers

To Auto-Fill Your Entire Social Queue



In This Lesson

- An Introduction to Social Helpers
- Types of Social Helpers
- How to Add Social Helpers to Your Social Campaign



Elements Of Successful Social Messages: An Introduction To Social Helpers

Social Helpers are pre-built message prompts or copy "placeholders" that can be applied to a **Social Template**. Apply Social Helpers to your Social Template, then customize the content for each Social Helper once it's in a social campaign.

Use social helpers in any social campaign or social template to easily reuse text, images, videos, hashtags, and other copy across multiple messages. With Social Helpers, you can auto-fill your entire social queue in minutes.

Types of Social Helpers

Default: Each social campaign has default Social Helpers that automatically get added to your Social Template when a URL is added to your social campaign.
These include Title, Permalink, and Excerpt.

- **Title:** This is the title of the added URL. {title}
- **Permalink:** This is whatever URL is added to the Permalink field. {permalink}
- **Excerpt:** This is the scraped excerpt of the added URL. {excerpt}

Custom: Create additional Text, Image, and Video Helpers that you can customize. Custom Social Helpers are not automatically added to a social campaign. To create a Custom Social Helper, select the Create Helper button in the helpers section of your social campaign.

- **Text Helper:** Want to share the same copy in multiple social messages - like event details or campaign hashtags? Instead of endless copy/pasting, create Text Helpers to create text you can easily add to multiple social messages.
- **Image Helper:** Instead of having to manually upload the same image to multiple social messages, add a custom image helper to your social messages so you only have to add the image once.
- **Video Helper:** Just like custom image helpers, instead of having to manually upload the same video to multiple social messages, add a custom video helper to your social messages so you only have to add the video once.



Click here to learn more about Social Helpers in the Social Helpers Power Tip.

Elements of Your Social Messages

Text Helpers

Name	Shortcut	Example
Title (default)	{title}	*"How to Craft Great Content Consistently"*
Excerpt (default)	{excerpt}	*"There's a better way to write your article: by using a tried-and-tested article writing template."*
Text Helper (custom)	{add custom name}	*"This article writing template and guide will help remove blank page paralysis and give you an easy place to start thinking—and writing."*

Image Helpers

Name	Shortcut	Example
Image Helper (custom)	{add custom name}	
Video Helper (custom)	{add custom name}	

Link

Name	Shortcut	Example
Link/URL (default)	{permalink}	https://bit.ly/3hSOeXJ



How to add Social Helpers to your Social Campaign

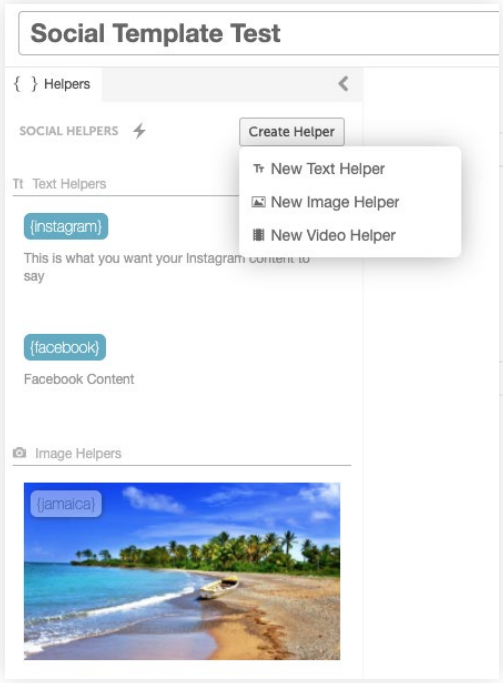
1. Create a new Social Campaign: In your main Calendar view, select Create > Social > Social Campaign.*

2. Click Templates in the upper left > Create Template > Create New.

3. Now, you can begin creating your Social Helpers!

4. Click Create Helper, then choose a Text Helper, Image Helper, or Video Helper. You can create as many of these in one template as you need.

Example: Two Text Helpers and an Image Helper

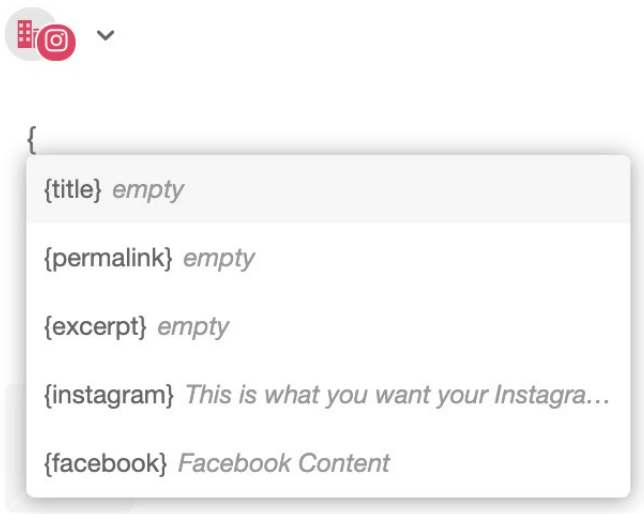


5. Once you have your Social Helpers created, you can add them to the promotion schedule within the template.

6. Select the squiggly bracket { on your keyboard and your list of Social Helpers will display, along with the default Social Helpers (Title, Permalink, and Excerpt).

**You can also add a Social Campaign to a project by clicking the Social Campaign icon from the custom attachment box within a project.*

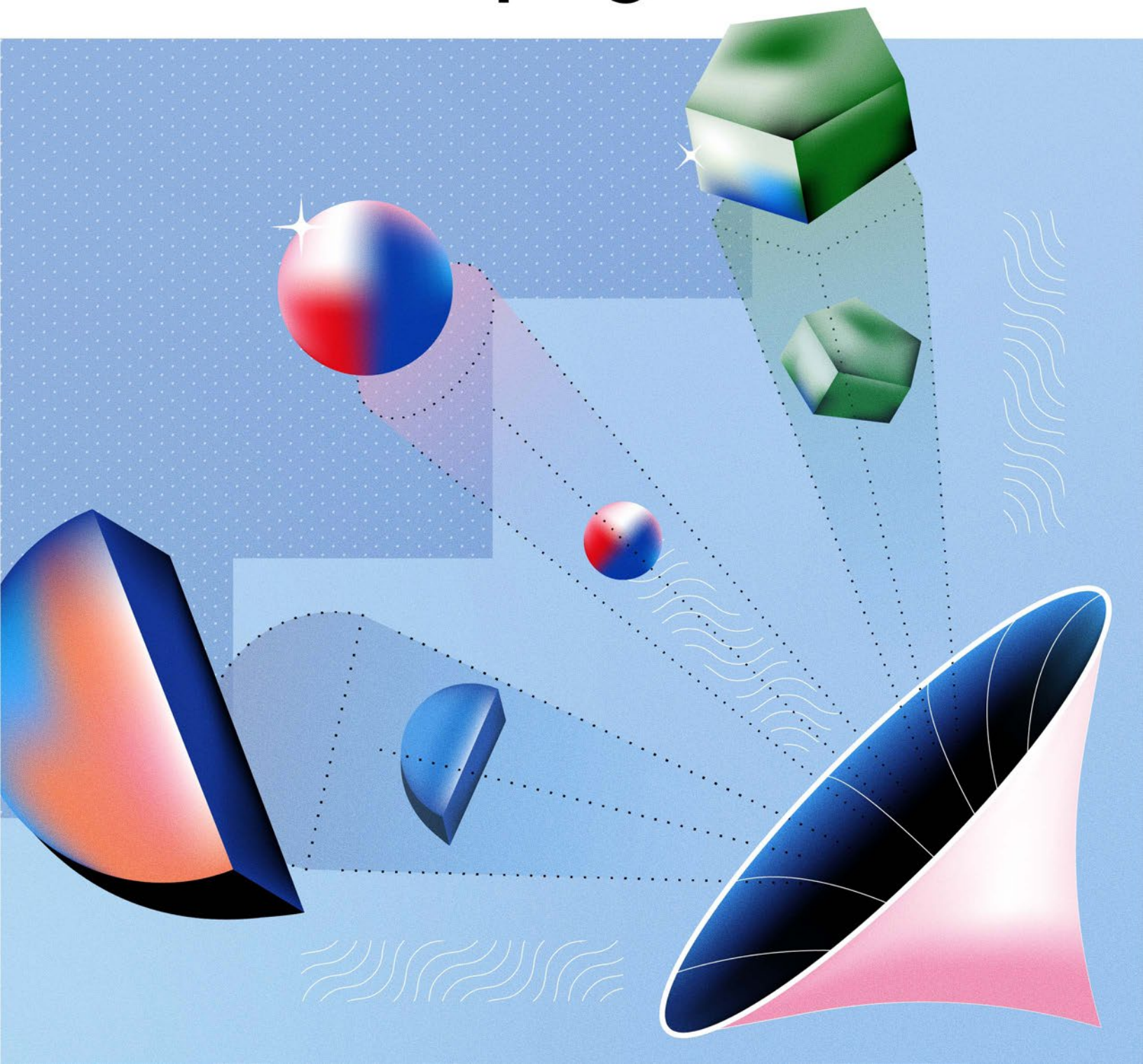
7. Create as many social messages here as you need to complete your Social Campaign template to use over and over again.



CoSchedule

IMPLEMENTATION
Chapter 2

Use Social Helpers To
Build More Engaging Social Campaigns



In This Lesson

- Social Helper Best Practice Tips
- Social Helper Examples & Inspiration
- Creating Hashtag Banks with Social Templates

Plan first, customize *later*.

Drafting social messages is tedious & time-consuming. But writing fresh, engaging social messages doesn't have to be difficult.

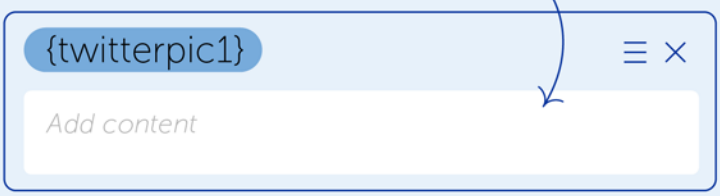
Instead of manually adding text, photos, and videos to each social campaign, use Social Helpers in your Social Template to easily reuse text, images, videos, and hashtags, across multiple messages.

Once you apply your Social Template, you can update Social Helpers to automatically build out all of your messages quickly.

Social Helper Best Practice *Tips:*

→ Create a helper for anything you know is a component of your messages. This could include things like {Event Details} {Hashtags} or {Quotes}

→ While creating your template, be sure to keep all of your custom social helpers empty. This will make sure the template is reusable.



→ If you don't have a video, substitute with a photo. Typically, you will always want some sort of visual in any social media post.



Social Helper Examples

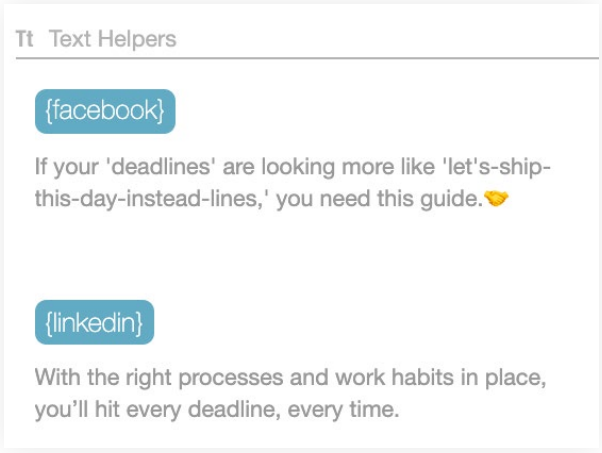
Use Case 1: Naming convention for each Social Media Platform

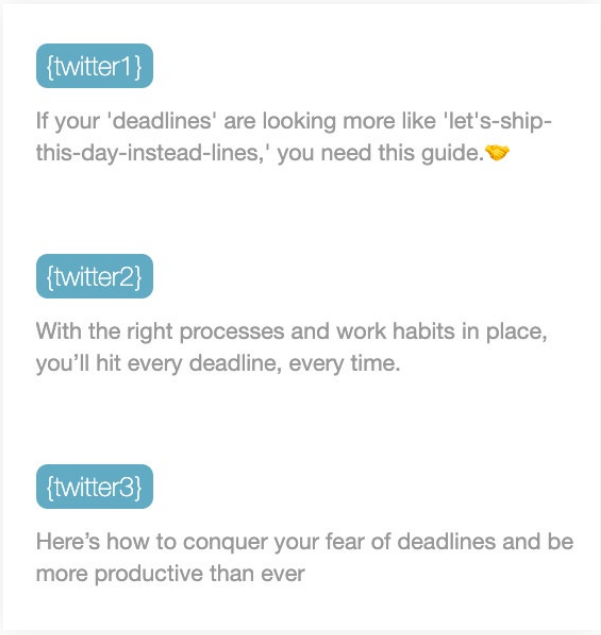
Custom Text Helpers
{facebook}
{linkedin}
{twitter1}
{twitter2}
{twitter3}
{instagram}
{pinterest}

Custom Image Helpers
{facebook}
{linkedin}
{twitter1}
{twitter2}
{twitter3}
{instagram}
{pinterest}

Custom Video Helpers
{facebook}
{twitter}
{instagram}
{pinterest}

Here's an example of how these text helpers look with customized text for each social media platform.





Use Case 2: Naming convention for type of message

Custom Text Helpers

{heading}
This Is The Social Media Posting Schedule That Will Boost Your Traffic By 192%

{how-to}
How To Build A Social Posting Schedule That Will Boost Your Traffic by 192%

{question}
What is the best posting schedule for each social media network? Find out here.

{humor}
How to increase your traffic by 192% by writing better messages, sharing more frequently, and bribing your co-workers with free pizza.

Create Hashtag Banks With Social Templates

Are hashtags a key component of your social media strategy?

Create a dedicated Social Template to house your hashtag strategy to make sure they are accessible & consistent when creating new social messages. Avoid misspelling hashtags, consistently use branded hashtags, and stop re-researching industry hashtags.

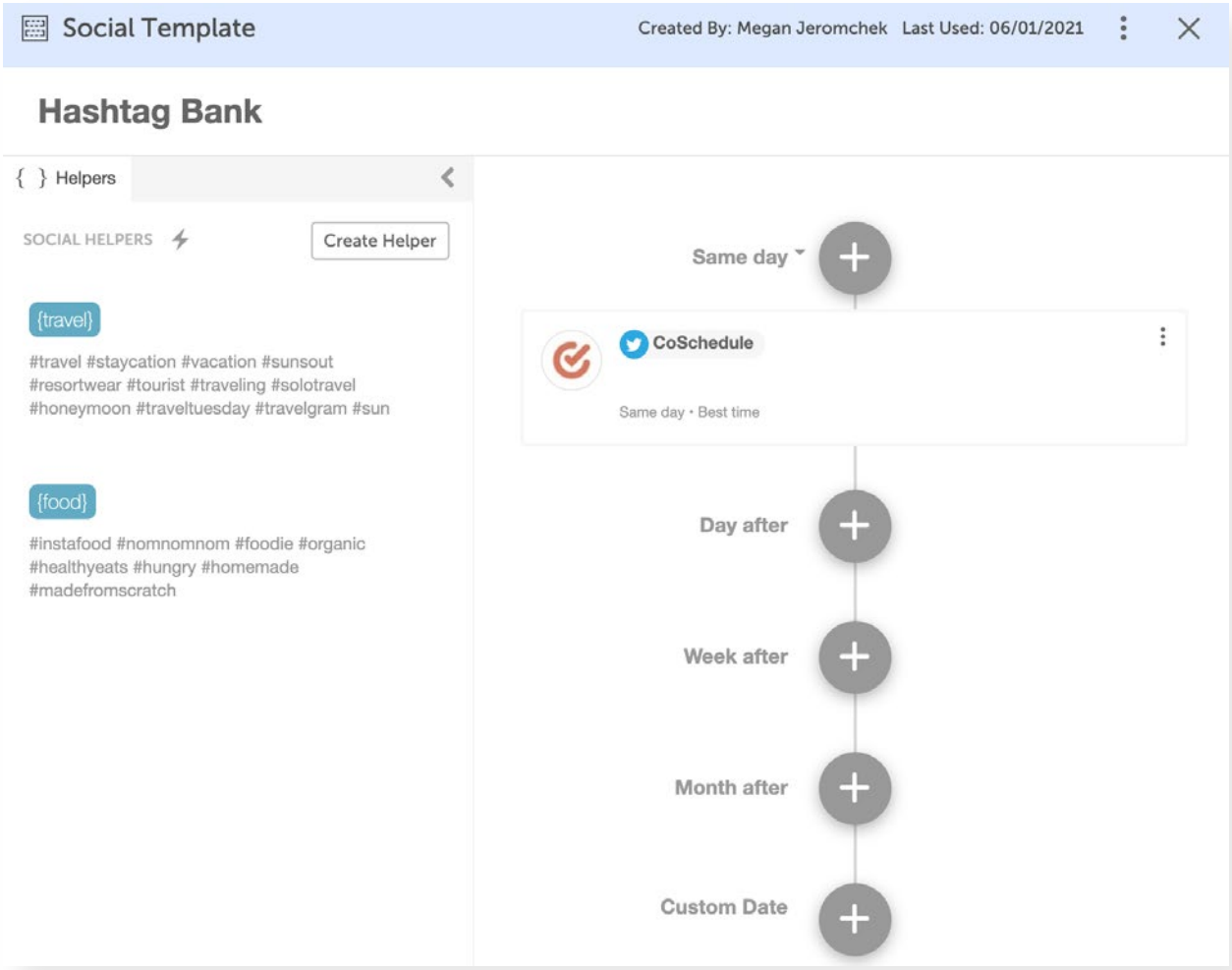
To start, create a new Social Template and call it “Hashtag Bank.” Within the template, you can add a new text helper for each hashtag group.

Each Social Template has to have at least one message in it in order for it to save as a template. When creating your hashtag Social Template, add one message (which can be deleted when using the template in a social campaign).

Then apply this template to a new Social Campaign to use the hashtag groups.

Pro *Tip:*

Text Helpers are only supported when using Social Templates, so they will not be available in stand-alone social messages. As a workaround, you can copy the text from your Hashtag Bank and then paste it directly into a stand-alone message.

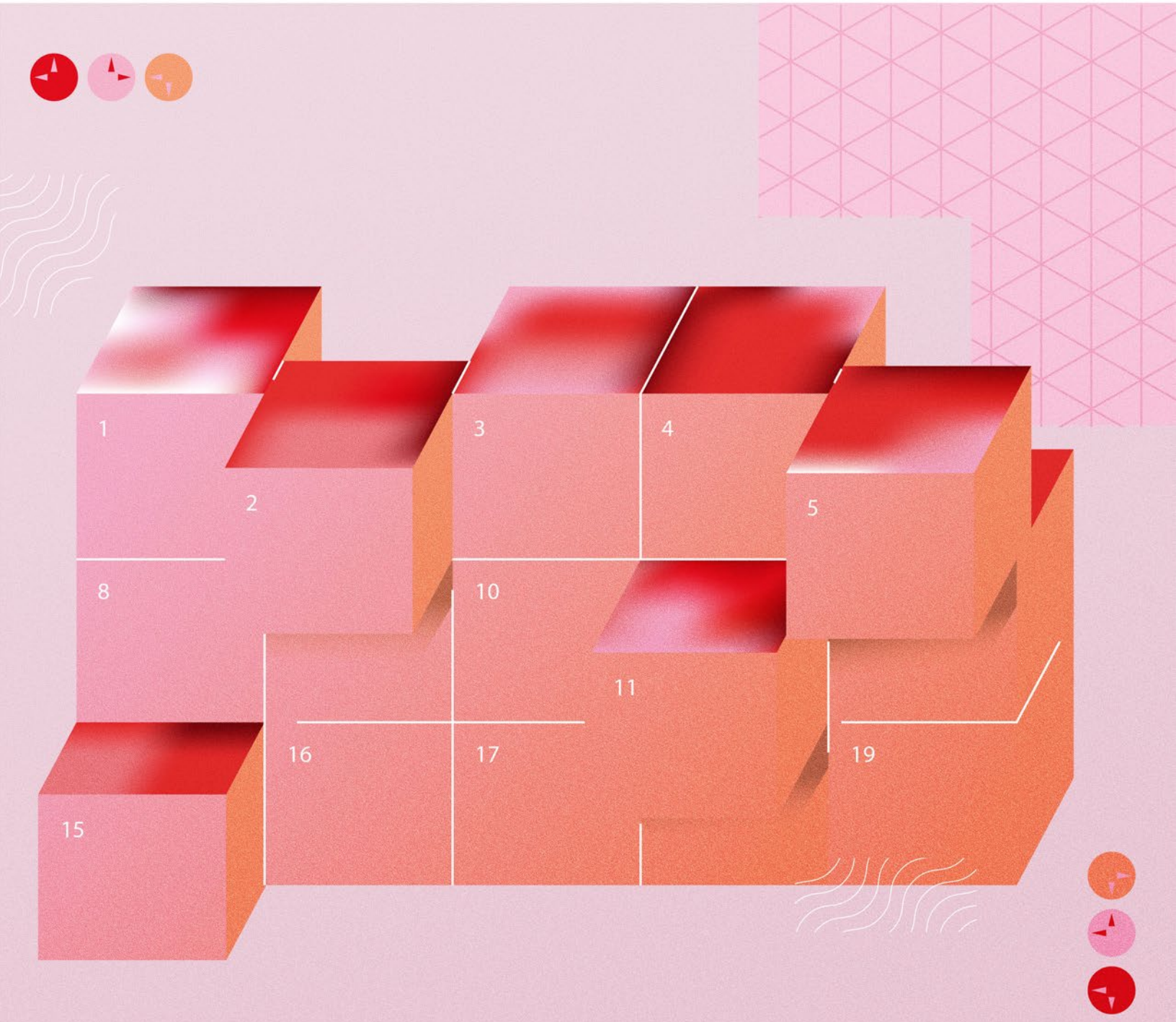


CoSchedule

IMPLEMENTATION
Chapter 3

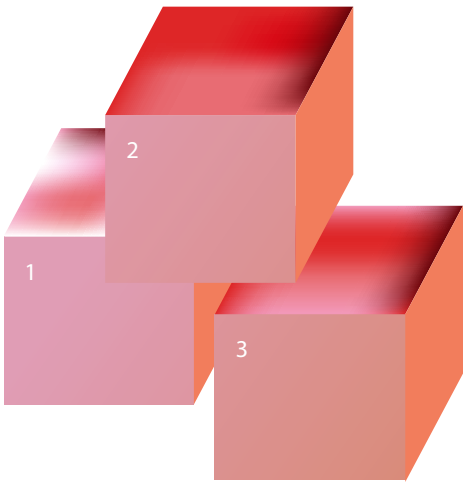
Define Social Posting Schedules

To Follow Network & Publishing Frequency Best Practices



In This Lesson

- Which Social Helpers to Include Per Network
- Best Practices for setting up Social Templates on Instagram, Twitter, Facebook, LinkedIn, and Pinterest
- Social Media Posting Schedule Examples



Use the guide below to help decide which Social Helpers to include per social platform. Remember that you can customize the text, photos, and videos in the Custom Social Helpers. ***Plan first, customize later.***

Which Social Helpers to Include
Per Social Network

{title}	{title}	{title}	{title}	{title}
{image helper}	{excerpt}	{excerpt}	{excerpt}	{permalink}
{text helper}	{permalink}	{permalink}	{permalink}	{image helper}
	{image helper}	{image helper}	{image helper}	{text helper}
	{text helper}	{text helper}	{text helper}	
		{video helper}		

Read this blog to learn how social media posting schedules help content be successful

Best Practices for setting up Social Templates on Instagram, Twitter, Facebook, LinkedIn, and Pinterest

Instagram

- Character limit: 2,200 characters (includes hashtags), 30 hashtags
- Photo size: 1080 x 1920 pixels
- Video size: 1080 x 1080 pixels
- Video length: 2 minutes
- Best Practice: Instagram doesn't hyperlink URLs in a post. Instead, add a featured bit.ly URL to your Instagram bio then reference URL in posts. ("Link to article in bio.")

Twitter

- Character limit: 280 characters
- Photo size: 1200 x 628 pixels
- Video size: 1280 x 720 pixels
- Video length: 15 seconds or less
- Best Practice: Twitter doesn't allow the same post to go out more than once, so switch up what's in the post, i.e. one with photo, one with title + photo, etc.)

Facebook

- Photo size: 1,200 x 630 pixels
- Video size: 1280 x 720 pixels
- Video length: 2-5 minutes

LinkedIn

- Photo size: 1128 x 376 pixels
- Video size: 256 x 144 to 4096 x 2304 pixels
- Video length: 30 seconds

Pinterest

- Photo size: 600 x 900 pixels
- Video size ratio: 1:1 (square) or 16.9 (widescreen)
- Video length: 10-15 seconds

Social Media Posting Schedule Examples

Don't want to think through best practices? Here's a break-down of how to plan your own social sharing strategy per network, making sure every network gets lots of message variation.

To start, here's a list of different types of content you might be sharing on social media. When you use multiple messages, you're able to share the same piece of content more often. This provides more opportunities to drive traffic to that content.

Use the infographics below to plan a month's worth of social messages to continually promote your content.

Use Social Templates to...

- Promote a blog
- Promote a podcast
- Promote a webinar
- Promote a conference
- Promote an industry award
- Promote a new product launch

Pro *Tip:*

You can share to some networks more than others. This is partially due to the concept that you can share more often daily to certain social networks - like Twitter - as compared to Facebook and LinkedIn.

Blog Post Social Sharing

Promote 10x

SAME DAY

(3 months before event)

- {twitter-text1} {permalink} {twitter-image1} — BEST TIME
- {linkedin-text} {permalink} {linkedin-image} — BEST TIME
- {facebook-text} {permalink} {facebook-image} — BEST TIME
- {title} {permalink} {pinterest-image} — BEST TIME

DAY AFTER

- {title} {permalink} {twitter-image2} — BEST TIME

3 DAYS AFTER

- {twitter-text2} {twitter-image3} {permalink} — BEST TIME

4 DAYS AFTER

- {title} {permalink} — BEST TIME

5 DAYS AFTER

- {twitter-text3} {permalink} {twitter-image1} — BEST TIME

1 WEEK AFTER

- {excerpt} {twitter-image2} — BEST TIME
- {title} {permalink} {pinterest-image} — BEST TIME

13 DAYS AFTER

- {title} {permalink} {twit-ter-image} — BEST TIME
- {title} {permalink} {facebook-image} — BEST TIME

20 DAYS AFTER

- {title} {permalink} {twitter-image1} — BEST TIME



Conference Social Sharing

Promote 25x (Pre-Event and Post-Event)

Pre-Event Conference Promotion (20 posts)

SAME DAY

(3 months before event)

{twitter-text1} {permalink} {twitter-image1} — SAME TIME AS PUBLISH

{permalink} {facebook-image} — SAME TIME AS PUBLISH

5 DAYS AFTER

{twitter-text4} {permalink} {twitter-image4} — BEST TIME

15 DAYS AFTER

{twitter-text1} {permalink} {twitter-image1} — BEST TIME

30 DAYS AFTER

(2 months before event)

{twitter-text2} {permalink} {twitter-image2} — BEST TIME

40 DAYS AFTER

{twitter-text2} {permalink} {twitter-image2} — BEST TIME

45 DAYS AFTER

{facebook-text2} {permalink} — BEST TIME

50 DAYS AFTER

{twitter-text4} {permalink} {twitter-image4} — BEST TIME

60 DAYS AFTER

{facebook-text1} {permalink} — BEST TIME

65 DAYS AFTER

{twitter-text2} {permalink} {twitter-image2} — BEST TIME

70 DAYS AFTER

{twitter-text3} {permalink} {twitter-image3} — BEST TIME

76 DAYS AFTER

(2 weeks before event)

{twitter-text4} {permalink} {twitter-image4} — BEST TIME

Continued on next page

83 DAYS AFTER

(1 week before event)

{facebook-text2} {permalink}
BEST TIME

87 DAYS AFTER

(3 days before event)

{twitter-text1} {permalink}
{twitter-image1}
SAME TIME AS PUBLISH

88 DAYS AFTER

(2 days before event)

{facebook-text} {permalink}
BEST TIME

{twitter-text4} {permalink}
{twitter-image4}
BEST TIME

89 DAYS AFTER

(1 day before event)

{twitter-text1} {permalink}
{twitter-image1}
BEST TIME

90 DAYS AFTER

(Day of event)

{facebook-text1} {permalink}
BEST TIME

{twitter-text1} {permalink}
{twitter-image1}
BEST TIME

Post-Event Conference
Promotion (5 posts)

SAME DAY

{twitter-text1} {permalink}
{twitter-image1}
SAME TIME AS PUBLISH

{permalink}
{facebook-image}
SAME TIME AS PUBLISH

{twitter-text2} {permalink}
{twitter-image2}
5 HOURS AFTER PUBLISH

1 WEEK AFTER

{facebook-text2}
{permalink}
BEST TIME

{twitter-text1} {permalink}
{twitter-image1}
BEST TIME



New Product Launch

Promote 13x

SAME DAY

- {twitter-text1} {permalink} {twitter-image1} — BEST TIME
- {facebook-text1} {permalink} — BEST TIME
- {linkedin-text} {permalink} {linkedin-image} — BEST TIME
- {title} {permalink} {pinterest-image} — BEST TIME

DAY AFTER

- {twitter-text2} {twitter-image2} {permalink} — BEST TIME
- {linkedin-text2} {permalink} {linkedin-image2} — BEST TIME

3 DAYS AFTER

- {facebook-text2} {permalink} — BEST TIME
- {twitter-text3} {permalink} {twitter-image3} — BEST TIME

1 WEEK AFTER

- {facebook-text2} {permalink} — BEST TIME
- {twitter-text1} {permalink} {twitter-image1} — BEST TIME
- {title} {permalink} {pinterest-image} — BEST TIME

12 DAYS AFTER

- {title} {permalink} {linkedin-image} — BEST TIME

14 DAYS AFTER

- {twitter-text2} {permalink} {twitter-image2} — BEST TIME

18 DAYS AFTER

- {twitter-text4} {permalink} {twitter-image4} — BEST TIME

20 DAYS AFTER

- {twitter-text1} {permalink} {twitter-image1} — BEST TIME
- {title} {permalink} {pinterest-image} — BEST TIME

Here's what your completed Social Campaign will look like when using a Social Template (example: Blog post)

