Editorial Calendar Onboarding For Individuals & Startups

CoSchedule

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What the Heck Can I Accomplish with CoSchedule?
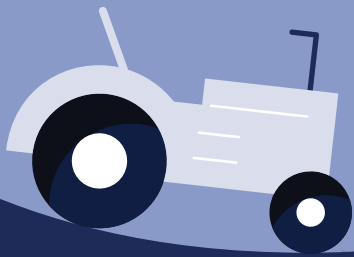
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The TL;DR Version

What is CoSchedule?

It's an **editorial calendar software** for bloggers, solopreneurs, and startups looking to organize their blog and social media in one place.

Why You Need CoSchedule?

It makes it easier to **publish regularly, schedule social media posts, and drive traffic** to your site – all in one tool.

What You Can Accomplish with CoSchedule?

- ✓ Schedule Social Media
- ✓ Manage Your Blog
- ✓ Plan Your Content
- ✓ Automate Social Sharing With ReQueue
- ✓ Templatize Your Social Campaigns

CoSchedule Overview

What is This Guide?
This guide is your first step to getting started with CoSchedule.

Who's This Guide For?
This guide is specifically designed to help bloggers, solopreneurs and small businesses who are new to CoSchedule.

Why Should You Read This Guide?
This guide will give you a high level understanding of what CoSchedule is and what it can help you accomplish.

What is CoSchedule?
CoSchedule is editorial calendar software for bloggers, solopreneurs, and startups looking to organize their blog and social media in one place.

Why Do You Need CoSchedule?
Being proactive, publishing regularly, and growing your audience is hard work. CoSchedule makes it easier to publish blog posts consistently, schedule social media posts, and drive traffic to your site — all in one tool.

What You Can Accomplish With CoSchedule

01 SCHEDULE YOUR SOCIAL MESSAGES

Social media typically involves crazy workarounds, multiple tools, copy/pasting, and logging in and out of all your social media accounts. Ugh.

It's easy to keep your social channels active by scheduling all your social messages with CoSchedule.

From blog promo to content curation and everything in between, simply add a social message to your CoSchedule calendar, and we'll push it live when it's time.
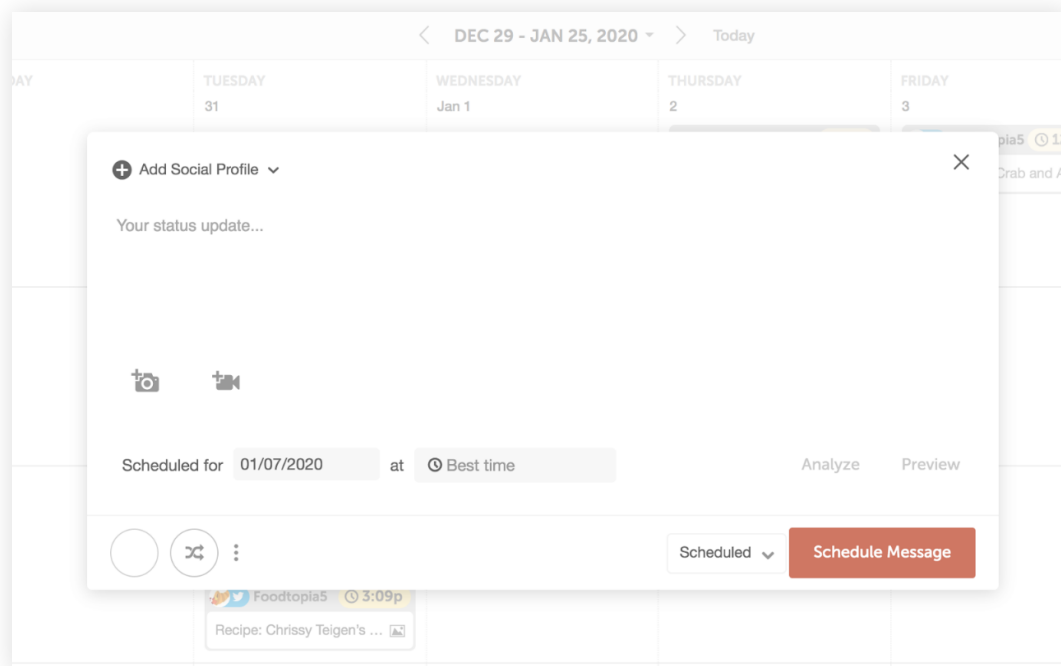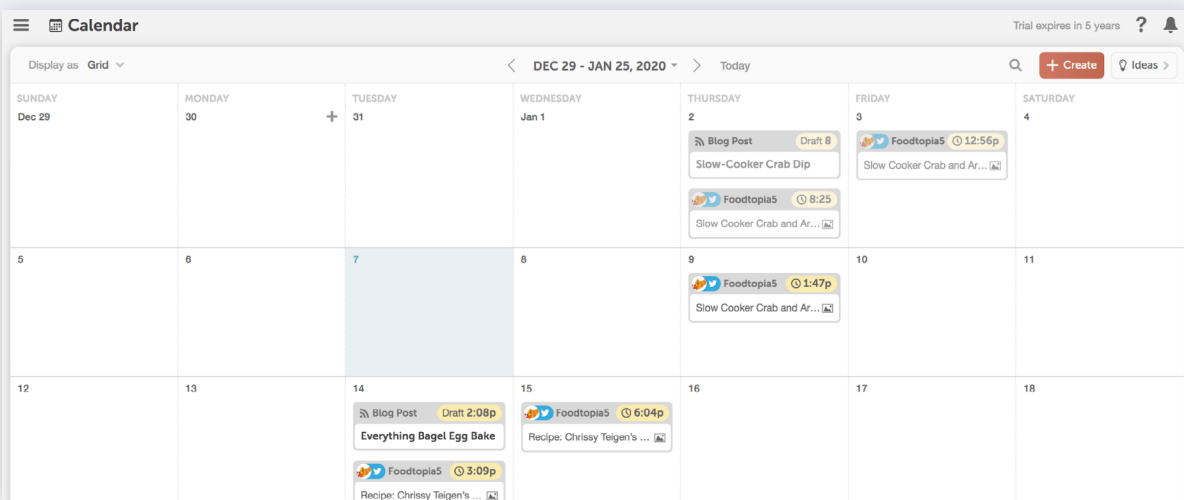
Social Messages in CoSchedule
A Real-Life Example

Here's what your future CoSchedule calendar could look like when you've scheduled some social messages...

Some ideas of social messages you can add to your calendar include:

- **Content curation messages** – Share content from external sources to raise engagement.
- **Timely news messages** – See a relevant topic for your business trending on Twitter? Add a few social messages about it to your CoSchedule calendar.
- **General business promo messages** – Drive traffic to your website by creating some posts that promote your business.
- **Blog promo messages** – Build your audience by sharing your content with regular social media posts to promote your content.

02
MANAGE YOUR WORDPRESS BLOG

WordPress is great... except it's impossible to see a schedule of what you want to post and when. That makes publishing blog posts a tedious and way more manual process than it should be.

Organize all of your WordPress posts on a unified editorial calendar with CoSchedule. If it's your dream to publish content more regularly, your editorial calendar makes it easy to write, publish, and promote all your WordPress posts in CoSchedule.

You can also save time by scheduling social messages as you write blog posts right in WordPress. CoSchedule is a standalone, approved app that syncs with WordPress and won't slow your install down or wreak havoc on your other plugins.
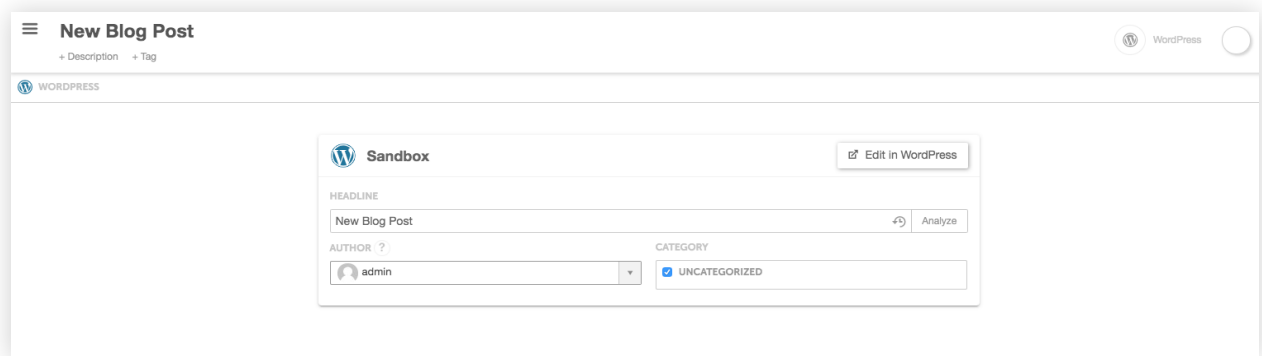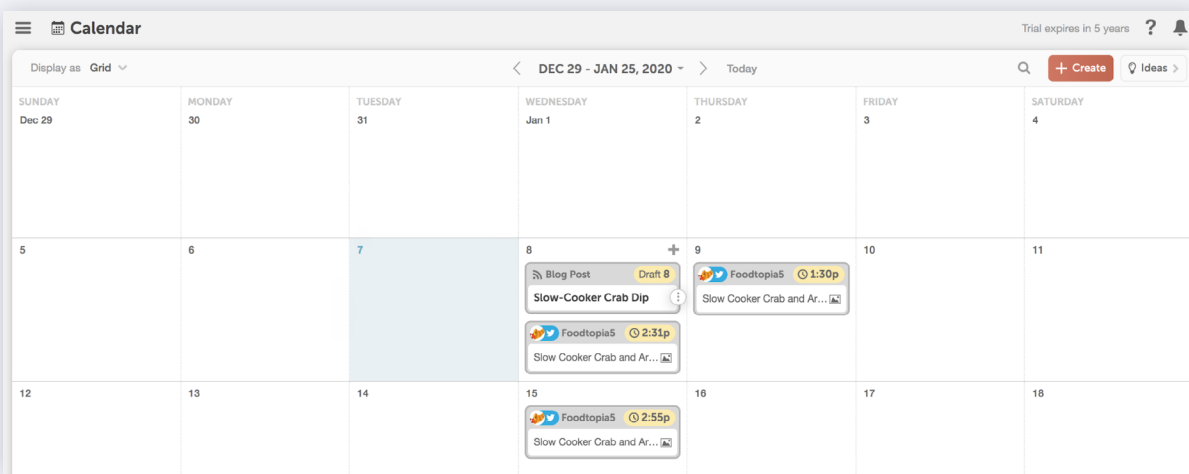
WordPress Blog Management in CoSchedule
A Real-Life Example

Here's what your future CoSchedule calendar could look like when you manage your blog with CoSchedule...


Your blog post living side-by-side next to all the relevant social messages that help promote it.

03 PLAN YOUR CONTENT

Planning content is hard work. In the past, you'd schedule your blog posts and social media separately, but when things inevitably needed to change... it was impossible to reschedule everything without wasting a half day on hundreds of clicks to make it right. But it can be a lot easier and less time consuming with CoSchedule.

CoSchedule's drag-and-drop calendar makes rescheduling easy. Simply drag and drop a blog post, and all of your related social messages will automatically adjust without tedious, manual rescheduling.
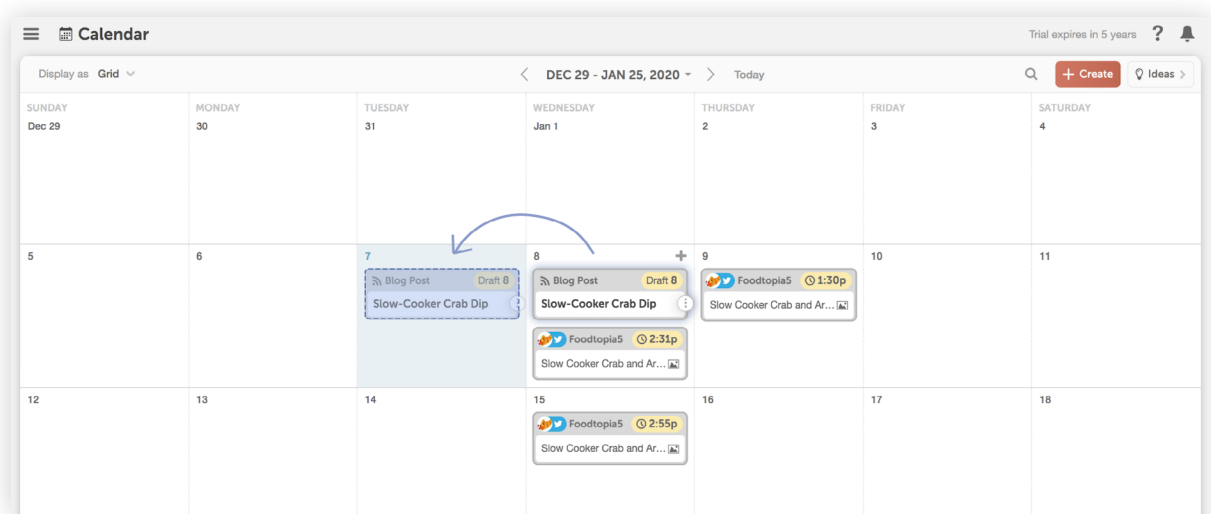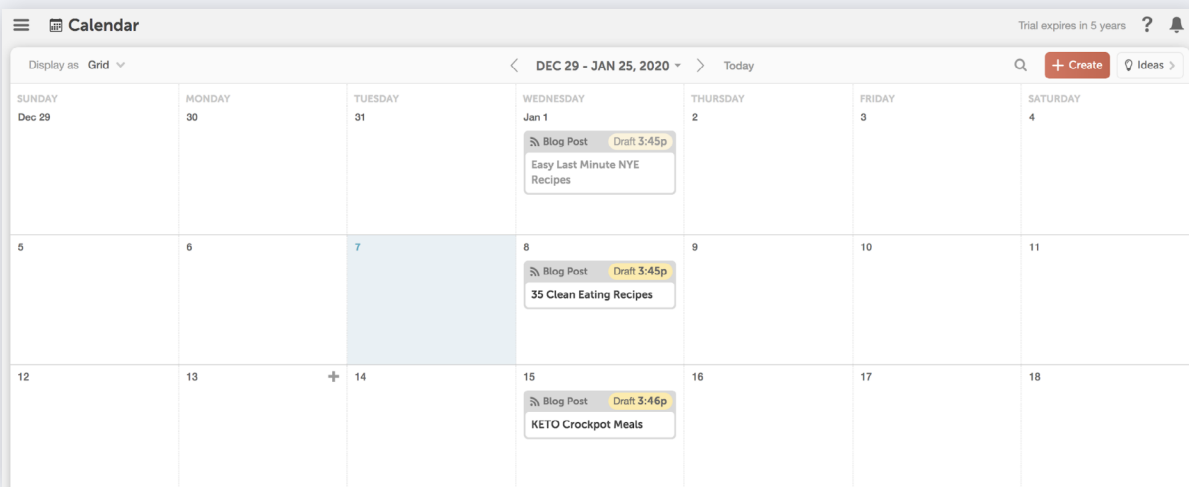
Content Planning in CoSchedule
A Real-Life Example

Here's what your future CoSchedule calendar could look like when you plan your content in CoSchedule...

You'll see all your upcoming blog posts so that you can publish more and hold yourself accountable for reaching your goals.

04 AUTOMATE SOCIAL SHARING WITH REQUEUE

Sharing enough content on social media is hard... and not sharing enough means missed opportunities to increase your traffic... until you implement ReQueue.

Create a social message, add it to ReQueue, and CoSchedule will automatically publish the message at the best times so you can increase traffic to your blog with no extra effort on your part.

The best part? ReQueue takes into account your entire social schedule, so you'll never post duplicate content or push too many messages out at once.
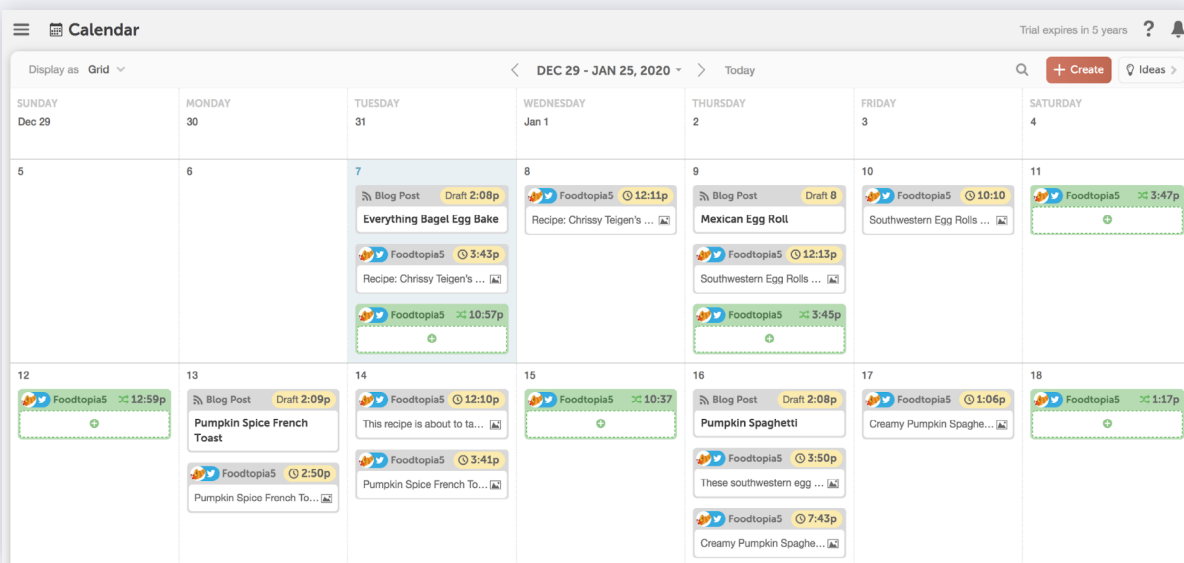
ReQueue Automation in CoSchedule
A Real-Life Example

Once you enable ReQueue, here's what your CoSchedule Calendar could look like...

You'll see green social messages appear, which means ReQueue is hard at work promoting your content and growing your traffic.

05 TEMPLATIZE YOUR SOCIAL CAMPAIGNS

CoSchedule is the only social media tool that has customizable social sharing templates.

You know how every time you write a blog post, you have to re-create a social sharing schedule to promote it? Doesn't that feel really repetitive and time consuming?

With Social Templates in CoSchedule, you create your perfect social sharing schedule and apply it to every blog post so that you'll never have to think about what channels to share your blog post on again.

Added bonus... you'll also maximize the traffic to your posts since you'll consistently be sharing your blog posts on social media multiple times.
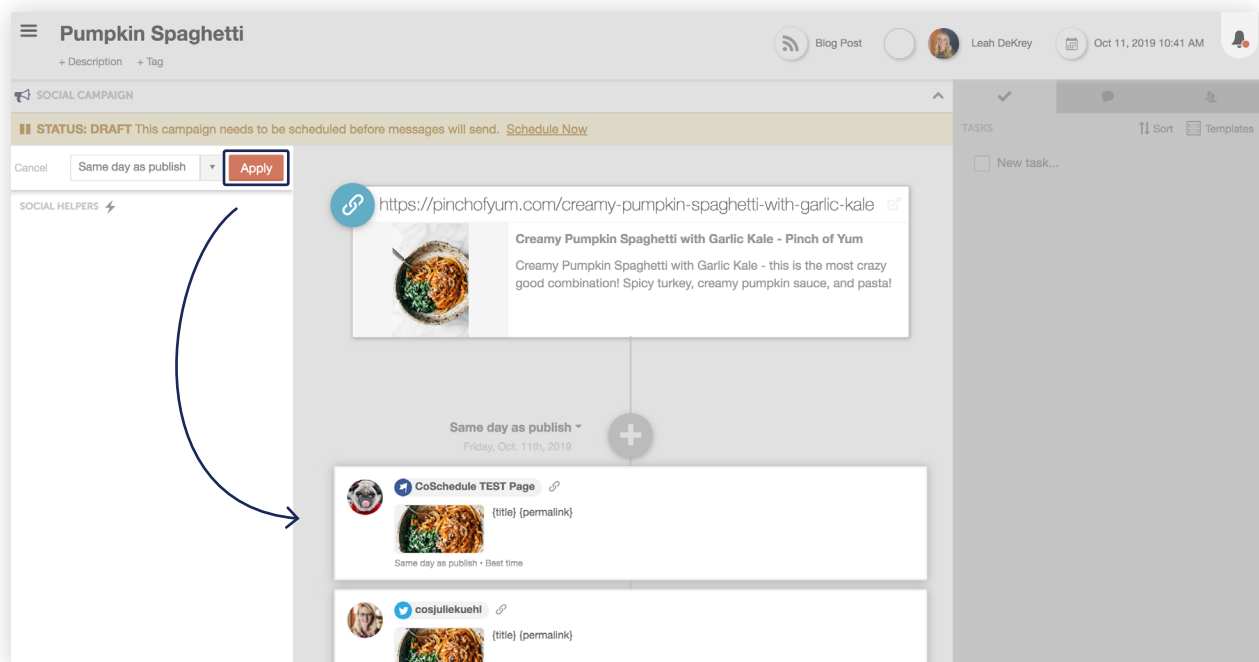
Social Templates in CoSchedule
A Real-Life Example

Here's what applying a social template to your campaign in CoSchedule could look like...

So... What's Next?

[5 Steps to Finding the Light Bulb Moment With CoSchedule](#) →

Or, Head Over to Your Own CoSchedule
Calendar and Start Planning

GO TO MY CALENDAR →

5 Steps To Finding The Light Bulb Moment With CoSchedule

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The TL;DR Version

Connecting a social profile: allows you to promote your blog posts and plan your content strategy side-by-side to grow your audience.

Adding a project: holds you accountable for publishing consistently and hitting the deadlines you impose on yourself.

Adding a social message: Saves you time decreasing the number of tools needed to manage your blog.

Adding a task: Visualizes what you need to get accomplished everyday to grow your business and reach your goals.

Drag and drop projects: Saves you time by putting an end to unproductive work like manual scheduling.

Light Bulb Moment Checklist

Before we get started, use this checklist to follow along step-by-step. It will help guide you through what's covered in this chapter.

Step	Completed	Action Item	Instructions
Complete all steps on your CoSchedule Editorial Calendar			
1		Connect at least one social profile	To set up social profile integrations, read the help doc for assistance.
2		Add a blog post	Add the project to a future date on your calendar. This is step one to getting proactive with your blog planning.
3		Add a social campaign to your blog post	Add at least on social message to your blog post in CoSchedule.
4		Add a task to your blog post	Create at least one task that needs to get accomplished for your blog to publish.
5		Drag & drop a blog post to a future date	Move the blog post project to a new date in the future and see all social messages and tasks reschedule, too.

Introduction

What Is This Guide?
It's a concise guide to the 5 most basic parts of CoSchedule. We will walk you through the first steps to setting yourself up for success with CoSchedule.

Who's This Guide For?
New CoSchedule Editorial Calendar users.

What You Will Learn:
How CoSchedule will help you...

- Save time
- Publish more often
- Grow your audience

What's the Light Bulb Moment?
Scheduling a blog post, attaching tasks and social messages to the post, then drag and drop the post to reschedule everything in seconds.

Why You Should Read this Guide?
This guide will help you quickly find the value in CoSchedule to help you grow your business and meet your publishing goals.

You've come to us with the goal of becoming a more organized and productive blogger. This guide is your sherpa.

It's CoSchedule's most basic parts, boiled down to help you find those "whoa... that's awesome" moments.

01
STEP 1

Connect a Social Profile

To get started on the right foot, we recommend connecting a social profile.

This simple feature packs a big punch in terms of value and sets CoSchedule apart from other tools on the market.

What Value Does This Provide?
You've got to promote your content to grow traffic and build your audience.

We make it simple. In other words, you can schedule your social messages AND write your blog posts in CoSchedule.

Why Does this Matter?
It saves you time—you don't have to use different tools to schedule your blog posts and social media.

Blog promotion without CoSchedule **vs** Blog promotion with CoSchedule
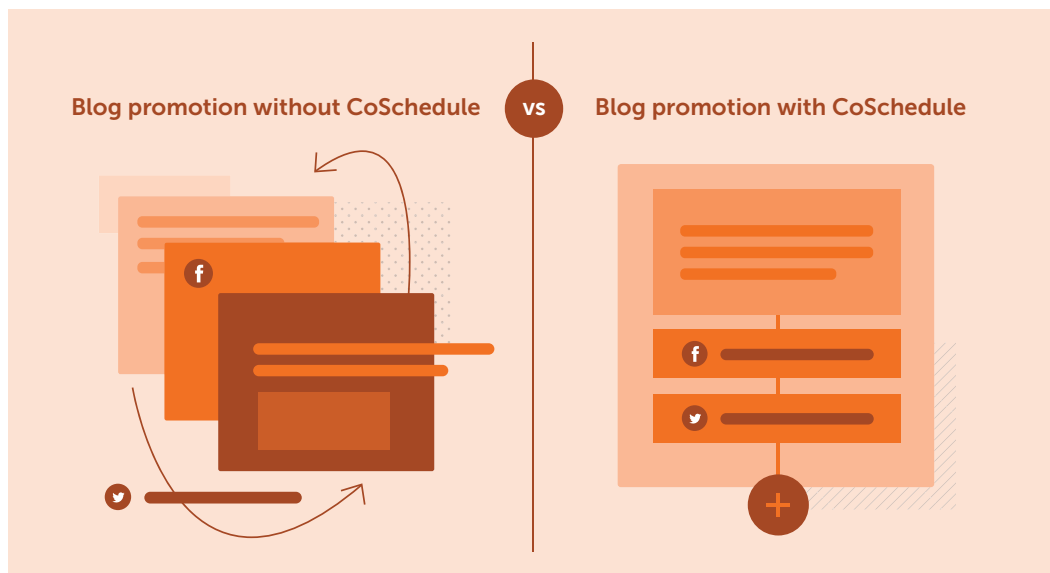
HOW TO DISCOVER THE LIGHT BULB MOMENT

You may have already done this when first setting up your account, but, if you skipped forward, here's how to do it.

Visit Settings > Social Profiles.
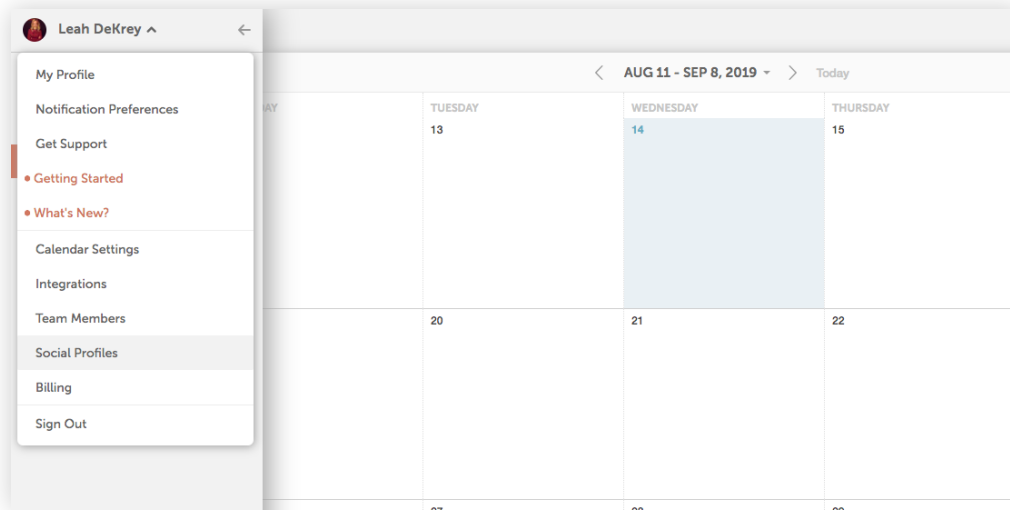
Then choose a social profile to connect. Follow the prompts, and we'll walk you through the process from there.

Ready to Check Off an Item on Your Checklist? Add a social message to your calendar here. →

02

Add a Blog Post to Your Calendar

Next up, let's add a blog post to your calendar.

This is where things get cool because you can finally gain a clear understanding of what you're going to publish and when.
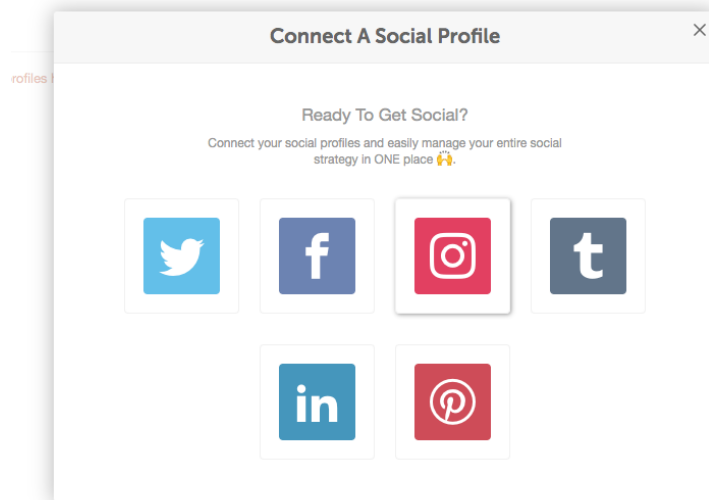
What Value Does This Provide?
Adding blog posts to your calendar keeps you stay on track and holds you accountable for publishing consistently and hitting the deadlines you impose on yourself.

Why Does this Matter?
Content planning has been shown to increase your publishing cadence, and the more you publish, the more traffic you get.

Did you know blogging consistently is one of the best ways to grow your traffic?

People that publish 16+ blog posts per month get nearly 3.5x more traffic than those that publish 0-4 monthly.

(Source: https://blog.hubspot.com/marketing/blogging-frequency-benchmarks)

HOW TO ADD A BLOG POST TO YOUR CALENDAR

To plan a blog post on your calendar, click the plus sign on the day you want it to be published.
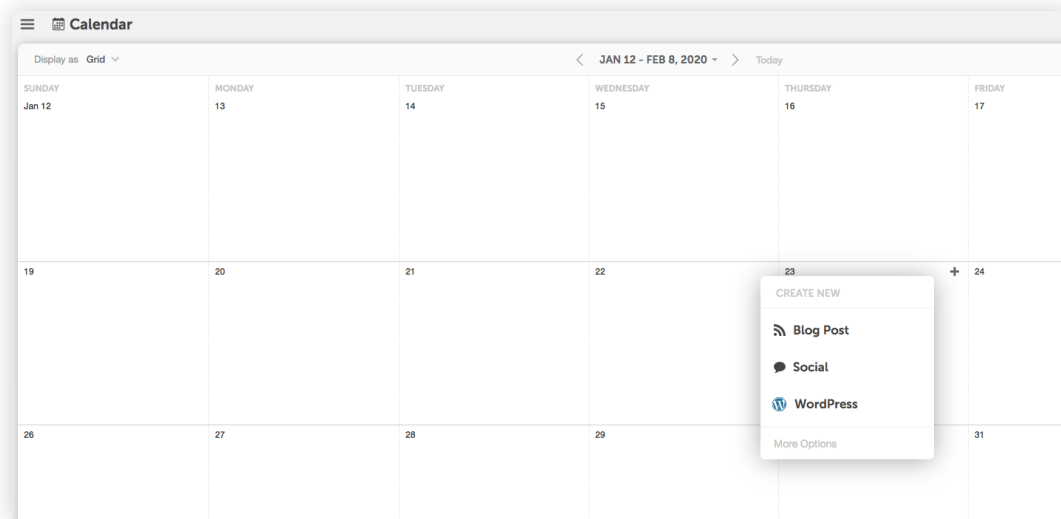
After you've chosen "blog" from the list, give your blog post a name and click the orange create project button.

Here's what your calendar will look like after you've added a blog post.
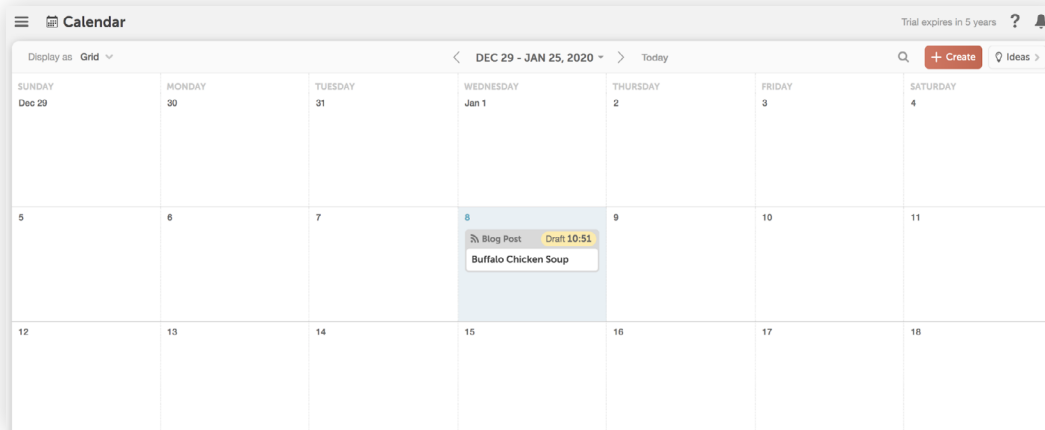
Truth is... being a blogger or solopreneur is hard. You're relying on yourself and no one is there breathing down your neck to make sure you hit your deadlines.
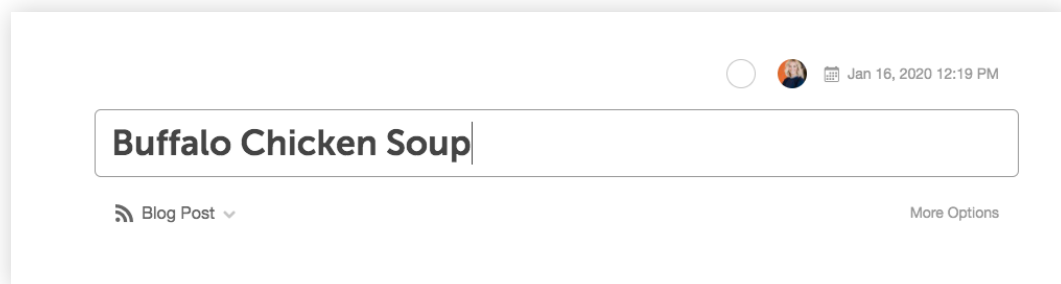
It's both a blessing and a curse.

The freedom is awesome, but holding yourself accountable can he hard.

We've got your back – adding your posts to CoSchedule means your plan is solidified and your blogging cadence is clear.

For example, if you'd like to publish two blog posts a week, CoSchedule will help you visualize your plan and keep yourself on track.
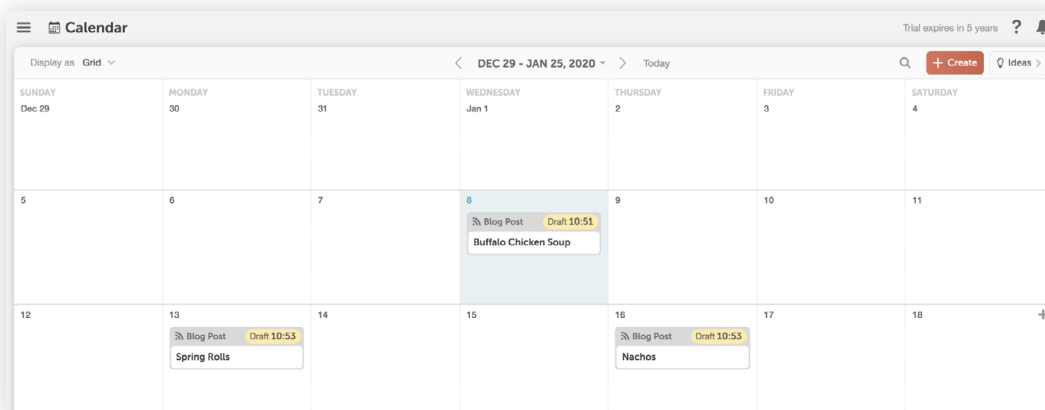
Ready to Check Another Item off Your CoSchedule Getting Started Checklist? Add a blog post to your calendar here. →

03

Add a Social Campaign to your Blog Post

Now that you've got a blog post planned on your calendar, it's time to plan how you will promote it with social messages.

This is one of the best ways CoSchedule can simplify your life. With CoSchedule, you'll schedule your social messages in the same place you write your blog post.

You'll attach a social campaign to a blog post and organize multiple social messages in one fell swoop.

After all, blogs and social media are so interconnected, why on earth wouldn't you want to see them side-by-side in the same tool?

What Value Does This Provide?
Save time by scheduling your social media messages in the same place you plan and publish your blog posts. Hit publish, and automatically set them all in motion.

Wanna grow your traffic?

Did you know that creating a schedule on social media (in other words, sharing your blog posts multiple times over an extended period of time) can increase clicks by 192%?

Source: CoSchedule

HOW TO DO IT

Open the blog post you've added on your calendar. Click the plus sign to add an attachment to your post. Then choose the social campaign option.
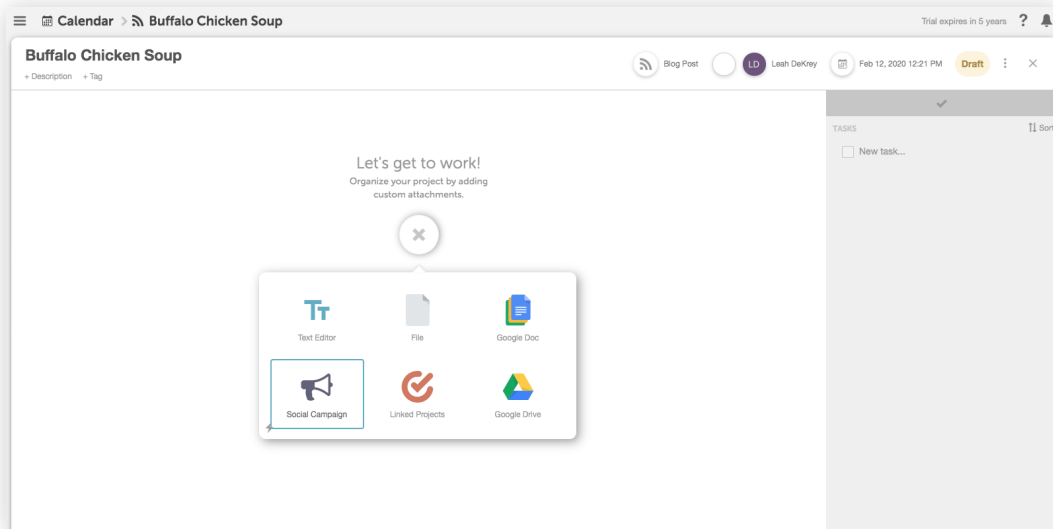
Click the plus sign on a day you want to add a social message to promote your blog post.
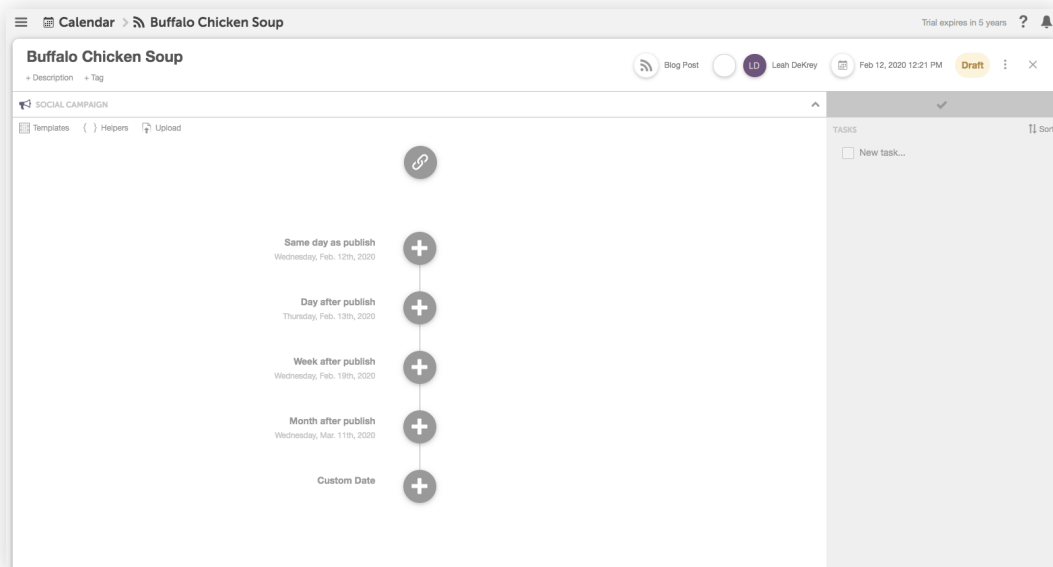
Choose a social profile from the drop down, add some text and an image, and add your message to the social campaign.
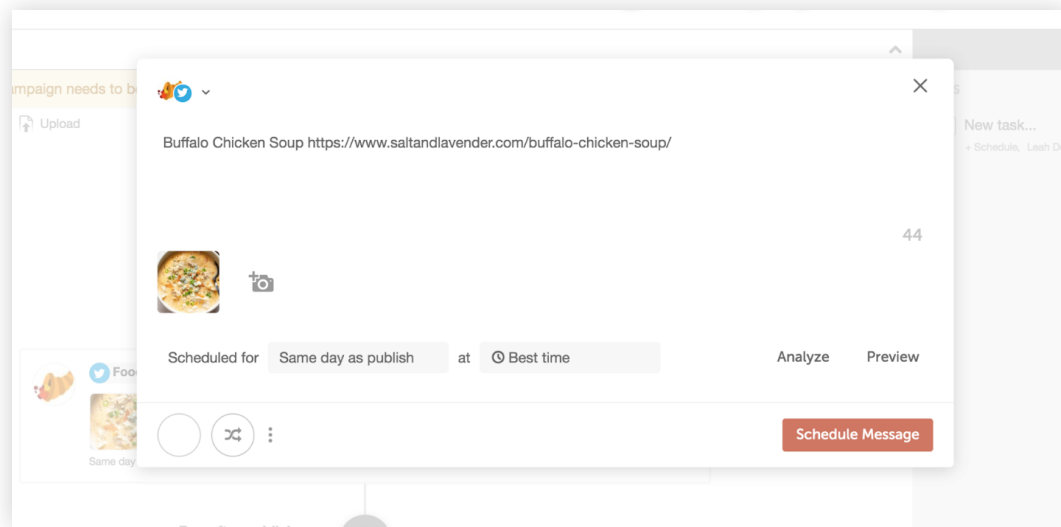
Next, close out of your blog post and head back to your calendar. You'll see your blog post scheduled right next to the corresponding social message... ready to automatically publish on your behalf.
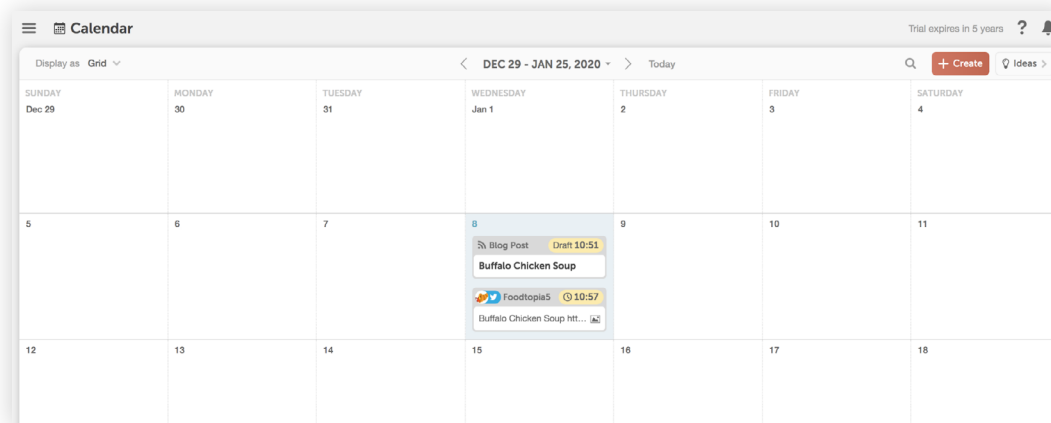
If you want to get traction to your blog, you've got to promote your posts regularly.

CoSchedule helps you drive consistent traffic to your blog by making it easier to consistently promote it on social media.

STEP 4

Create a Task in your Project

This content isn't gonna get written by itself.

And, unfortunately, managing a blog takes some serious task management... which is less likely to get done if you don't create a to-do list.

The good news is, you can set all your tasks directly in CoSchedule so you know exactly what's left to be done on every project.

What Value Does This Provide?
CoSchedule allows you to clearly see what you need to accomplish every day to maintain your publishing schedule and stay on track.

> **Did you know that the simple act of making a checklist increases the likelihood of success?**
> *Checking items off of a to-do list releases small amounts of dopamine in our brains. This psychologically fuels us to check off more items and be more productive.*
>
> Source: Brian Patrick Eha

Let's start adding some tasks to your calendar.

HOW TO DO IT

Pop back into the blog post on your calendar. On the right hand side, you'll see an area to start adding tasks. Add the title of your task and set a due date using the drop down menu.
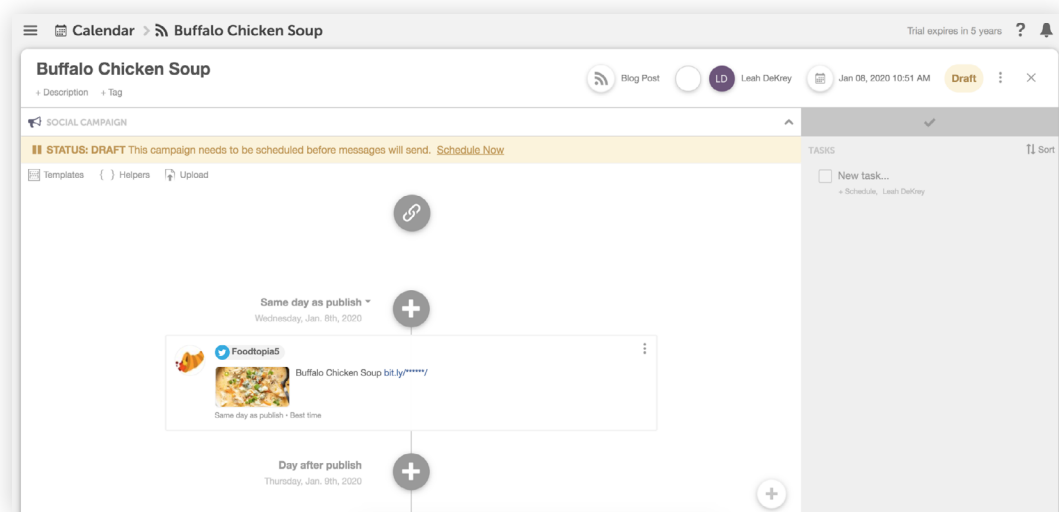
Once you've added a task and a due date, head back over to your calendar by closing out of your blog post project.

Now you'll see a to-do item on your calendar to remind yourself of what you need to get accomplished on any given day.

STEP 5

Drag and Drop the Blog Post

We've made it to step number five... our favorite one.

Sometimes things don't go according to plan. You've got to reschedule posts due to roadblocks, snags, and general unforseen life events that throw a wrench in your plans.

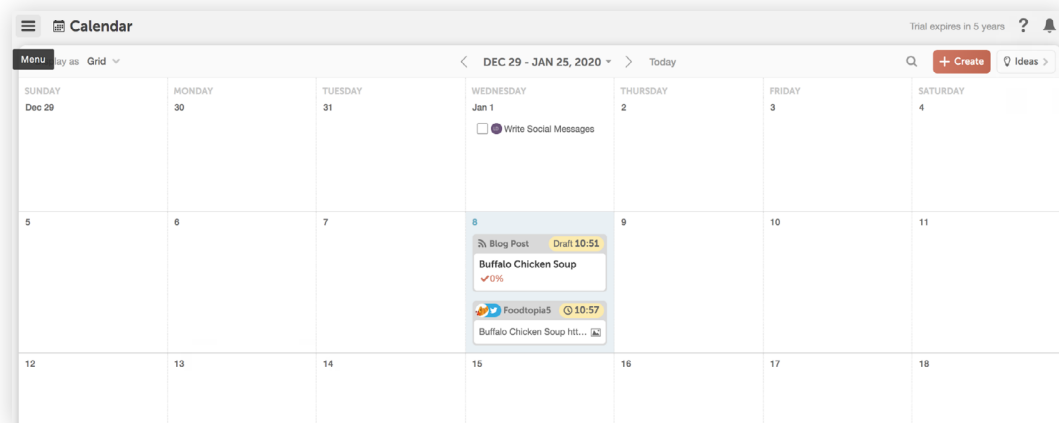Usually, these hurdles mean a LOT of extra work on your part due to manual rescheduling. When this happens, you've got to edit one task at a time, reschedule every social message, and move that blog post, too.

In short, manually rescheduling everything makes your life even harder than it already is.

CoSchedule puts an end to this.

What Value Does This Provide?
Save time by putting an end to the time-consuming, repetitive task of manually rescheduling when things don't go according to plan.

Did you know?

People waste an average of 61% of their work time on unproductive things like emailing, managing multiple tools, and duplicative tasks?

Source: McKinsey

HOW TO DO IT

To reschedule everything associated with a project, simply drag and drop your blog post. All of its tasks and social messages will automatically reschedule and snap into place.
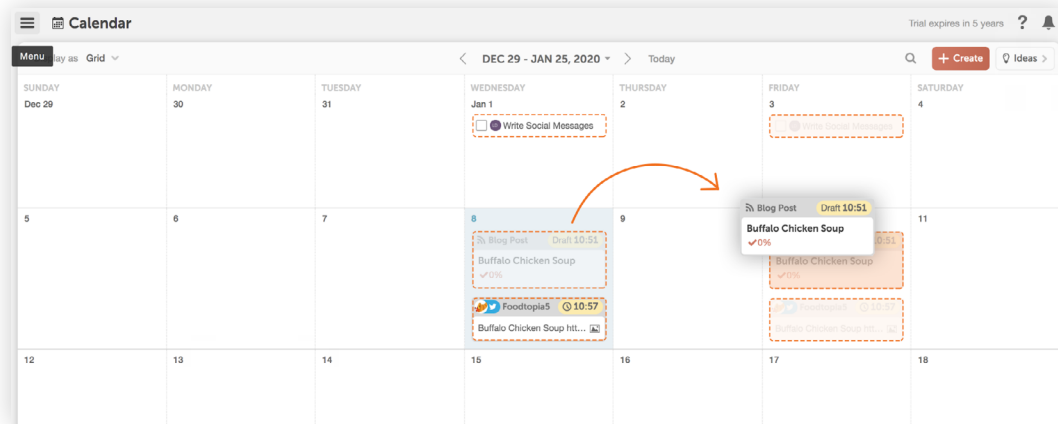
So... What's Next?

Check out the next phase of Getting Started With CoSchedule...

[Getting to Know Your CoSchedule Calendar →](#)

Get To Know Your CoSchedule Editorial Calendar

Table of Contents

The TL;DR Version

Connecting a social profile: allows you to promote your blog posts and plan your content strategy side-by-side to grow your audience.

CoSchedule Project Use Cases:

- **Blog Post:** Choose this if you 1) Use something other than WordPress OR 2) Prefer to write your posts outside of WordPress and convert them later

- **WordPress:** Choose this if you want to write your post directly in WordPress. It will automatically create the post for you in your WordPress account

- **Social:** Choose social campaign to schedule multiple social messages across several days or weeks OR choose social message to create a single, stand-alone social message.

Calendar View: Allows you to see every blog post, task, and social message on a calendar view.

Home Dashboard: Here you'll find a list of all your to-dos, favorite blog posts, and a list of the posts you've most recently been working on.

Color Labels: Give your projects color labels to help you visualize certain elements on your calendar. Common ways to organize color labels include: By content type, topic theme, or project type.

Ideas Bin: Brainstorm a bunch of blog ideas and put them in your ideas bin so you're never stuck wondering what to write about. Then simply drag the idea over to your calendar when you're ready to get started.

Getting to Know Your Calendar Checklist

Before we get started, use this getting to know your CoSchedule calendar checklist to follow along step-by-step. It will help guide you through the process of getting acquainted with your CoSchedule calendar.

Step	Completed	Action Item	Instructions
Complete all steps on your CoSchedule Editorial Calendar			
1		Add a project using the create button	Click the orange create button in the right hand corner and add a blog post or social message to your calendar.
2		Add a project using the plus sign on a date	Click the plus sign in the top corner of the date and add a project or social message to your calendar.
3		Add a task on your home dashboard	Add a task from your home dashboard using the orange add task button.
4		Add color labels to your calendar	Use one of our suggested strategies to add color labels to your calendar.
5		Add a blog idea to your ideas bin	Put a future blog idea into your ideas bin to use at a later date.

Introduction

What Is This Guide?

This guide will walk you through the different areas of CoSchedule to help you feel comfortable navigating the tool.

Who's This Guide For?

New CoSchedule Editorial Calendar users.

What You Will Learn:

- More in-depth features of CoSchedule.
- What type of activity to create in CoSchedule and when.
- The best strategy for setting up color labels.

**Why You Should Read this Guide?**

This guide will help you learn how to quickly navigate CoSchedule, so you can feel comfortable organizing your strategy.

01

Creating a New Activity in CoSchedule

Let's spend a minute discussing different CoSchedule activities and how you can use them.

When you click the plus sign in the top corner of a date, you'll see a list of activities appear. Here's how they differ and how we recommend working with each.
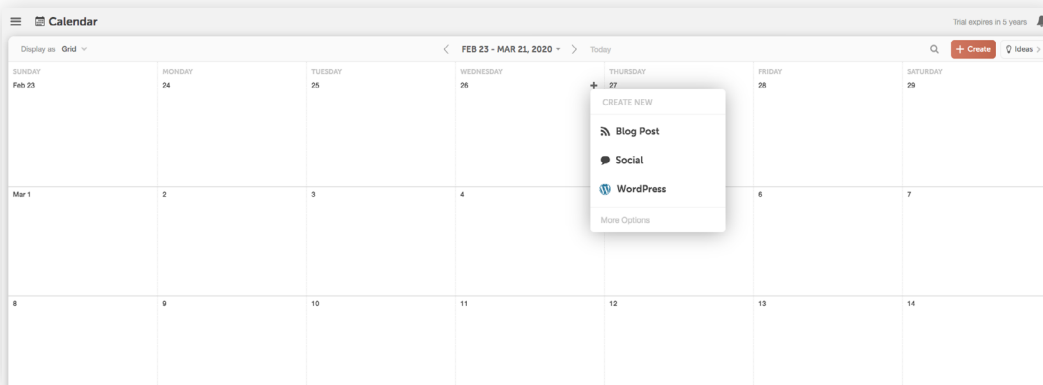
1. **Blog Post:** This allows you to create a blog post on your calendar. This is best for users that like to write their blog posts outside of WordPress and move them over when they're ready to publish. This is also the option you should choose if you use a blogging platform besides WordPress.

Tip: CoSchedule's text editor or attached Google Docs can be converted to WordPress in just one click.

2. **WordPress:** This also allows you to create a blog post on your calendar, but it will simultaneously create a new post directly in your WordPress account, too. This option is best if you want to do all your writing in WordPress.

3. **Social:** This allows you to create social media campaigns or stand-alone social messages.

Use the social campaign option to schedule multiple messages across several days or weeks. This option is best for promoting things like blog posts since it will drive more traffic.

OR, choose the social message option to create a one-off, stand alone social message. This option is best for curated messages or social messages on trending or news topics.

02
The Calendar View

CoSchedule is the only editorial calendar and social media scheduler that allows you to see everything you have scheduled in a calendar view.

Let's explore its characteristics to help you navigate your calendar.
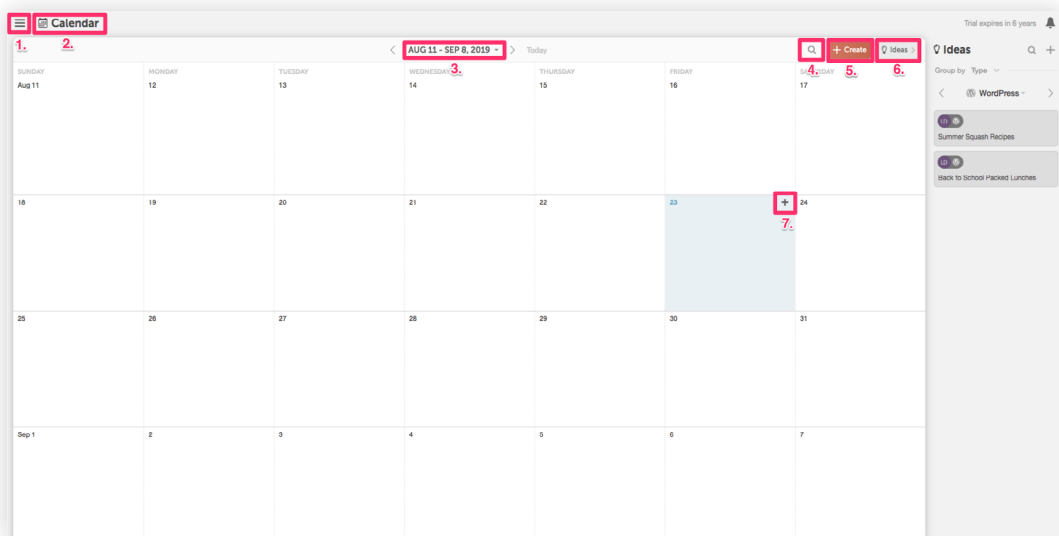
1. **Hamburger menu:** This is where you will find your calendar settings, social profiles, integration hub, and more.

2. **Breadcrumb menu:** Quickly toggle between your calendar, ReQueue, and analytics using this drop down.

3. **Date navigation:** Choose specific months/years or navigate forwards/backwards through your calendar. For example, use this to easily see what you published last month.

4. **Search:** Find past or future blog posts on your calendar using keywords. For example, if a recently published blog post needs an edit, search the title to find it quickly.

5. **Create:** Add blog posts or social campaigns to your calendar. Tip:

Putting placeholder blog posts on your calendar, like every other Monday, can help you see a game plan to publish consistently.

6. **Ideas:** Brainstorm blog post ideas and add each one to the ideas bin. When you're ready to work on the post, drag and drop it to your calendar. Tip: Transfer the way you've been writing down ideas today, like a notebook, into Idea Bin. From there, you'll have inspiration when you're ready to write!

7. **Create a project on specific date:** Know the date you want to schedule a post? Add blog posts or social campaigns to specific days using the plus sign on your calendar.

03

The Home Dashboard

The Home Dashboard in CoSchedule gives you a snapshot of all your tasks and helps you quickly find projects on your calendar.
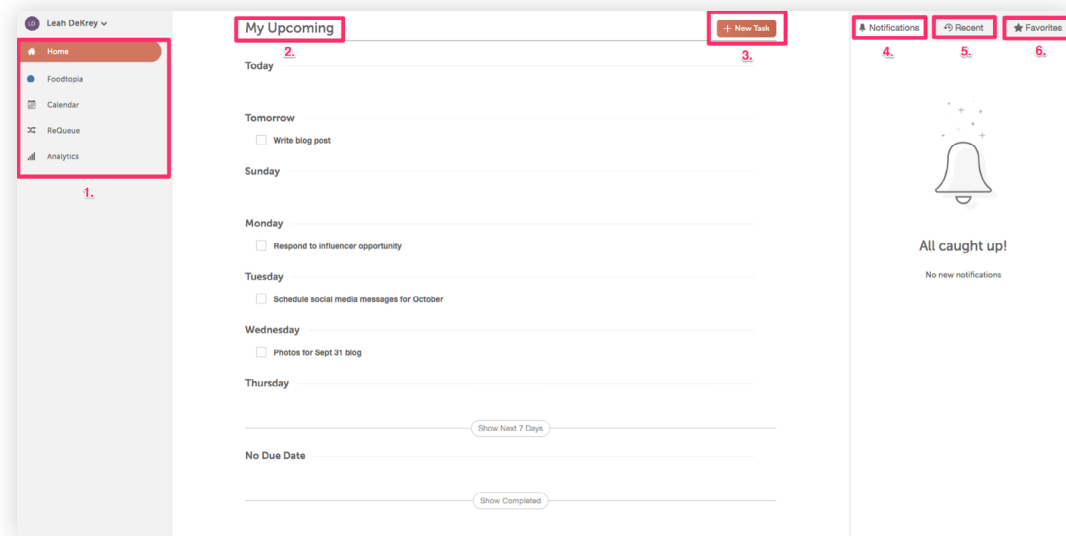
1. **Left navigation:** Navigate to your calendar, ReQueue, or Analytics reports.

2. **My upcoming list:** A list of all your tasks and projects coming up. Tip: Consider this your to do list so you publish consistently according to your game plan.

3. **Add task:** Quickly add a task to your to-do list. Tip: Add personal tasks here, too, like dropping off the mail, to have a single list of all your to-dos in one place!

4. **Notifications:** Find items that need your attention like new CoSchedule functionality announcements or discussions with team members (if relevant).

5. **Recent:** A list of all the projects you've recently been working on.

Makes it quick to navigate to where you left off.

6. **Favorites:** A list of all the projects you've marked as your favorites. Makes it quick to find projects that need your attention.

04

Organizing Your Calendar With Color Labels

Color labels help you gain a better understanding of your content mix with just a glance. Let's cover how to set up a color label and three examples of how you can use color labels.

To set up your color labels:

Go to Calendar Settings > Color Labels.

STRATEGIES FOR YOUR COLOR LABELS

Here are some common examples of ways you can set up your color labels.

Content Type – If you're working with promoting your own content; sharing and curating other people's content; and paid sponsorships or influencer campaigns, color labels help keep track of what things on your calendar are related to each content type.
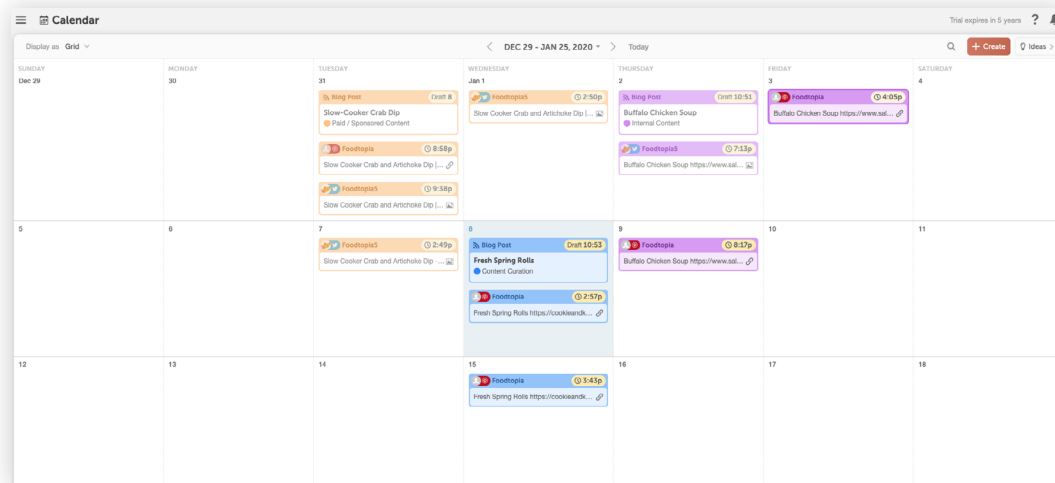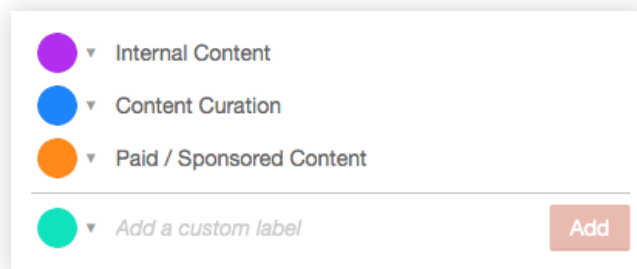

This makes it easy to see that orange projects are paid promotions, purple are internal blogs to promote, and blue are the items you're curating from external sources.

Topic Themes – If your blog posts follow topic themes, using color labels helps you easily visualize what themes you post about the most often and topics you could talk about more.
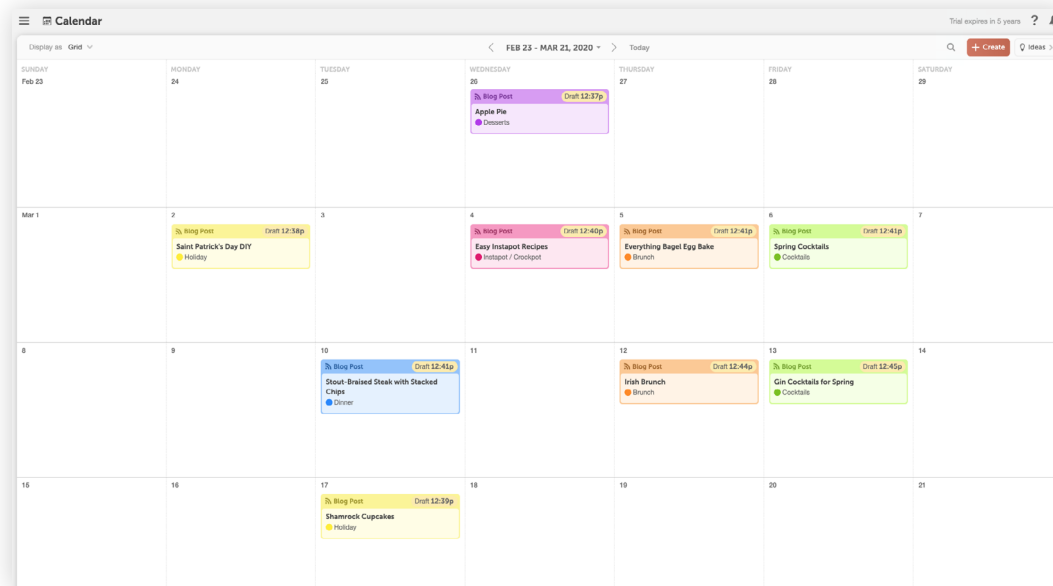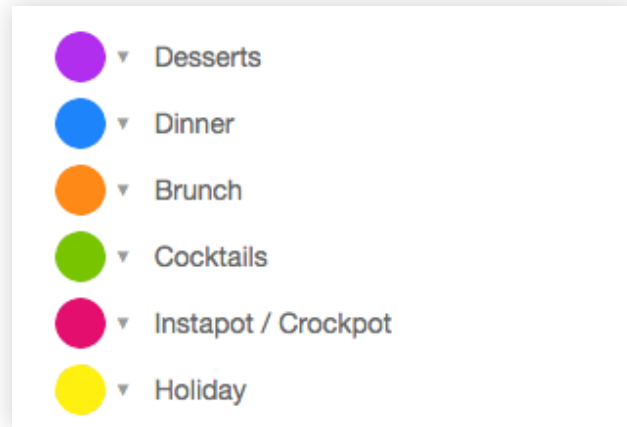
This makes it easy to see themes you blog about the most (and least).

Project Types – Managing a website can entail a lot more than just blogging and social campaigns. You might be planning newsletters, events, ads, etc. You can use color labels to visualize what different types of projects you are working on.
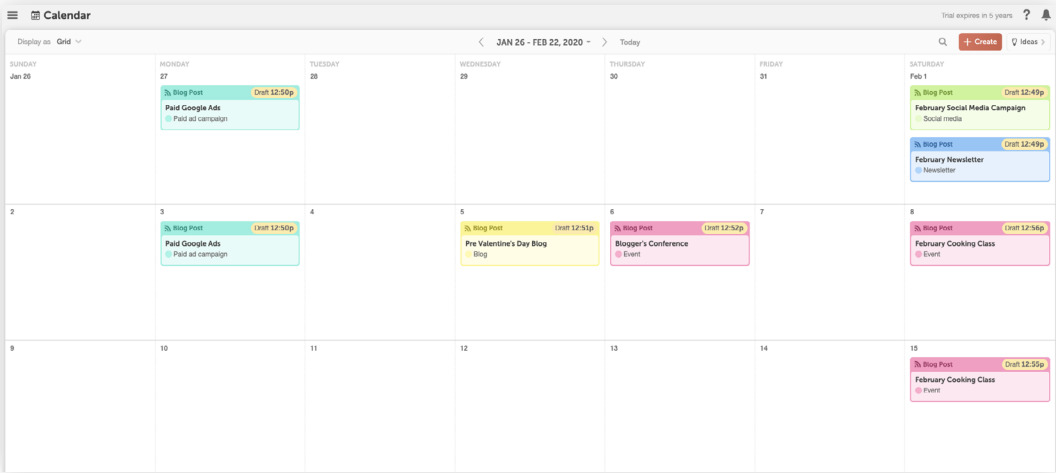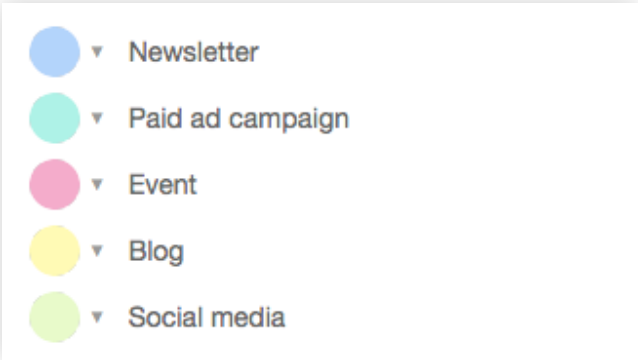
This way, you can plan all sorts of marketing projects in CoSchedule and easily see what different types of projects you have going on.

Ready to Organize your Calendar with Color Labels? Add some color labels to your calendar here.

05

The Ideas Bin

Brainstorming content ideas in CoSchedule is made easy with the Ideas Bin. Throw a bunch of blog topics in your Ideas Bin so you're never short on content ideas.

When you're ready to plan some new posts, you'll always have a list of things you can write about.

Simply drag and drop your ideas over to the calendar to start working on them.
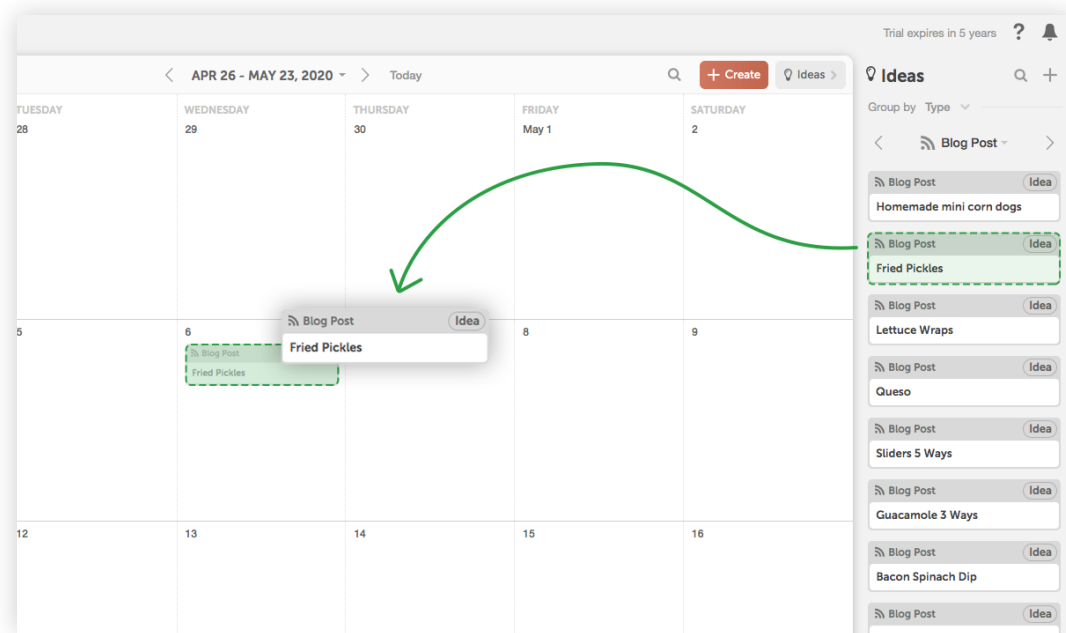
So... What's Next?

Check out the next phase of Getting Started with CoSchedule...

[How to Use Social Template to Save Time and Drive More Traffic to Your Blog →](#)

Ready to brainstorm some blog ideas?
Throw some ideas into your idea bin here.

GO TO MY CALENDAR →

How to Use Social Templates to Save Time and Drive More Traffic to Your Blog

Table of Contents

Social Templates Checklist

Before we get started, use this social templates checklist to follow along step-by-step. It will help guide you through the process of using social templates to save a ton of time.

Step	Completed	Action Item	Instructions
		Complete all steps on your CoSchedule Editorial Calendar	
1		Add a social campaign to your blog post using our posting schedule above.	Copy our posting schedule by adding each as a new social message in your campaign. Use the default helpers like {title}, {excerpt} and {permalink}.
2		Save the campaign as a social template.	Click the "Templates" option in the top left-hand corner and save the campaign as a social template to reuse.
3		Apply the social template to a different blog post.	Open a different blog post and add a social campaign.. Click the "Templates" icon and apply your social template. Watch as your social messages magically write themselves.
4		Create a social template using Custom Social Helpers.	Open a blog post and click the "Templates" icon in the top left-hand corner. Create a new template using our sample posting schedule ablove.
5		Apply it to a blog post and add text to the Custom Helpers.	Apply the template and add text to the Custom Helpers by clicking the "{ } Helpers" icon in the top left-hand corner. Watch as this text is magically applied to you social messages.

01 INTRODUCTION TO

CoSchedule Templates

You know how every time you write a blog post, you also have to think about when to promote it and on what channels?

Doesn't it get tiresome and repetitive to have to think about your promo strategy every time you publish a new blog post?

That's not to mention the endless uploading of images, copy/pasting into a social scheduler, and a ton of manual work.

It's no wonder scheduling social messages is annoying and time consuming.

Until Social Templates, that is. Social Templates put an end to all that time you waste scheduling social messages... all while driving even more traffic to your blog.

More traffic AND less effort?! Sounds pretty awesome, right?

////////// **Social Template Benefits**

1 **Save time.**
Simply apply the social template and your social messages essentially write themselves.

2 **Drive more traffic.**
Social templates make it easy to promote your blogs on social media multiple times — which means more traffic to all those articles you've spent so much time writing.

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 blog with less effort.

Who's This Guide For?

This guide is specifically designed to help bloggers, solopreneurs and small businesses.

# 02 CREATE YOUR PERFECT

Social Sharing Strategy

Let's create your first social template in CoSchedule.

One of the keys to getting more traffic is to share your blog post multiple times on social media. This is the job of your social campaign in CoSchedule. We'll walk you through how to create one that consistently promotes your blog post over an entire month.

Open up a blog post on your CoSchedule calendar and attach a social campaign.

Start by adding a Twitter social message for the same day your blog post publishes.

Start by typing a curly bracket { in the text field. The {title} and {permalink} default social helpers will appear automatically in a drop-down box. Click the social helper from the drop-down menu to add it to your social message.
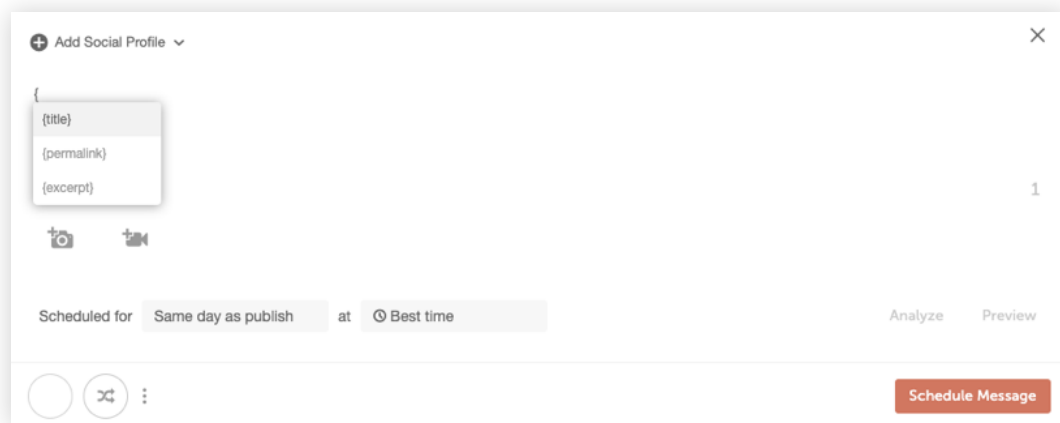
Social Sharing Strategy
Example

SAME DAY

🐦 *{title} {permalink}*

📷 Link in bio: *{title}*

DAY AFTER

f *{title} {permalink}*

📌 *{title} {permalink}*

🐦 *{excerpt} {permalink}*

FIVE DAYS AFTER

🐦 *{title} {permalink}*

WEEK AFTER

f *{excerpt} {permalink}*

9 DAYS AFTER

🐦 *{title} {permalink}*

14 DAYS AFTER

🐦 *{excerpt} {permalink}*

21 DAYS AFTER

🐦 *{title} {permalink}*

MONTH AFTER

f *{title} {permalink}*

🐦 *{excerpt} {permalink}*

> Default social helpers scrape your URL and help you quickly apply text and links across multiple messages in your social campaign.

You'll see the title of your post, post image and link magically populate into your social message. (Note: This will only happen if you have the link field populated)

Keep adding additional social messages to your campaign following this social sharing strategy.

> Instagram won't allow you to add clickable links in your post text. Delete the {permalink} text on your Instagram post and add the text "Link in bio" in front of your {title} tag.

> Toggle ReQueue on for the last Facebook and Twitter message in your social campaign. This automatically adds the social message to your ReQueue folder to get even more traffic to your blog post.

03
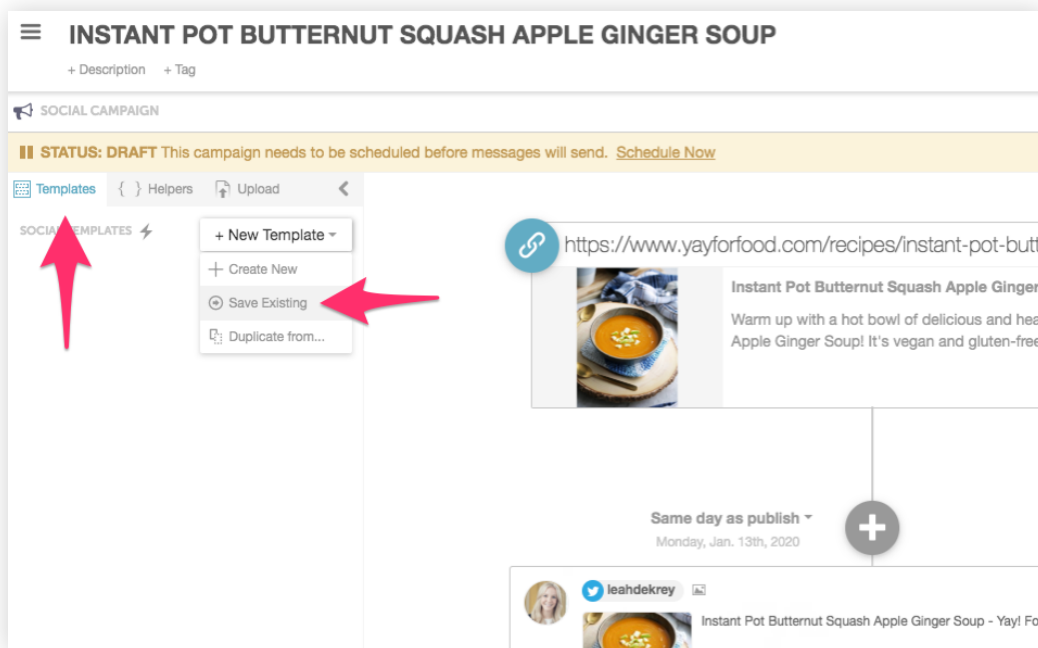
Social Messages as a Template

Now that you've created your perfect social sharing strategy, save it as a template to use every time you write a blog post.

Click the "Templates" icon in the top left and area. Choose the option that says "Save Existing". Change the name to "Blog Post Promo - Default".

04 APPLY YOUR TEMPLATE OF

Social Messages to a Blog Post

Are you ready to see some real time saving magic?

Open a different blog post on your calendar, click the social templates icon and apply the template you just created.

All of your images, text, links, and social messages will automatically schedule with the click of a button.

This puts a permanent end to the tiresome manual work of scheduling your social messages... all while driving more traffic to your site.

04

Custom Social Helpers

The social template you just created using default social helpers is one of the best time saving features of CoSchedule, since it basically writes all your social messages for you.

But... sometimes you want to use custom text in your social messages for additional flexibility. CoSchedule lets you create your own custom social helpers that function similar to the default ones we used in the previous example.

> The custom helpers give you ideas for drafting new social posts. They also help you quickly apply copy across multiple messages in a social campaign

To start, open a blog post on your calendar, add a social campaign, and click on the template icon in the top left-hand corner.

Choose the option "Create New" and name your new social template "Blog Post - Custom". Add the following social messages and helpers to your template:

Then save your template and apply it to your blog post.

Social Sharing Strategy Example

with Custom Social Helpers

SAME DAY

🐦 {how-to} {permalink}

📷 Link in bio: {title}

DAY AFTER

f {quote} {permalink}

📌 {title} {permalink}

🐦 {quote} {permalink}

FIVE DAYS AFTER

🐦 {urgency} {permalink}

WEEK AFTER

f {urgency} {permalink}

9 DAYS AFTER

🐦 {quote} {permalink}

14 DAYS AFTER

🐦 {excerpt} {permalink}

f {how-to} {permalink}

21 DAYS AFTER

🐦 {how-to} {permalink}

f {excerpt} {permalink}

MONTH AFTER

f {quote} {permalink}

🐦 {quote} {permalink}

05
Add Text to your Custom Social Helpers

Click on the "{ } Helpers" icon located next to Templates icon in the top left-hand corner.

This is where you can add custom text that will be applied to your social messages.

Add a quote from your blog post under the {quote} social helper. You'll see the text automatically apply to all the social messages in the template that used the {quote} social helper.

Similarly, add some text under the {urgency} social helper.

Here's an example:

"You won't want to miss out on these 21 fall trends that are fresh off the runway."

Using custom social helpers lets you easily add unique text to your social campaigns without having to create a ton of individual messages.

Looking for more inspiration? Here's a list of some custom helpers and corresponding social messages that are commonly used. Feel free to copy and paste these examples directly into your social message:
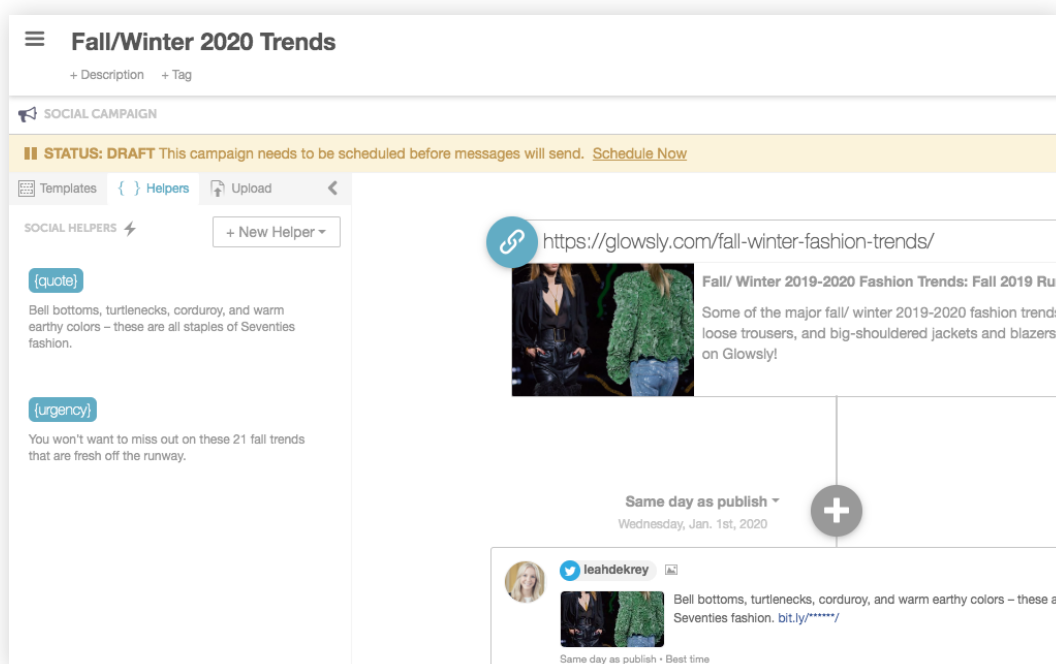
{urgency}

- We've only got 15 seats left in our webinar. Claim yours before it's too late.
- Don't miss my newest weekly recipe on the blog now.
- Time's almost up! Get your application in for Blogger of The Year.

{quote}

- Faux botanicals have come a long way since the days of garish silk florals. -Reichel Broussard
- When looking for blackberries, choose ripe ones that are plump (soft, not mushy, and rich blue-black all over). -Martha Stewart
- You don't have to be great to start, but you have to start to be great. -Zig Ziglar

{announcement}

- We've updated our logo and changed our name. Check it out!
- Ready to connect with other bloggers after the long summer? Join us for our next Blogger's Happy Hour on September 6th!
- Target announces new line of baby clothes and we got a sneak peek!

{how-to}

- Learn how to create infused olive oil in 5 easy steps.
- How to start couponing 101 - the ultimate guide!
- DIY project: How to wire a sconce without tearing apart your drywall and rewiring.

So... What's Next?

Check out the next phase of Getting Started with CoSchedule...

[Steal This ReQueue Strategy to Save Hours on Managing Your Social Media (+ Drive More Traffic to Your Blog)](#) →

Ready to Save Time with Social Templates?
Copy our suggested social sharing template into
your own blog calendar.

GO TO MY CALENDAR →

Steal This ReQueue Strategy to Save Hours on Managing Your Social Media

(+ Drive More Traffic to Your Blog)

Table of Contents

ReQueue Checklist

Before we get started, use this ReQueue checklist to follow along step-by-step. It will help guide you through the process of setting up ReQueue in your CoSchedule calendar.

Step	Completed	Action Item	Instructions
		Complete all steps on your CoSchedule Editorial Calendar	
1		Add recommended social messages to ReQueue.	Use the recommended messages feature to add a few social messages into your evergreen content ReQueue group.
2		Create a placeholder group for a recurring content theme.	Use our pre-made motivational quotes to build out a #MondayMotivation ReQueue group.
3		Download the CoSchedule Chrome extension.	Head over the Chrome extension store and download the free CoSchedule browser extension.
4		Find a blog post from an external source.	Click the CoSchedule browser extension and write a social message about the article and add it to a new Content Curation ReQueue Group.
5		Adjust your ReQueue settings.	Use the suggested ReQueue setting to fine-tune when ReQueue will post on your behalf.

01
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 like building an email list, content writing, etc.

OR

You do the bare minimum and feel like you're missing out on opportunities to drive more traffic to your blog from social media.

It's a lose/lose, really.

What if it didn't have to be this way?

What if there was a magical tool that functioned like your very own social media manager? It did the heavy social media lifting for you, freeing up your time to do other things like write more blog content or grow your email list.

Let's also add that this magical tool continually drives traffic from social media to your best performing blog posts and automatically publishes all your social messages at the best possible traffic times.

This magical tool is called ReQueue.

Here's how you can use ReQueue to accomplish more in less time:

- Automatically promotes your most popular blogs on social media to get better results.
- Posts on your behalf using best time scheduling so you don't have to memorize the best times to post on social media.
- Saves you time by continually filling your social channels with great content.

- Ends the tedious manual labor of copy/pasting to manually re-share old social messages.

///////// **ReQueue Benefits**

1

Save time.
Simply add your social messages to ReQueue and CoSchedule will repost them at the perfect intervals and the best traffic times.

2

Drive more traffic.
The life of a social message is mere minutes, so why share it only once? Let ReQueue re-promote your best blog posts to get better results and more traffic.

What is This Guide?
This guide gives you the perfect ReQueue strategy to drive more traffic to your blog all while spending less time managing your social media channels.

Who's This Guide For?
This guide is specifically designed to help bloggers, solopreneurs and small businesses.

02

SET UP REQUEUE TO

Drive More Traffic to Your Best Performing Blog Posts

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.

Here are some examples of evergreen content:

- How-to blogs
- Recipes
- Workouts

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

Enter ReQueue… It will automatically post social messages about your best performing, evergreen blog posts.

To start, head over to the ReQueue section of your CoSchedule. 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.
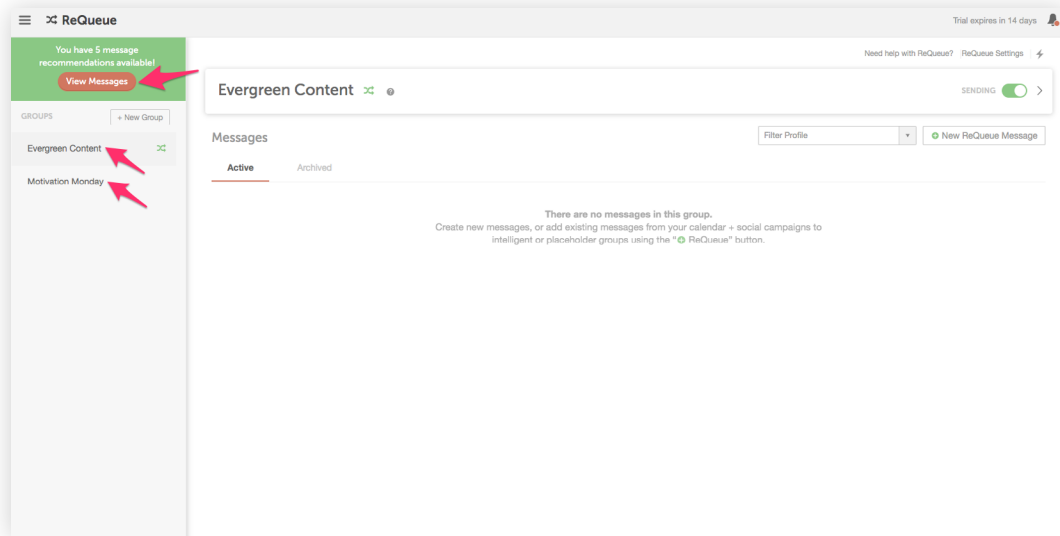
To start adding messages to your ReQueue account, click the button to view the recommended messages.

Here you can easily get started populating ReQueue with some of your best performing, evergreen blog posts.
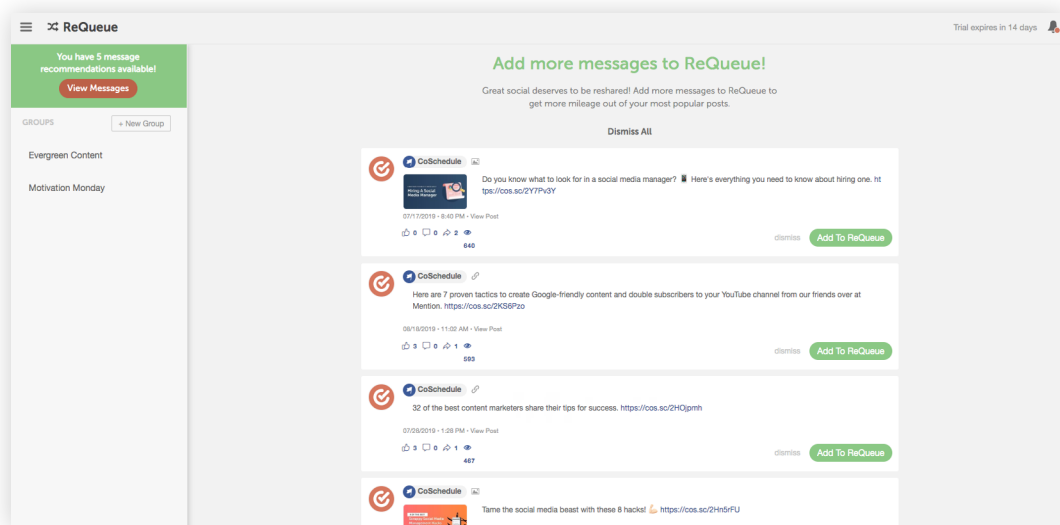
When you're creating new social messages for future evergreen blog posts, simply toggle on ReQueue and CoSchedule will automatically re-share your message at the best times for optimal engagement.
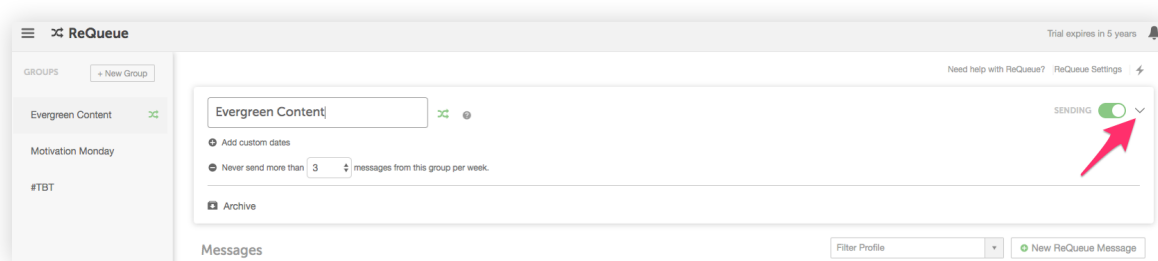
03
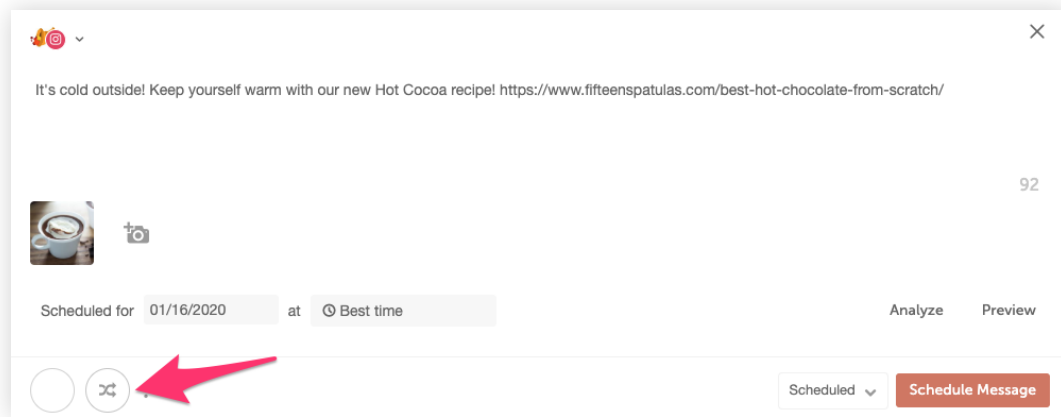
Evergreen Content

You can easily fine-tune how often you want ReQueue to share messages from specific groups. Here's our recommendation for how you should configure the settings on your evergreen content group.

Click here to go directly to the ReQueue settings in your Account.

Then, Click the arrow of your ReQueue group to expand the settings.

To begin, we recommend limiting the sending frequency for your evergreen group to be no more than 3 messages per week.

WHY? This helps avoid content that is too similar in nature from taking over your social channels.

As you add more messages to your ReQueue account, we recommend increasing this number to 7 or 14 messages per week - which equals one or two evergreen social messages per day.

04

Auto-Sharing Recurring Content Themes

What do we mean by recurring content themes? These are the social media messages that you'd like to post on specific days or times.

Here are some examples of recurring content themes:

- #TBT
- Episodic video promos
- Daily/weekly restaurant specials

To get started creating a ReQueue folder, Click the "+ New Group" button in the top left-hand on your ReQueue page. Then choose the "Placeholder Group" option on the pop-up.
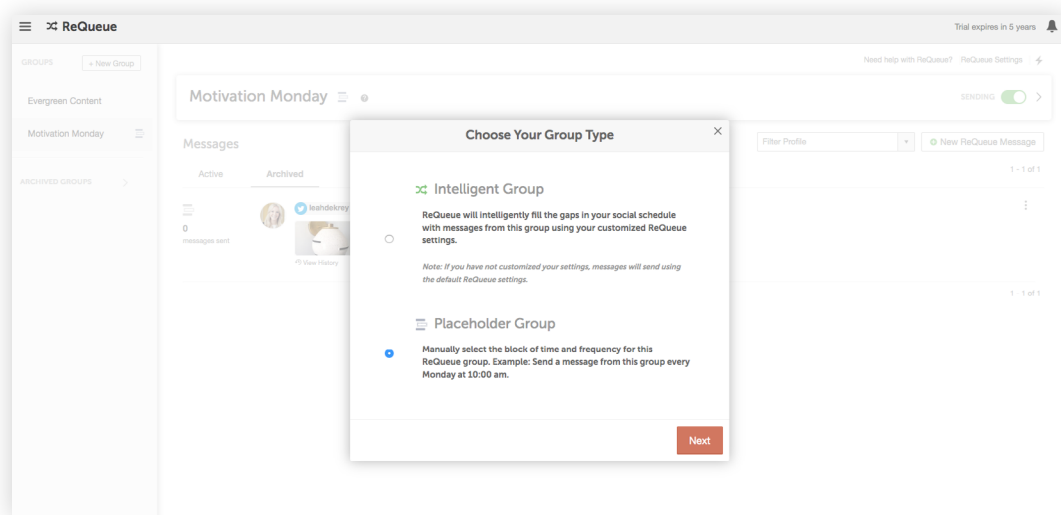
Give your group a name and choose the day and time you want your messages from this group to publish.

Next, start adding new messages directly to this group by clicking the "New ReQueue Message" button.
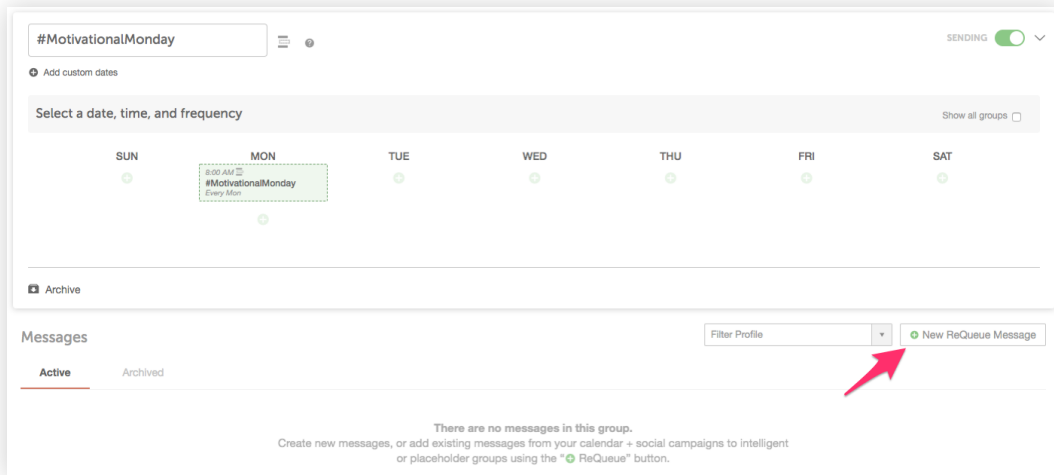
We recommend adding at least 12 new messages to this folder to start. This will give you 3 months of recurring content if you're posting from this group once per week.

Feeling ambitious? Adding 26 total messages would give you enough recurring content to populate your social channels with #MotivationalMonday messages for the 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:

- "Don't Let Yesterday Take Up Too Much Of Today."-Will Rogers
- "If You Are Working On Something That You Really Care About, You Don't Have To Be Pushed. The Vision Pulls You." -Steve Jobs
- "Failure Will Never Overtake Me If My Determination To Succeed

Is Strong Enough." - Og Mandino
- "We Generate Fears While We Sit. We Overcome Them By Action."-Dr. Henry Link
- "Whether You Think You Can Or Think You Can't, You're Right." -Henry Ford
- "Do What You Can With All You Have, Wherever You Are." -Theodore Roosevelt
- "To See What Is Right And Not Do It Is A Lack Of Courage."- Confucius
- "A Clear Vision, Backed By Definite Plans, Gives You A Tremendous Feeling Of Confidence And Personal Power." -Brian Tracy
- "If you do what you always did, you will get what you always got."
- "No one can make you feel inferior without your consent." -Eleanor Roosevelt
- "What seems to us as bitter trials are often blessings in disguise." -Oscar Wilde
- "Success is the sum of small efforts, repeated day-in and day-out." -Robert Collier

Looking for more inspiration? Here's a list of recurring content themes 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

05

Make Content Curation A Snap

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

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

The good news is, CoSchedule makes this super easy.

To start, download the CoSchedule Chrome browser extension. When you find a blog post from another source 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 quickly create a new ReQueue group called "Content Curation".
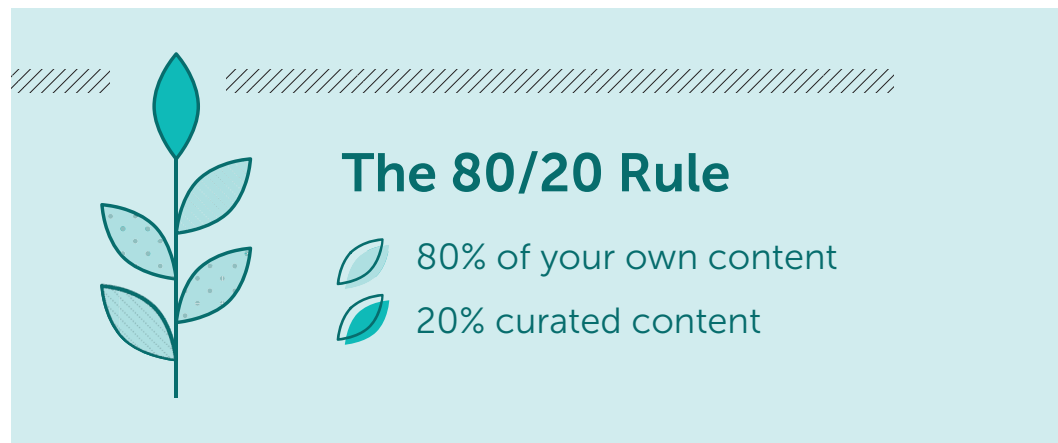
06
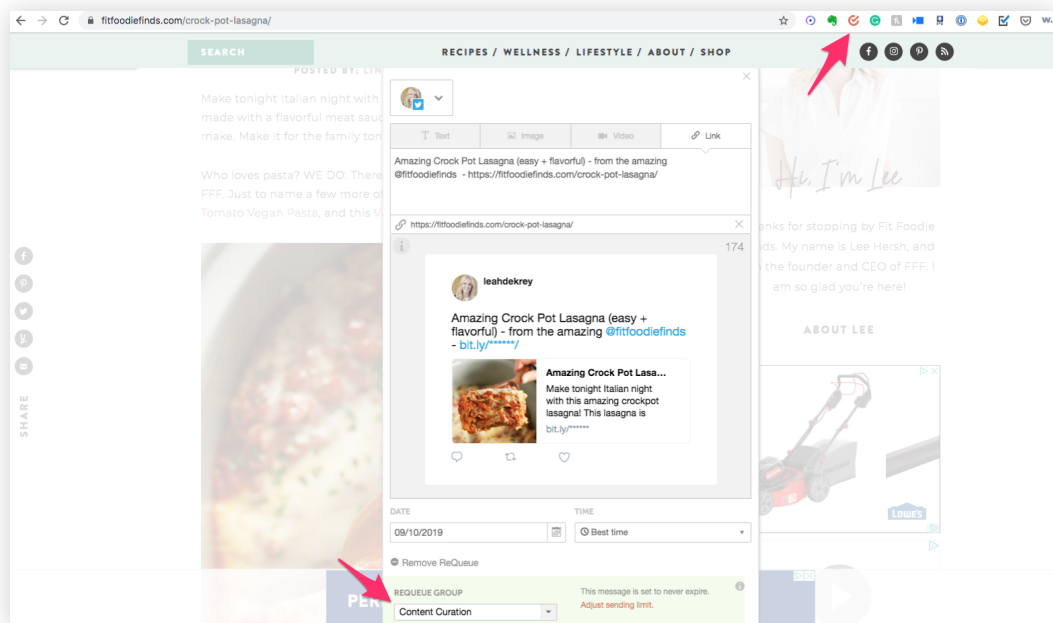
ReQueue Settings for Curated Content

Here's our recommendation for how you should configure the settings on your curated content ReQueue group.

Click the arrow of your curated content ReQueue group to expand the settings. You'll want to configure your setting for this group with your overall social strategy in mind.

Think about how often you promote your own blog on social media. For every 8 social messages promoting your own content, we recommend curating 2 posts from external sources.
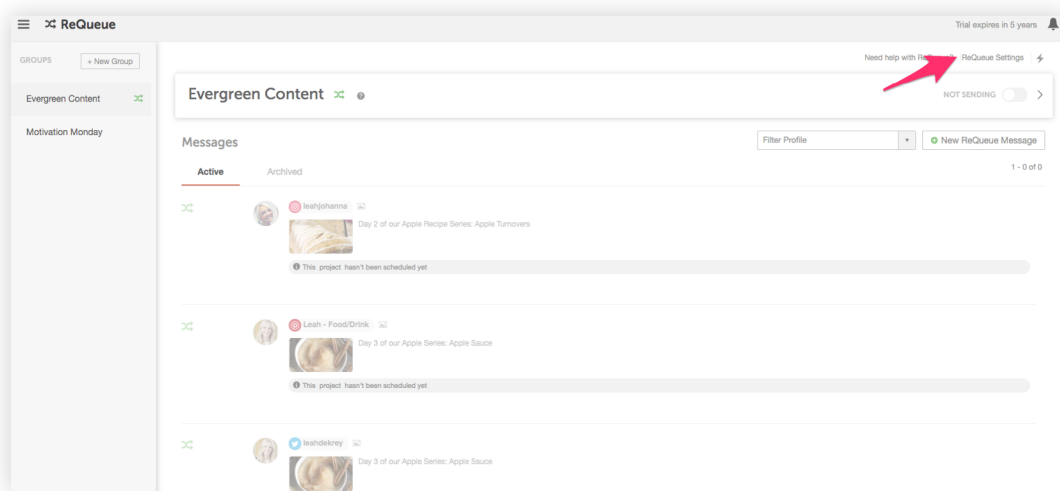
The 80/20 Rule

80% of your own content

20% curated content

07

FINE TUNING YOUR

General ReQueue Settings

Now that you've got the basic strategy down, let's venture into advanced territory.

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 posts a social message, it won't post 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.
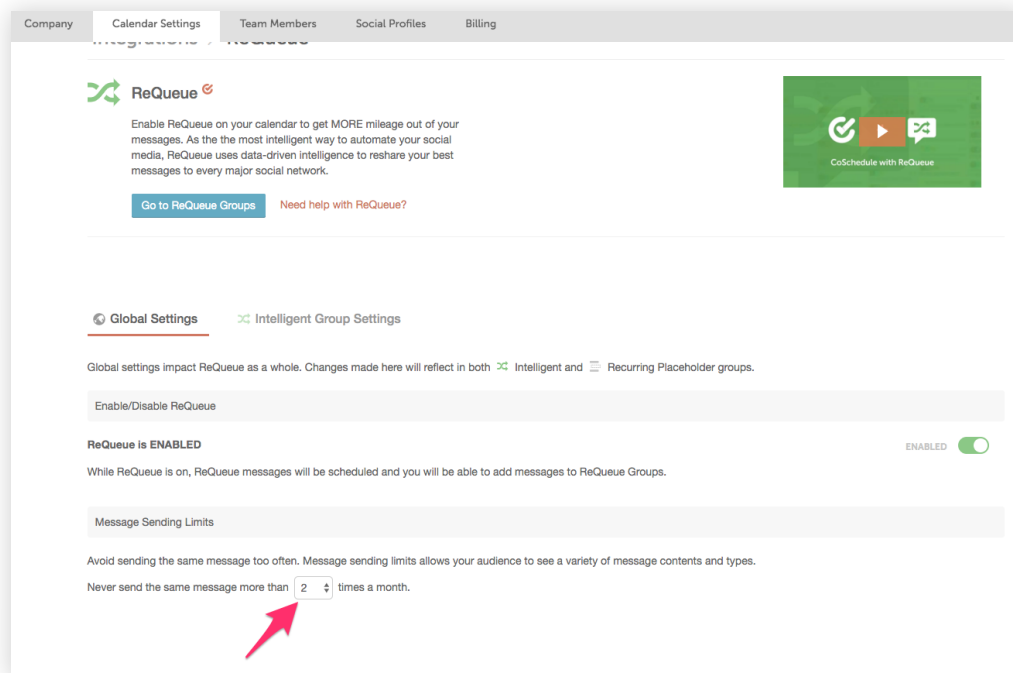
If you click on the Intelligent Group Settings, you can fine-tune exact times you want ReQueue to post messages to your social channels.

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 post 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 post social messages on your behalf:
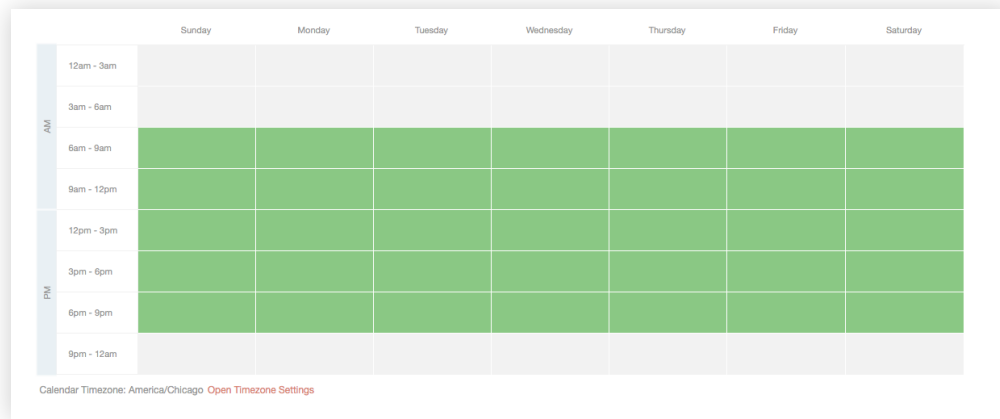
With this example, ReQueue has opportunities to post social messages every day of the week from 6 am to 9 pm.
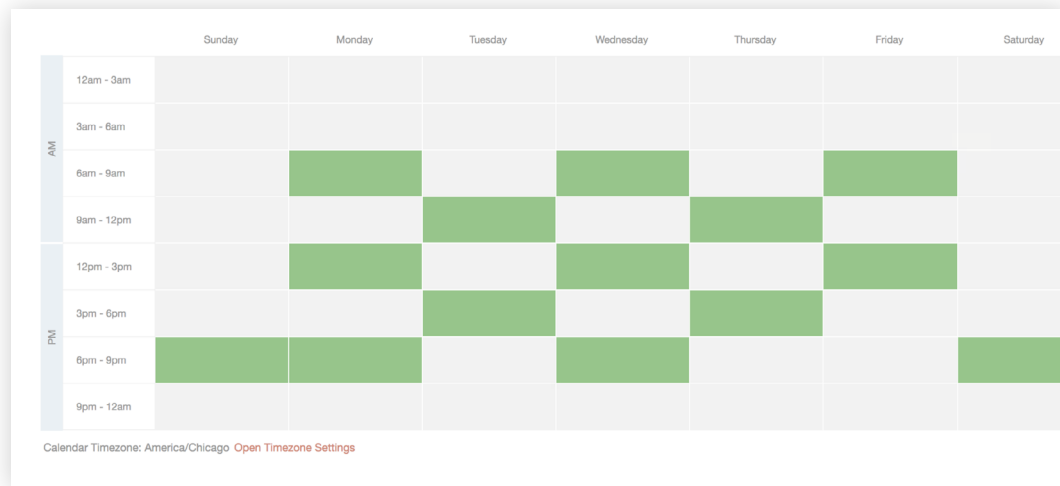
Here's what this setting looks like on your calendar:
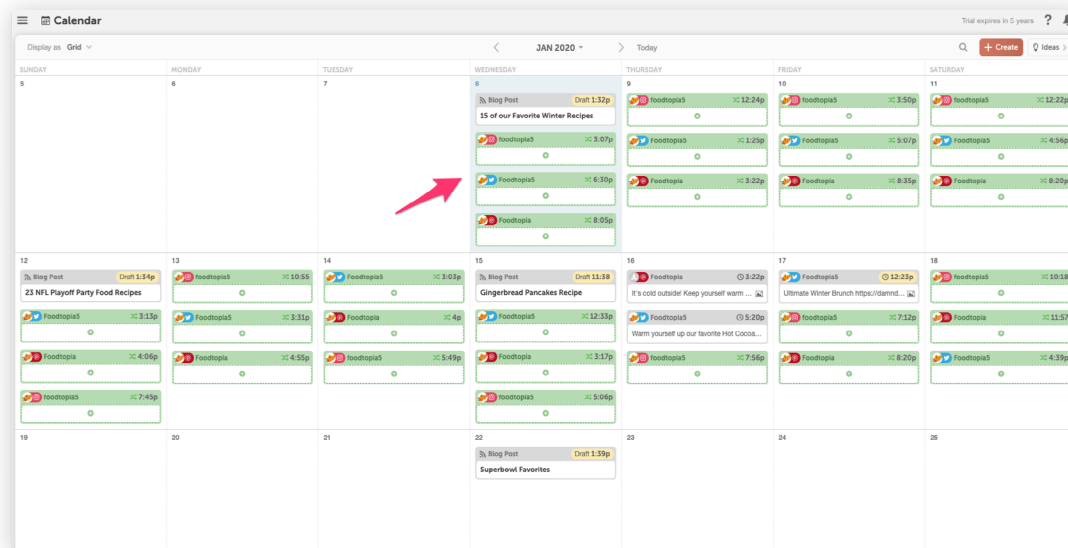
When you're just getting started with ReQueue, this is our recommended ReQueue posting setting.

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

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

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

This lets you set custom posting frequencies for each of your social channels.

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 post one message per day on each social channel.
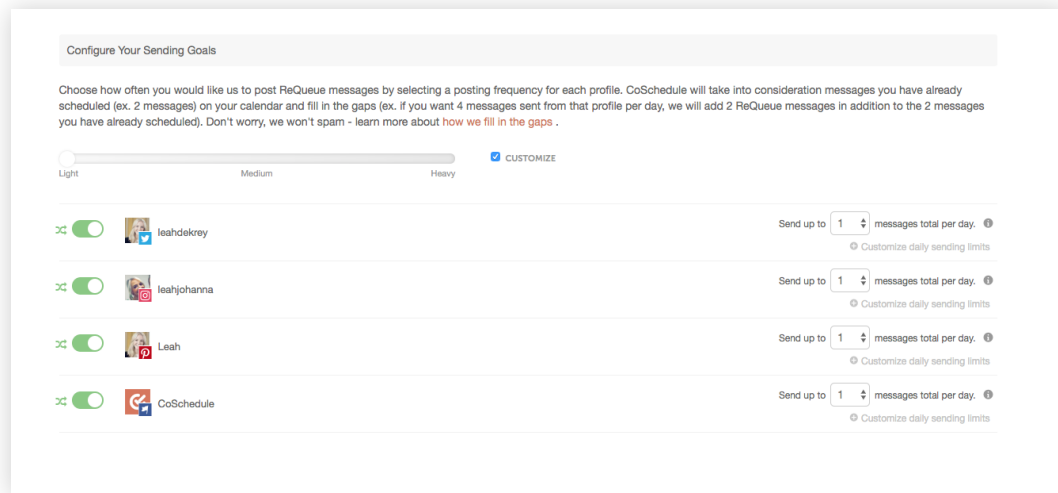
As you build out more content in ReQueue, increase these settings to the following:
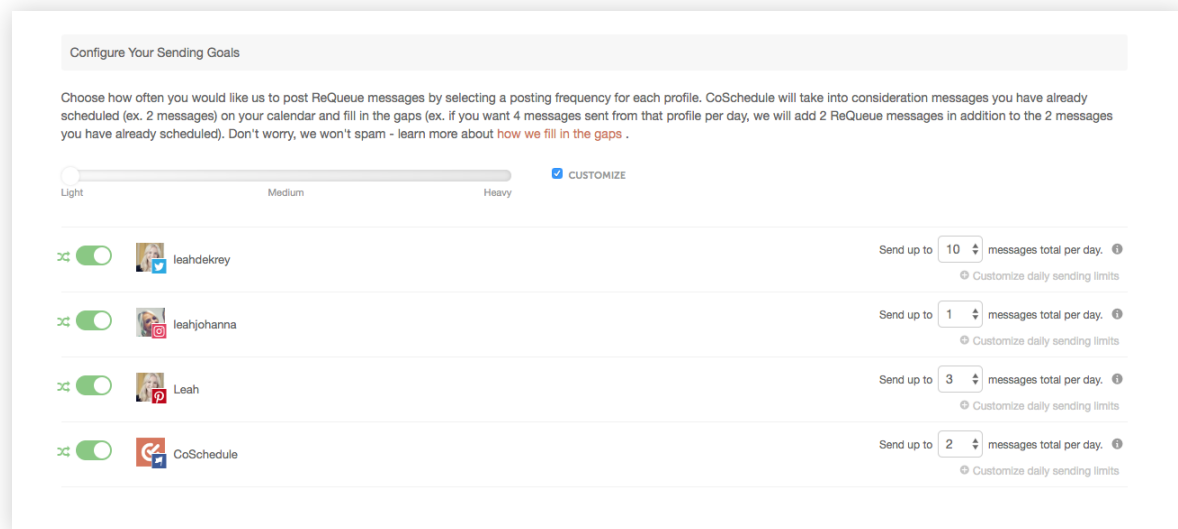
So... What's Next?

Check out the next phase of Getting Started with CoSchedule...

[The Best Way To Manage Your Blog and Grow Your Business with CoSchedule →](#)

Ready to Dive More Traffic to Your Blog with ReQueue? Copy our suggested ReQueue strategy into your own blog calendar.

GO TO MY CALENDAR →

The Best Way To Manage Your Blog and Grow Your Business with CoSchedule

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The TL;DR Version

Brainstorm So You Never Run Out of Content Ideas
Set a timer for 15 minutes and write down as many blog ideas as you can.

Copy To Make Sure All Your Blogs Are Published on Time

- Outline post - 14 days before publish
- Write post - 12 days before publish
- Create graphics - 8 days before publish
- SEO optimize - 6 days before publish
- Proofread - 5 days before publish
- Add social campaign - 4 days before publish
- Change status to Scheduled - 3 days before publish

Write Your Blog Using the Text Editor or Google Doc Integration

Get More Traffic by Choosing The Perfect Headline

Apply Those Awesome Social Templates and Watch Your Social Messages Write Themselves

Schedule Your Content and Let CoSchedule Do The Rest

Managing Your Blog With CoSchedule Checklist

Before we get started, use this blogging checklist to follow along step-by-step. It will help guide you through the process of managing your entire blog with CoSchedule – from idea to publish.

Step	Completed	Action Item	Instructions
Complete all steps on your CoSchedule Editorial Calendar			
1		Brainstorm topic ideas.	Decide on a content theme and spend 15 minutes writing down as many blog ideas as you can. Add them to your Ideas Bin to never run out of blog ideas.
2		Add a to-do list.	Use the suggested task list in this guide to make sure all your blog posts are completed on time. Check off items as you accomplish them.
3		Write your blog post.	Use the text editor or Google Doc integration to write your blog post. When you're done, convert it to WordPress.
4		Test your headline.	Use the built in Headline Analyzer to drive more traffic with a clickable headline.
5		Add a social campaign and apply one of your social templates.	Use the attachments area to add a social campaign. Then, apply one of your social templates to watch your social messages magically write themselves.
6		Schedule your blog post in CoSchedule.	Change the status on your blog post to scheduled to have CoSchedule take it from there.

00
INTRODUCTION TO
Blogging with CoSchedule

You've made it.

You're almost a CoSchedule pro. The final piece of the puzzle is tying it all together for a top to bottom blog management process.

If your current process is disorganized, messy, and time-consuming, this guide is for you.

You'll learn the perfect strategy and the CoSchedule recommended process for getting your blog in order – from brainstorming to promotion.

Let this guide be your blueprint to turning your blog from a haphazard mess, into a streamlined, well-oiled machine.

Just imagine...

- A month of blog content scheduled in advance.
- Your social channels filled with messages with almost no effort from you.
- Never running out of content ideas.
- AND getting more traffic than ever to your website.

This might sound too good to be true, but the fact is, CoSchedule has made this a reality for thousands of bloggers, solopreneurs and small businesses.

What is This Guide?
This guide gives you the perfect blueprint for managing your blog in CoSchedule.

Who's This Guide For?
This guide is specifically designed to help bloggers, solopreneurs and small businesses run their blogs more efficiently.

Start Brainstorming and Filling Up Your Ideas Bin

One of the best parts about CoSchedule is the ability to build a treasure trove of content ideas, so you'll never be left scratching your head wondering what to write about.

To start, come up with a handful of content themes. Here are some examples for different use cases to help:

Food Bloggers:

- Super Bowl appetizers
- Christmas cookie recipes from around the world
- Halloween party must haves

Fashion/lifestyle Bloggers:

- Amazon finds
- Designer dupes
- Gift guides

Fitness Bloggers:

- Couch to 10k
- Post baby boot camp
- Move of the week

Mommy Bloggers:

- Must-have baby items
- How-to blogs
- Toddler menus

Based on these content themes, you can start brainstorming content

ideas. Set a timer for 15 minutes and write down as many blog ideas as you can.

Don't worry if they're any good or not – you can vet them later. For now, you just want to get as many things as possible down on paper.

Next, put them all into your ideas bin in CoSchedule. You can also skip the pen and paper exercise and do this directly in your ideas bin if you wish.

Simply click the "Ideas" button, and then use the plus sign to add an idea.
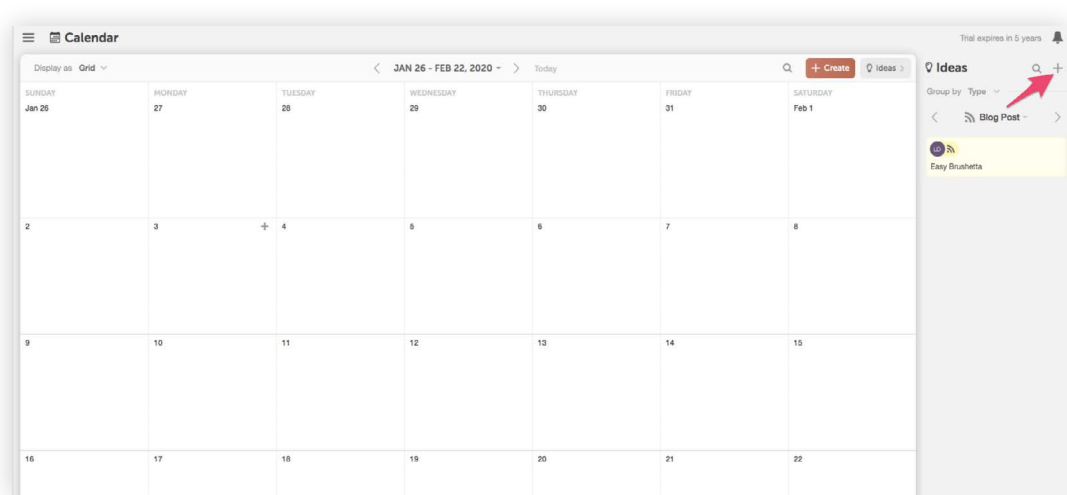
Once you've added all your ideas into the CoSchedule ideas bin, drag and drop them over to the calendar to begin the execution phase.

Click here to add some ideas to your CoSchedule calendar.

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The Perfect To-Do List to Get Your Blogs Accomplished on Time

Once you've moved a blog post from your ideas bin to the calendar, add some tasks to make sure that everything will get accomplished on time.

Here's our recommended blog post task list for you to copy and paste into your calendar.

- Outline post – 14 days before publish
- Write post – 12 days before publish
- Create graphics – 8 days before publish
- SEO optimize – 6 days before publish
- Proofread – 5 days before publish
- Add social campaign – 4 days before publish
- Change status to Scheduled – 3 days before publish

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TIP: This to-do list gives you a starting point. Feel free to alter based on your unique process.

Here's what all your tasks will look like once you've added them into
CoSchedule:
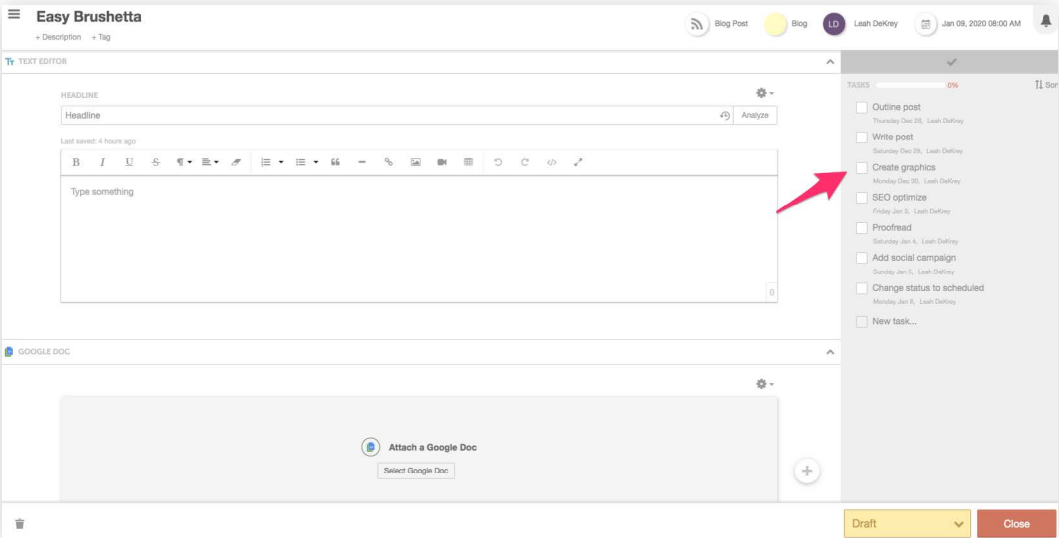
Save Time Writing Blogs Using the Text Editor or Google Doc Integraiton

Under the attachments area of your blog post in CoSchedule, you'll see options to add either a text editor or a Google Doc.

Both can easily be converted to WordPress, so feel free to choose whichever one you feel most comfortable writing in.

After your blog post in completed, click the gear in the corner and choose convert to WordPress.
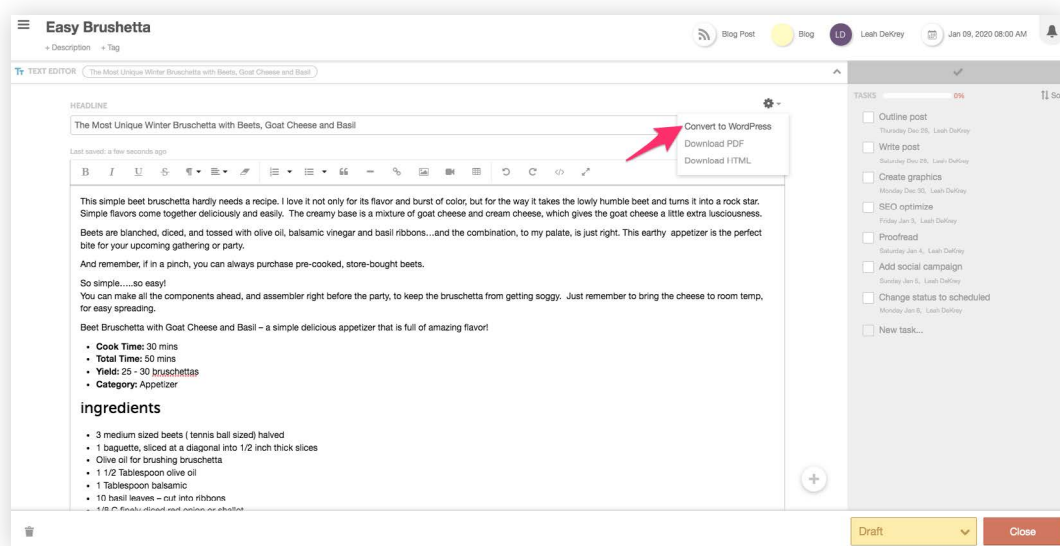
CoSchedule will automatically transfer everything and create a WordPress post on your site.

Once you've converting your content to WordPress, you can easily move between CoSchedule and WordPress by clicking the edit in WordPress button.
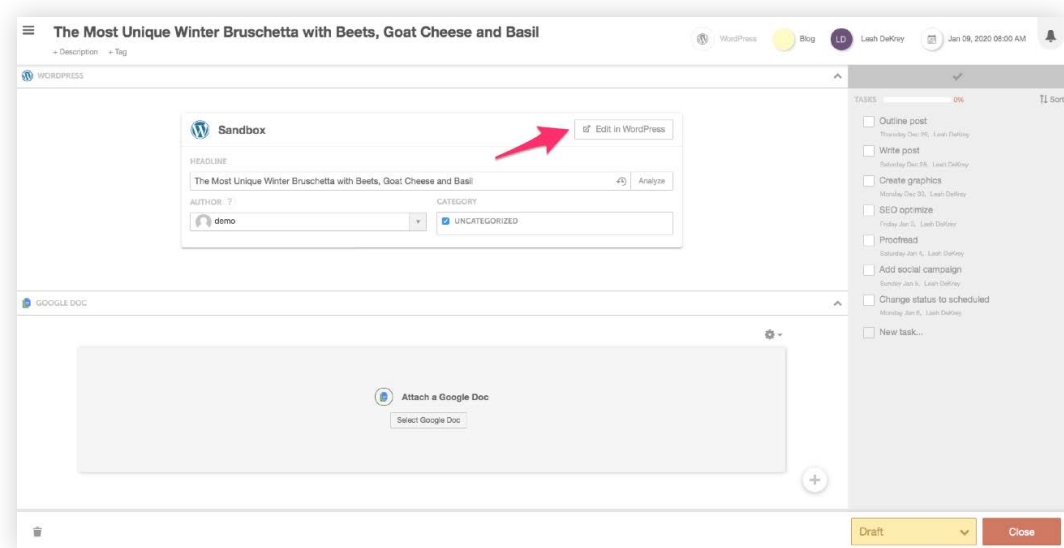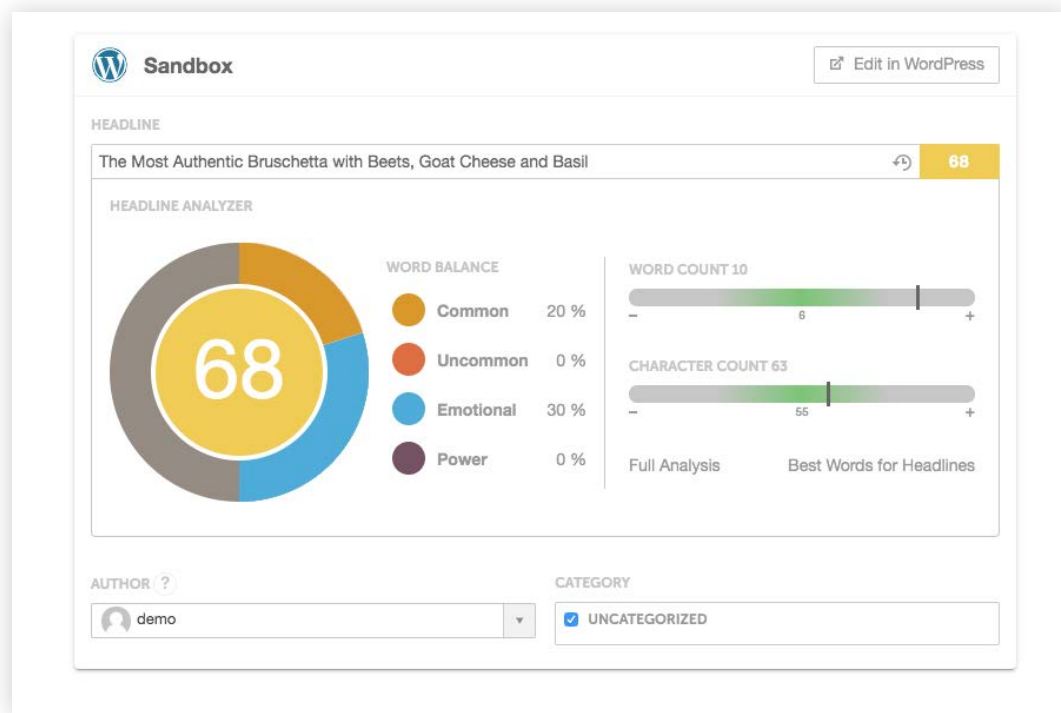
Get More Traffic by Choosing The Perfect Headline

The CoSchedule Headline Analyzer is built right into your calendar, so you can quickly test out different options to ensure you're getting the most clicks.

Play around using different emotional and powerful words to raise your score and build the most clickable headline for your audience.

Get More Traffic With Social Campaigns and Save Time With Social Templates

Social campaigns in CoSchedule ensure that you're driving more traffic to your blog by consistently posting social messages over an extended period of time.

In an earlier guide, you created the perfect social campaign and turned it into a template to reuse every time you write a blog post.

If you missed that chapter, no worries. You can re-read it here.

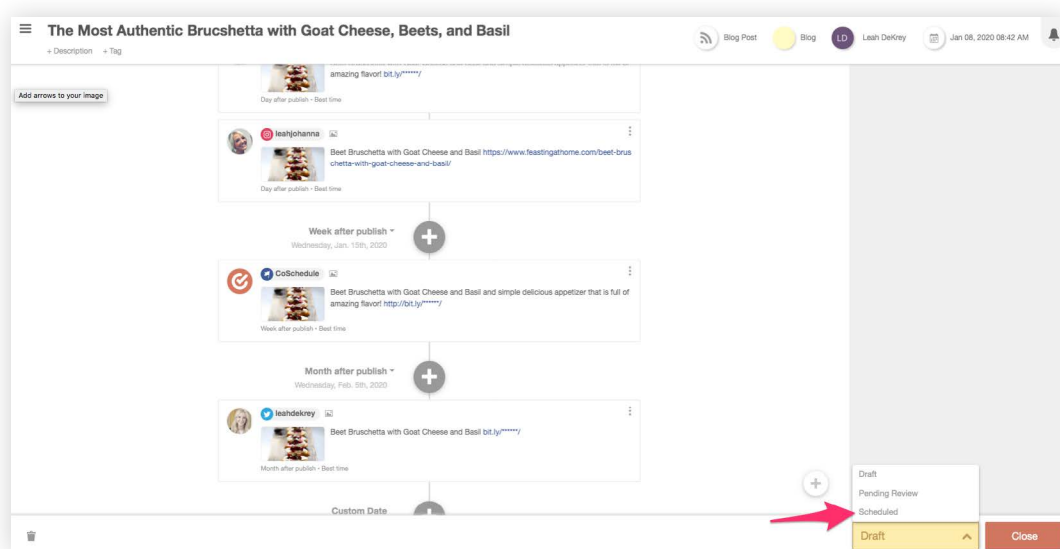Click on the "Templates" icon and apply one of the social template you created.
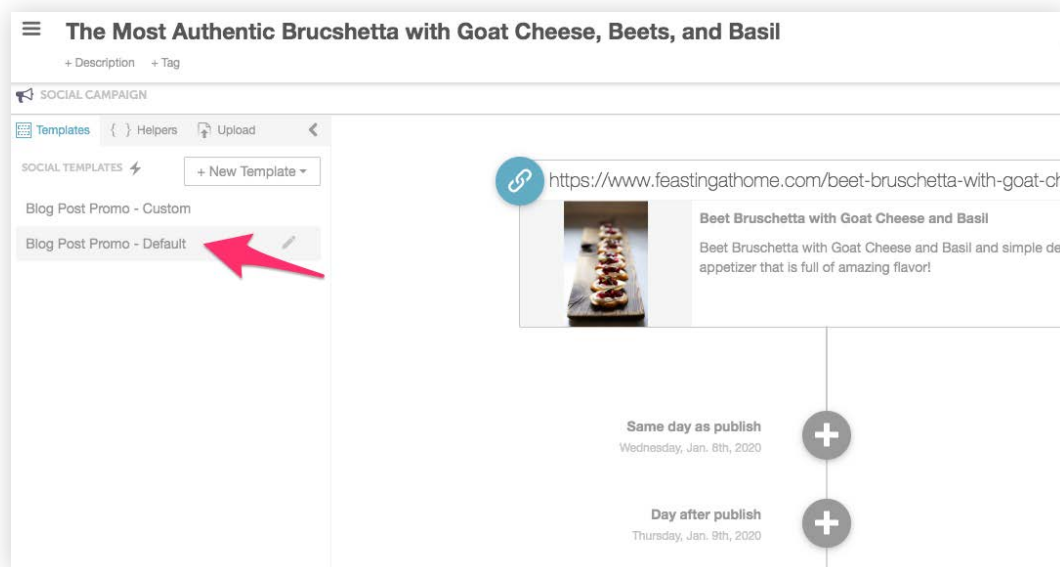
Apply the template and see all your social messages, links, and images magically write themselves.

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Schedule Your Content and Let CoSchedule Do The Rest

The final step in the process is moving your blog post from draft to scheduled. Can the status in the bottom corner.

Don't worry — your post won't go live until the specific day and time you've set. CoSchedule will automatically publish your WordPress Blog and all the related social messages exactly when you've told it to.

This means you don't have to be at your computer to manually push things live when you're ready to publish.

What Are You Waiting For? Head Over to Your CoSchedule Account to Start Growing Your Blog Following With CoSchedule.

GO TO MY CALENDAR →