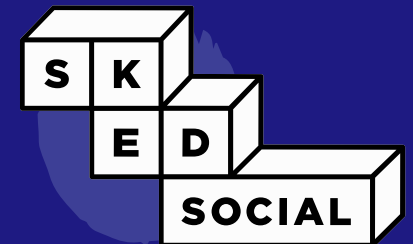


# Ebook: Social Media Planning For Professionals With Sked Social

Save time.  
Keep cool.  
Collaborate with ease.



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# Chapter 1: Mastering An Easy Content Planning & Scheduling Workflow

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When you manage social media, time is not on your side. You're caught up in a whirlwind of tasks.

It's your responsibility to communicate your client's brand and craft compelling copy. Then there's the strategy, hashtags, and engagement. The list goes on!

Most of the time, brands and agencies use many platforms to stay afloat. Content plans, emails, project management systems, track changes... Things become messy, fast. Especially if you manage many accounts.

But what if we told you that managing social media didn't have to be difficult. And that you could complete the whole process using one tool. Better yet, that you could do this in 30 minutes or less every day. Now we're talking, right?

The benefits of managing all your content in one place are mind-blowing.

Clear, succinct processes make us all want to cry with happiness. Not only do these streamline your team's methods, but they also take productivity to a whole new level.







And let's face it. Productivity is the secret sauce when you manage social media.


Many social media managers and agencies find themselves caught up bumbling their way through Asana boards filled with convoluted steps...take days (and sometimes full weeks) finalizing content plans. It's a surprise you all aren't sprouting grey hairs before your years.

Bouncing back and forth with content calendars is sure to drain energies faster than daily marathons. After all, you're wrestling between planning documents, emails and project management tools.

Then comes the posting. 'There has to be a better way,' you're probably wondering.

**Luckily, there is. And now we're pleased to share how a single platform can help you:**

-  Streamline your processes
-  Increase productivity
-  Grow followers
-  Boost your ROI
-  Save money
-  And stop sprouting grey hairs!



**Are you ready to reap the rewards of Sked? If that's a yes (and how could it not be), let's get right into it!**



# Social Media Calendar: Never Forget A Social Media-Worthy Holiday Ever Again

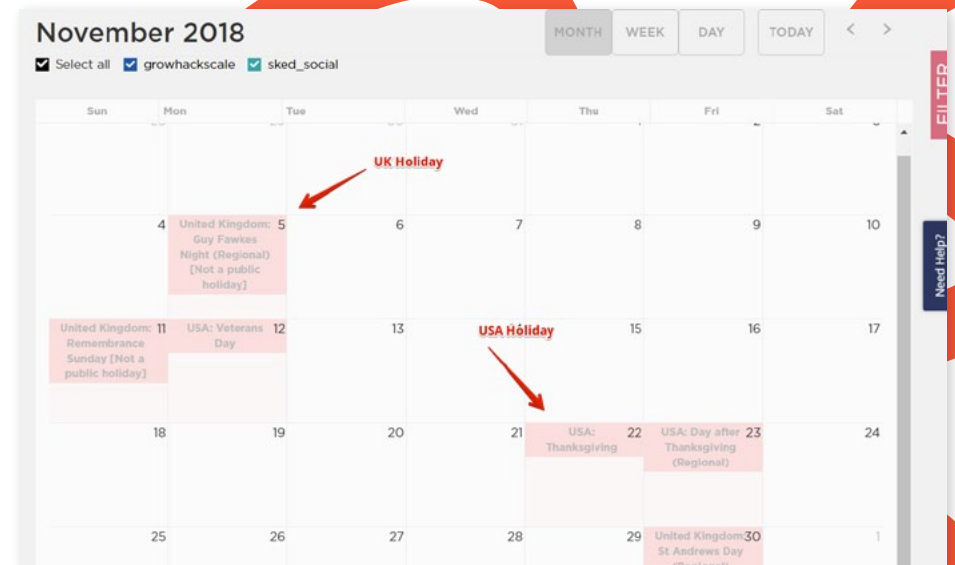
Before the content, comes the planning.

These days, every piece of content you deploy needs to reach like never before, and capitalizing on global, local and internal dates and holidays is a great way to anchor your social media strategy.

These holidays and events provide the opportunity for your clients to connect with your audience, reach new followers and target customers. And though it might seem like there's too much to keep on top of, using Sked's built-in social media calendar is a great starting point.

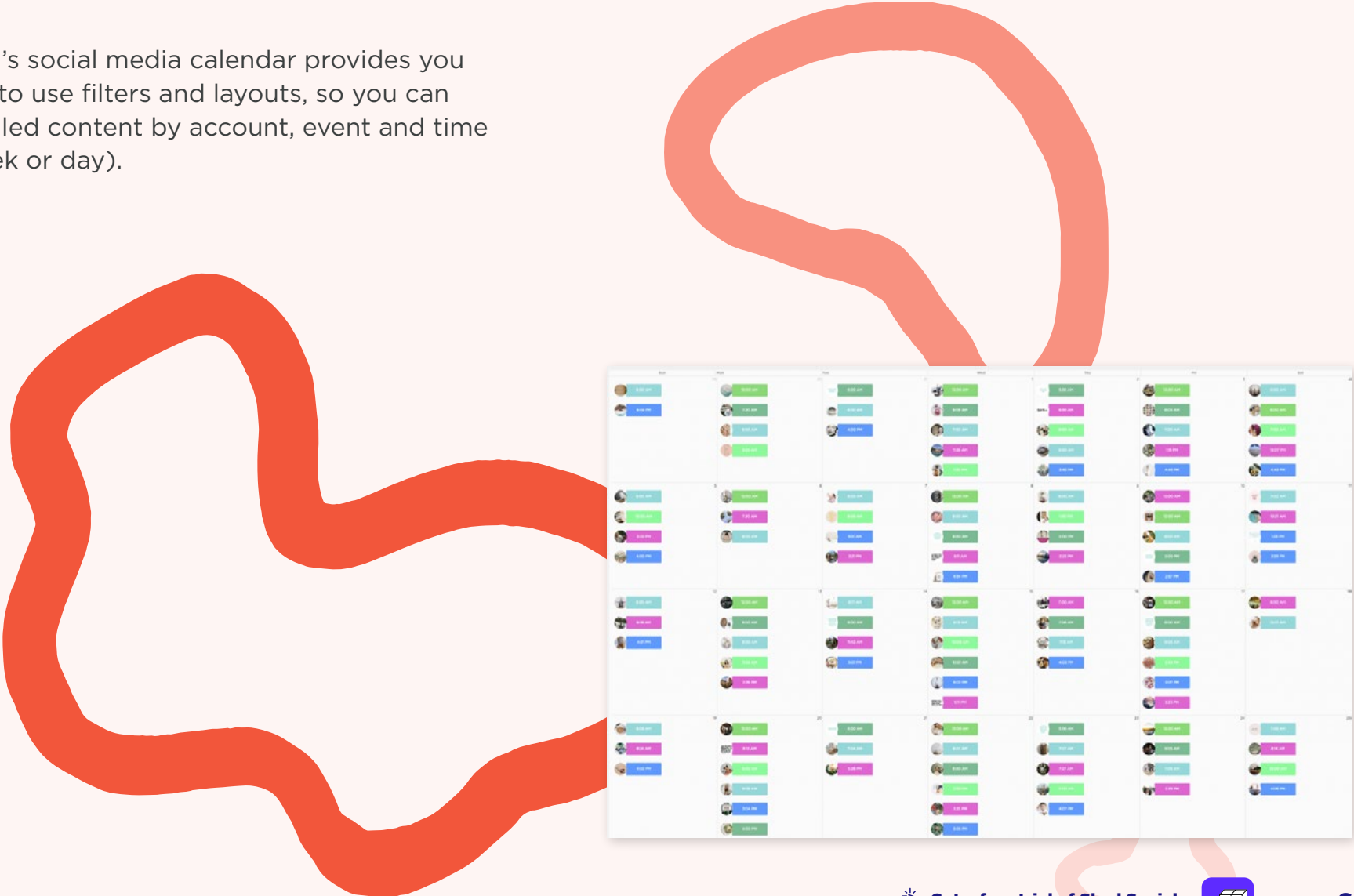
## Pre-Filled Social Media Holidays All In One Place

Our drag and drop social media calendar gives you an instant snapshot of important social media events or holidays to be marked in your calendar. You can also add any holiday or custom event you wish, with a simple iCal URL.



Plus, all your social media activities, across Instagram, Facebook, Pinterest and Twitter (coming soon), also fill this same calendar. See when each post is scheduled to go out, filter to view only Instagram content for example, and make changes in seconds.

Finally, Sked's social media calendar provides you with simple to use filters and layouts, so you can view scheduled content by account, event and time (month, week or day).



# How to Keep Track of Any Event in the World

Event calendars in Sked aren't just useful for keeping track of your country's holidays.

It's also incredibly useful for keeping track of any event that happens anywhere in the world, so you can create timely social media campaigns that drive engagement and sales.

For example, if you sell International football shirts, then this summer's World Cup in Russia is your best opportunity to make record sales figures.

To track this event, you'd need to find the iCal format calendar URL to add the events in your Sked calendar. Check out [Calendarlabs.com](http://Calendarlabs.com) for the iCal URLs of your event.

Look at how Read City Writing kept track of each World Cup 2018 game.

|      | Sun 24 Jun                   | Mon 25 Jun                      | Tue 26 Jun                     | Wed 27 Jun                           | Thu 28 Jun                    | Fri 29 Jun | Sat 30 Jun                           |
|------|------------------------------|---------------------------------|--------------------------------|--------------------------------------|-------------------------------|------------|--------------------------------------|
| 12am | England Vs Panama - Group G  | Saudi Arabia Vs Egypt - Group A | Denmark Vs France - Group C    | Mexico Vs Sweden - Group F           | Japan Vs Poland - Group H     |            | R16 Match 2: Group C Winner Vs Group |
| 1am  | Japan Vs Senegal - Group H   | Uruguay Vs Russia - Group A     | Australia Vs Peru - Group C    | Korean Republic Vs Germany - Group F | Senegal Vs Colombia - Group H |            | R16 Match 1: Group A Winner Vs Group |
| 2am  | Poland Vs Colombia - Group H | Spain Vs Morocco - Group B      | Nigeria Vs Argentina - Group D | Switzerland Vs Costa Rica - Group E  | Panama Vs Tunisia - Group G   |            |                                      |
| 3am  |                              | Iran Vs Portugal - Group B      | Iceland Vs Croatia - Group D   | Serbia Vs Brazil - Group E           | England Vs Belgium - Group G  |            |                                      |
| 4am  |                              |                                 |                                |                                      |                               |            |                                      |
| 5am  |                              |                                 |                                |                                      |                               |            |                                      |
| 6am  |                              |                                 |                                |                                      |                               |            |                                      |
| 7am  |                              |                                 |                                |                                      |                               |            |                                      |

1. Within Google Calendar, click on the 'Settings Menu' icon (gear symbol in the top right)
2. Click on 'Settings' under the dropdown that appears
3. On the left under 'Settings for my Calendars' select the calendar you want
4. Now scroll down until you get to the 'Integrate Calendar' section
5. Your iCal URL will be located under 'Secret address in iCal format'
6. Copy this URL into the 'Import ICS URL' in the Sked event calendar

# Upload Posts: Get Your Photos Up In One Click

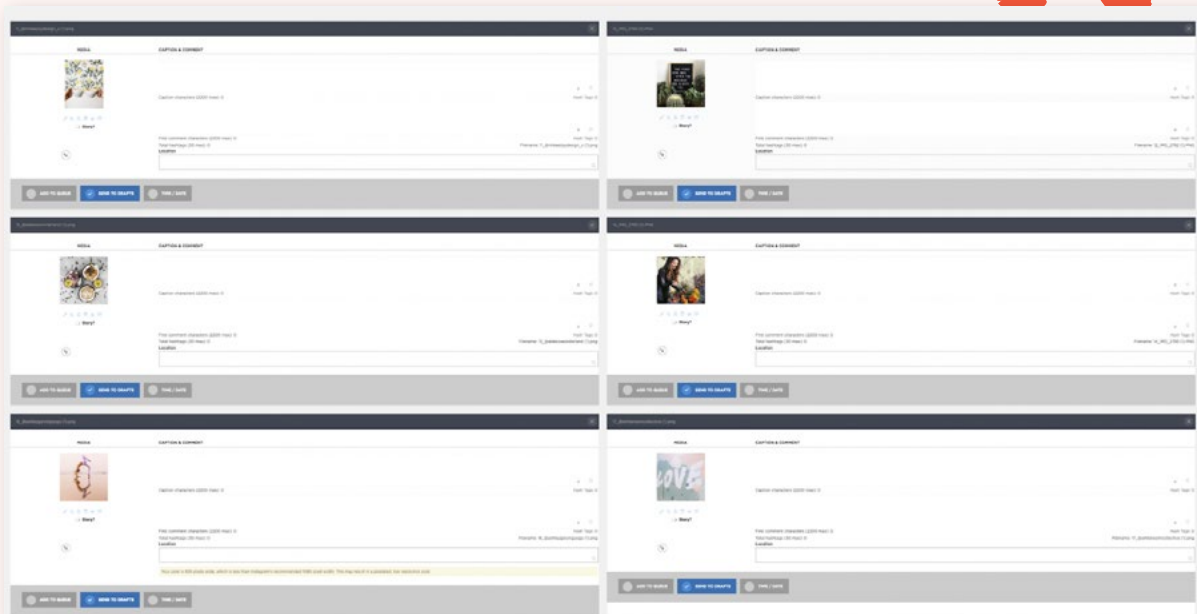
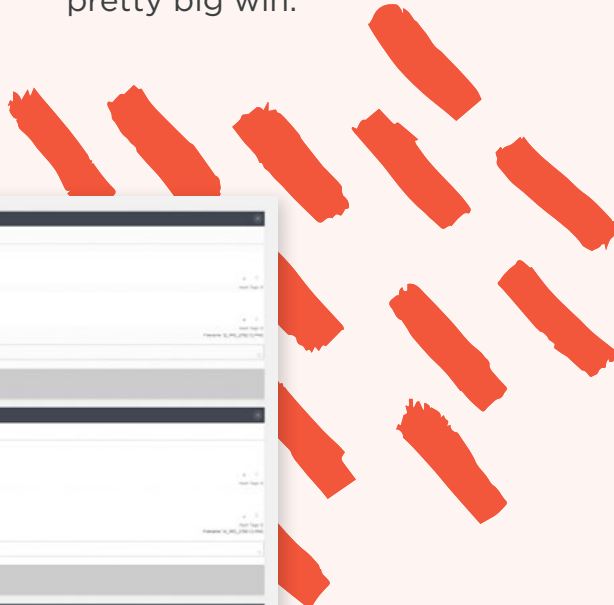
Instead of double-handling content plans, emailing your content for approval and wasting time with single uploads, Sked's 'Upload Posts' option makes scheduling posts a breeze.

Upload multiple photos with our handy uploader.

For example, if you've created a month's worth of content for a client and it's ready to go, simply upload all of the images in one quick and easy select and upload function.

As a bonus, you can also edit your posts, tag accounts, products, and locations as well as adding in your captions, hashtags and select your date and time to post.

This allows users to quickly, and easily organize posts. By using the uploader to batch content, you'll be surprised by how much hassle this will really save. If you can eliminate steps in your process to streamline and manage your time more efficiently, we think that's a pretty big win.



# Visual Planner: Plan An Instagram Feed They Can't Resist

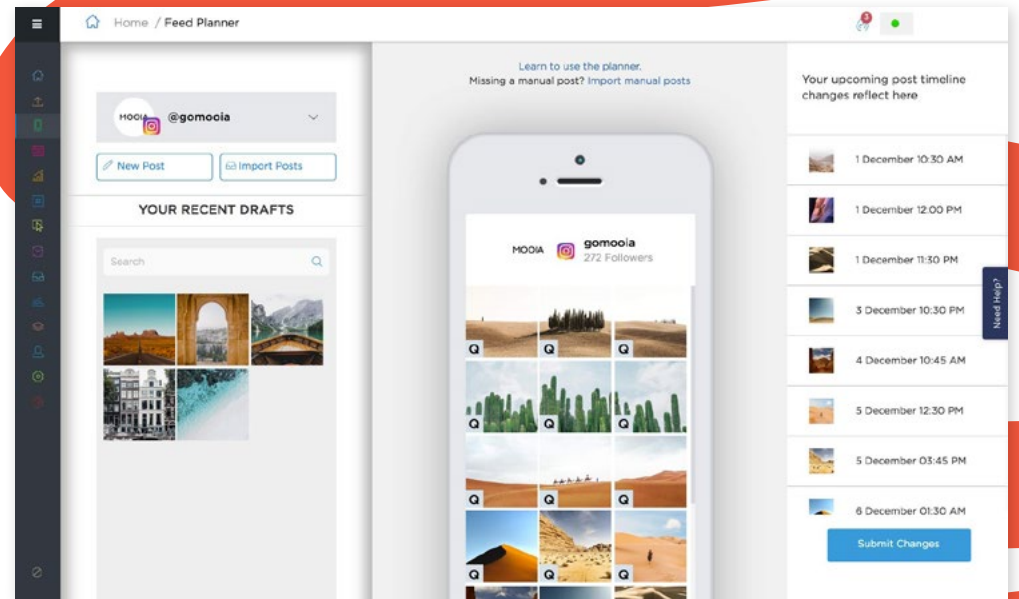
A grid can make or break any Instagram strategy.

A visual Instagram planner is especially useful if you have a strict brand aesthetic to uphold or prefer to extend posts across several tiles/posts.

There is simply no better or easier way to guarantee a consistent look to your feed.

The results often speak for themselves. Consistent and well-curated feeds boast a higher number of followers and are linked to higher engagement rates.

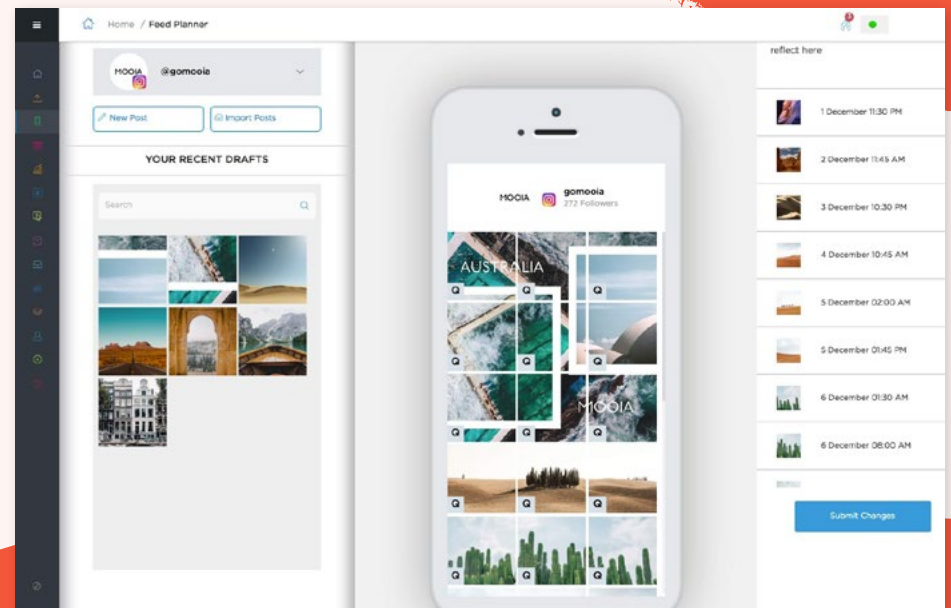
Using Sked's Planner helps social media managers plan their grids exactly as their team envisioned them.



The Visual Planner allows you to visualize how your posts are going to look on your Instagram grid. It's simple and straightforward.

Feel free to drag content from your drafts into your preview grid, and then move the posts around as you see fit. This includes scheduled, queued and draft posts. Then, you can make any necessary changes to make the posts appear in the exact order that you want. This is crucial when you are putting together a collage.

Doing this without Sked's Visual Planner feature would be difficult, and would take a few attempts to get right. It's easy how this feature helps users save them hours in their social media planning.



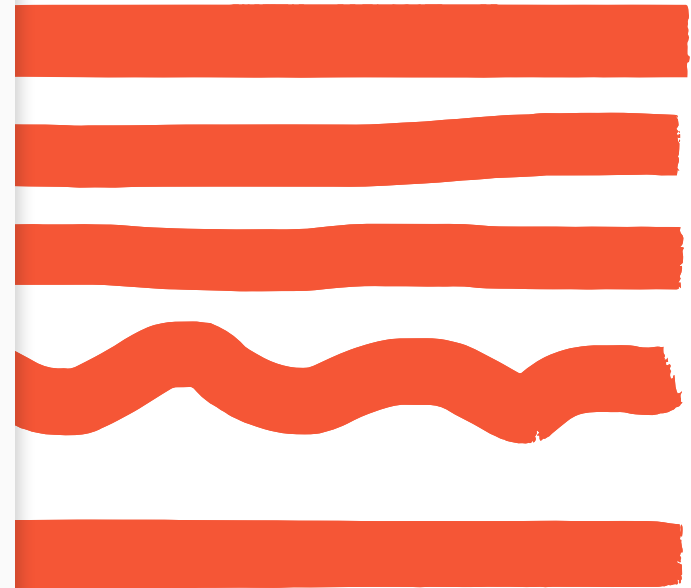
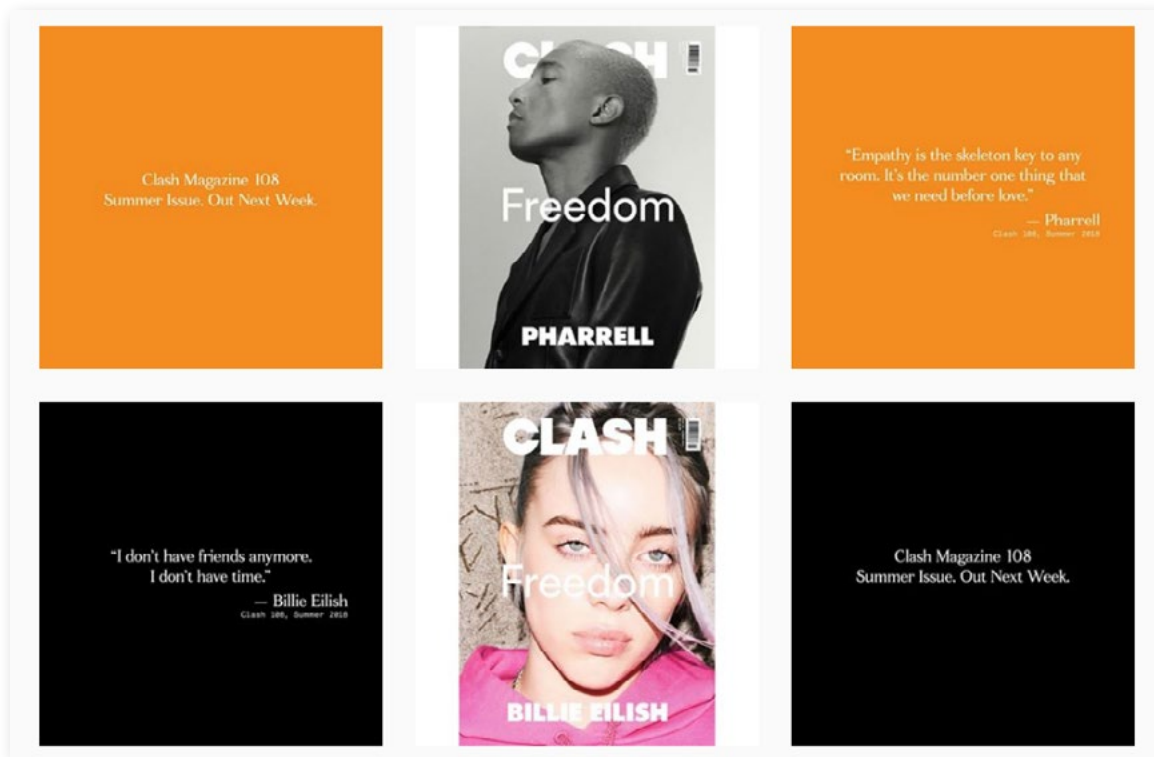
Using Sked's Visual Planner provides you with an overview of your page.

When Instagram users land on your profile, you want them to see content that makes an impact and represents your brand as best as possible.

A large part of building your Instagram aesthetic involves developing your posting style and identity. Creating a feed and posts that users can easily recognize and makes them stop in their tracks is the ultimate goal. In addition

to crafting eye-catching content, this could involve making your posts black and white, adding a signature border or using a specific filter throughout your feed.

As you can see from the screenshot, this is what Clash Magazine have done. Using Sked's Visual Planner allows you to preview your feed before it goes live, avoiding any costly mistakes. The Planner means you can have confidence in what you are scheduling and how it is going to look once deployed.



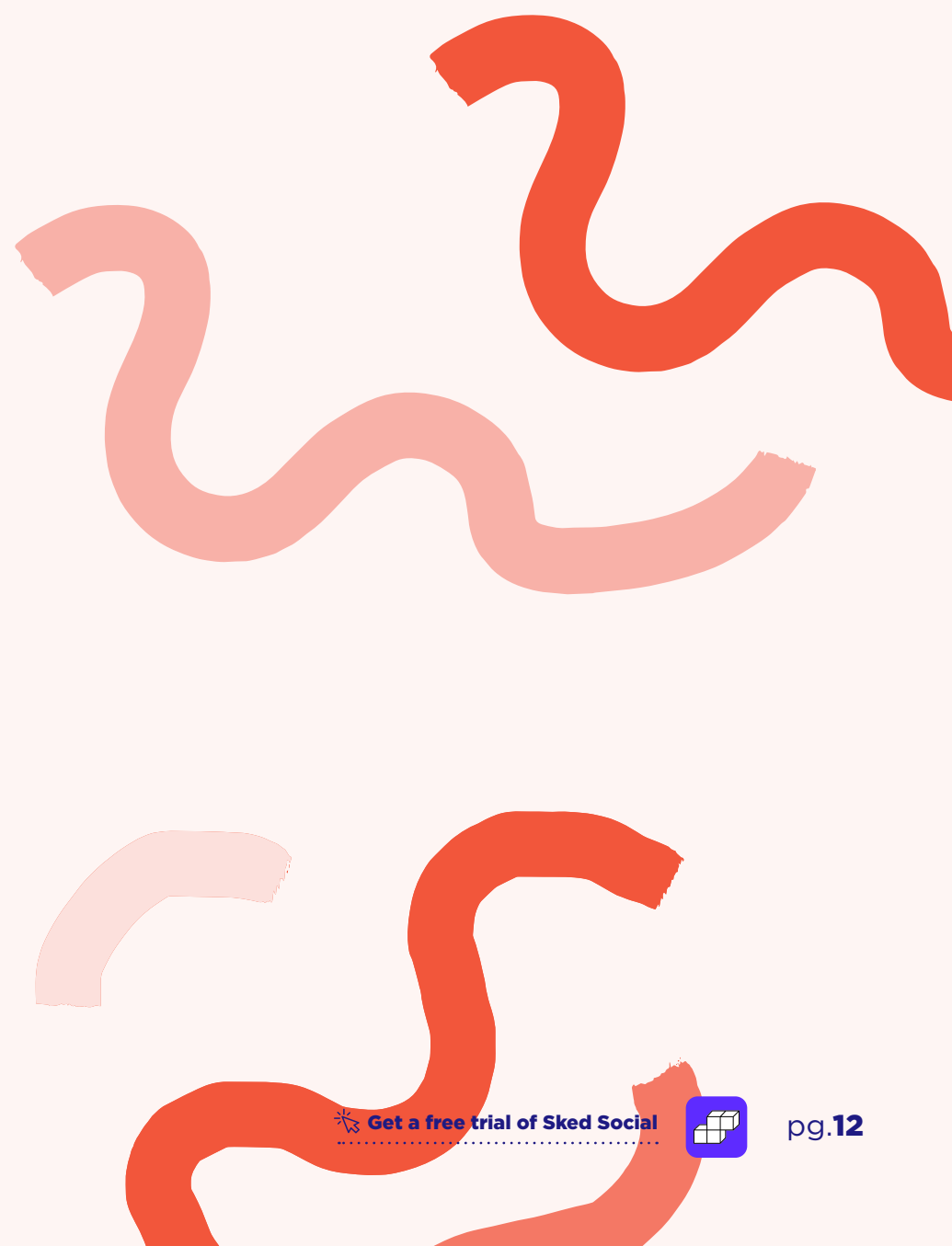
# Queue: Feature To Set Up Your Optimal Posting Schedule

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Often, as social media managers dealing with multiple tasks, you're short on time.

That's why using Sked's Queue feature is so handy. The Queue deploys your content at consistent, predetermined times of your liking. Not only will this feature save you time, but consistent posting is also key to growing your audience.

The greater the consistency and frequency of your posts, the more your audience is bound to grow.



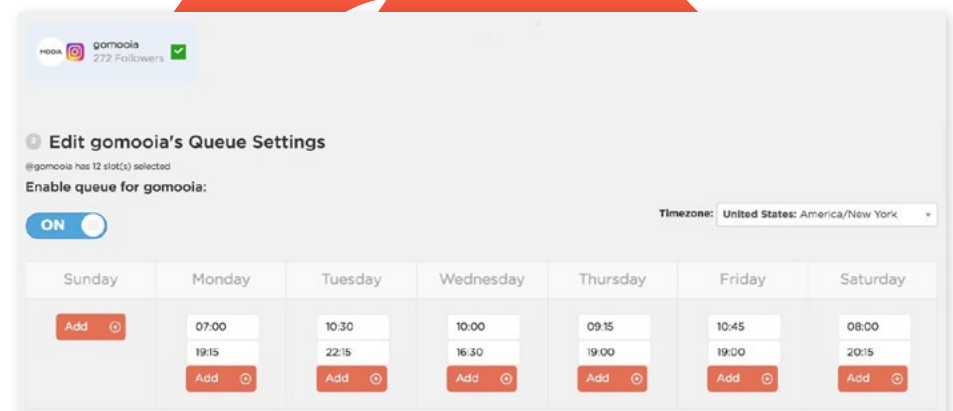
**It's also common practice to establish the optimal posting times for your audience. Ask yourself:**

- When is engagement highest?
- When is my click-through-rate highest?
- Where do most of my followers live?
- Where do most of my highest-converting customers live?

You can then take that into account when using the Queue feature.

It is key to post your content when your audience is online. If you are a brand with global followers and customers, this is trickier since you have users who are active at different times. Thankfully, setting up queue times allows you to easily set up tests and facilitates analysis of your best-performing posting times.

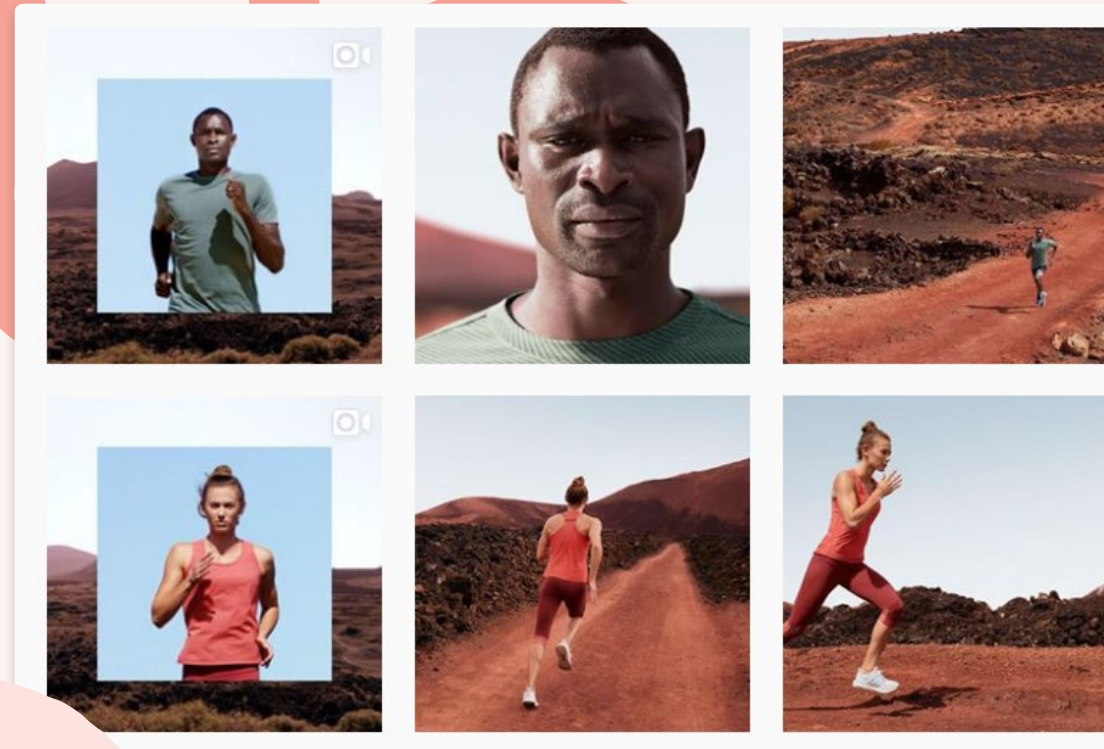
Optimizing your content will increase its reach, impressions and engagement rate. If a user interacts with the majority of your content, they should see it on their timeline. But, they may see it a few days after you posted it. This is worth bearing in mind if you are promoting any events or promotions that are time-sensitive.



In order to maximize content reach across time zones, some clever brands have employed the collage style to amplify their message.

Sked's Visual Planner can help you with that. To do so, split one, multi-layered original image into nine unique tiles on your profile page. This gives you eight more chances to have the post seen by your audience. Many huge brands (Adidas, Nike etc.) do this as an innovative way to launch a new product over several posts. Most campaigns require that deploy more than one post, and so the collage theme can be effective in doing so.

Your time is precious, so planning ahead is the name of the game, and especially with social media. Sked's Queue feature gives you the freedom you've always wanted by automatically posting your content for you at optimal, and consistent times. You can officially forget about notification, nudges or confirmations. And if you need to share that content across Facebook, Pinterest and Twitter (coming soon) too, Sked allows you to set it up once and deploy your posts across your chosen channels.



# Photo Editor: Craft beautiful and Channel-Specific Content

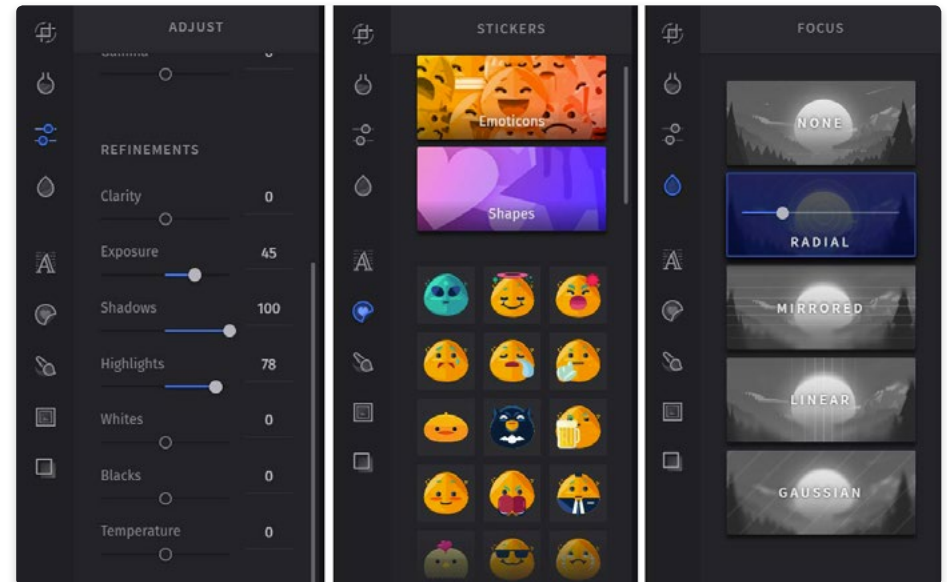
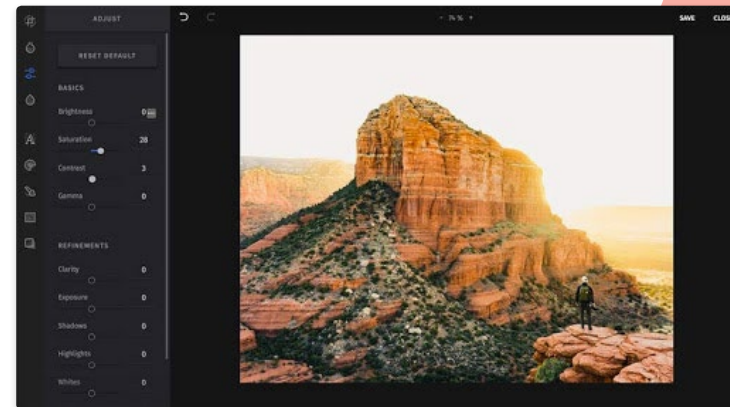
Gone are the days when social media managers need to use multiple apps to perfect their posts!

Sked's Photo Editor takes the labor out of editing your social media posts thanks to its professional photo editing capabilities, Instagram-like filters and stickers, and handy text feature.

Sked's in-browser Photo Editor allows you to make the same edits you would on Instagram or other photo editing apps like Snapseed. Feel free to adjust the contrast, brightness, clarity, focus saturation and more.

We all know how crucial it is to curate high-quality images, but adding your brand's signature touch with Sked's brushes, fonts and stickers will help you stand out from the crowd.

**If you're new to Sked, why not dive right into using the Photo Editor by signing up for a 7-day free trial.**



# Chapter 2: Optimizing Caption Creation & Scheduling

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You've got a bunch of really good photos that you want to post on your brand's social media accounts. And now, all you need to do is to come up with the perfect caption that adds context, integrates personality and encourages followers to click the like button and comment.

You can have great photos, but it's hard for someone to relate to your photo and post as a whole if they can't connect with it, and these elements will help you achieve this. Your captions need to explain and contextualize your images while keeping in line with your brand voice.

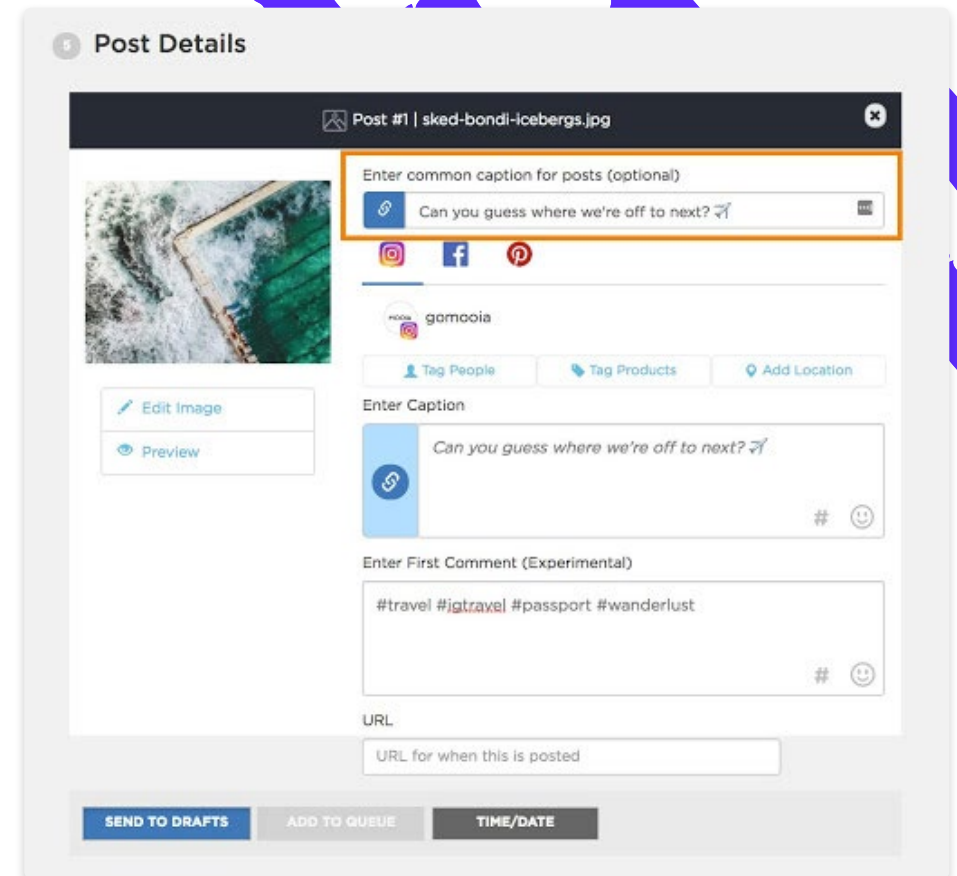
And when you've finally come up with the perfect caption, you still have to schedule, add tags and emojis to create the perfect final product. Luckily, Sked has a few features that save you time so you can focus on creating quality captions.

## Common Captions - Save Time by Scheduling the Same Content Across All Accounts

To decrease the time you spend entering captions for each of your posts, the Sked team has been hard at work developing our Common Caption feature.

Now that you can schedule content across Instagram, Facebook, Pinterest and (soon) Twitter, common captions allow you to craft one social media caption per post that can apply to each deployment of that post across your channels.

And if you feel like changing up your caption across your channels, a tactic we highly recommend, you can easily make small, or big, changes to each channel's post--and all within the same window!



# Don't Forget To Add CTAs

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Of course, simply coming up with a caption that embodies your brand's persona won't exactly get your viewers to visit your website or buy a product.

So be sure to include a call-to-action within your captions.

For instance, say you want followers to download your ebook. You could tell viewers to click the link in your bio to download the free guide.

Or maybe, you could host a contest and encourage followers to tag their friends in the comments section to get new followers and increase online engagement.

## Not sure what your call-to-action should be? Just include a simple action or question.

-  Tell them to vote for A or B
-  Subscribe to the link on the bio, like or comment.
-  You can even ask them: What are your thoughts?  
Which is your favorite? can you relate? —to initiate a discussion.

For example, when Keds posts product photos, they make sure to add “tap to shop” and “link in our bio” to encourage viewers to act now and make a purchase. If you’re an e-commerce brand, why not try using words such as “like”, “buy” or “register” in your captions; these are great action words that let your followers know what you want them to do.

Creating urgency is also a great way to encourage them to take action. Using words like “offer expires” and “for a short time only” are great ways to give your followers a sense of urgency.

Identify the goal of your post, and then choose which action would work best.

Asking a question can help in more ways than one! It will help you increase your engagement (and thereby improving your reach) and it can allow you to better understand what your followers are wanting or looking for in your brand.

Remember, your followers are your biggest critics.

If you’re wondering what product you should create next or what topic to cover for your next blog post, why not just ask them! The internet is never one to shy away from honesty and they’ll definitely give you their two cents on whether your newest idea is a good or a bad one.

Running contests is also a great way to utilize call-to-actions and to increase your engagement!

You can ask your audience to tag a friend (or two!) in order to enter the contest, which drives engagement and awareness for your brand!



### PRO TIP

**When running contests, try adding “Contest” or “Giveaway” at the beginning of your caption to grab people’s attention! Add an emoji to go with it and you’re golden!**



# Exponential Growth With Hashtags

---

No matter how great your caption may be, sometimes it just won't be enough to attract the reach and impressions that you're after.

Hashtags are a necessity for any account on Instagram to reach more people. In fact, posts with at least one hashtag average 12.6% more engagement than those that don't.

This is a pretty big deal, right?

So not only should you be using all 30 of Instagram's allowed hashtags in each post, you'll also want to see them as a secret weapon. But, spoiler alert, not all secret weapons are pretty.

While we know hashtags are a powerful element to your overall Instagram strategy, they tend to look spammy! Sked's Instagram manager allows you to add hashtags to the first comment of your post, all within the tool.

Instagram currently allows up to 30 hashtags on a post. But placing them within your original caption is known to decrease engagement drastically. With Sked, you can automatically post a first comment that includes all of your hashtags. In most cases, this first comment is often hidden from the feed which makes it an ideal place to stick your spam-looking hashtags.

No more messy asterisks guiding the eye down, ruining the flow of your post or filling up your word count. Enter all 30 hashtags into the post's first comment at the click of a button all within the scheduling phase.



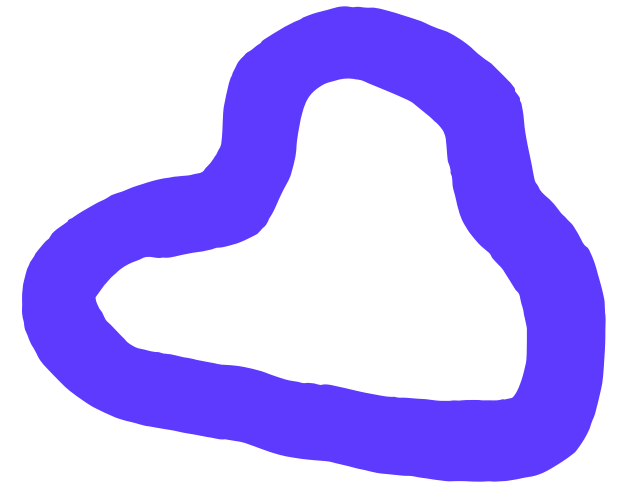
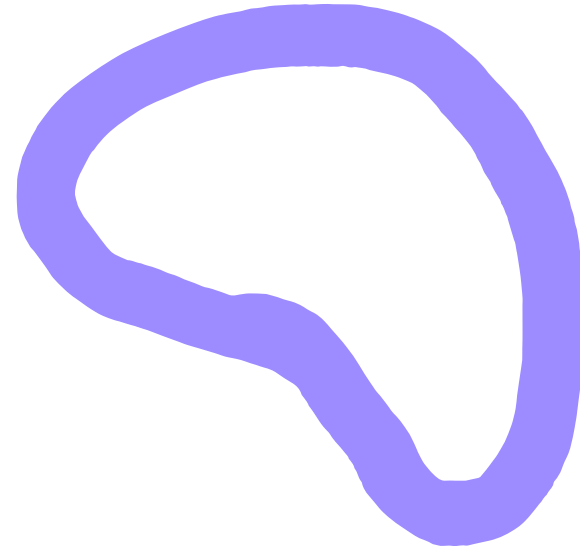
# But First, Hashtag Research

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Hashtag research can take up a lot of your time. And a clever way to make use of all of that energy investment is to save your hashtags into lists. Instead of chopping and changing with each and every post, aimlessly typing in hashtags you think may be a good fit or trying to find that Word document you saved them all in—have them stored safely in lists on Sked, ready to go.

Not only will this mean your hashtag lists are available for easy access across your different accounts, but you'll also gain valuable insights into the types of posts that appeal to your target market best.

Best of all, Sked allows you to create hashtag groups that can quickly be added to your captions for repeat use.



# Hashtag Manager: Be #StressFree With Sked Hashtag

## Step 1: Finding Sked's Hashtag Manager

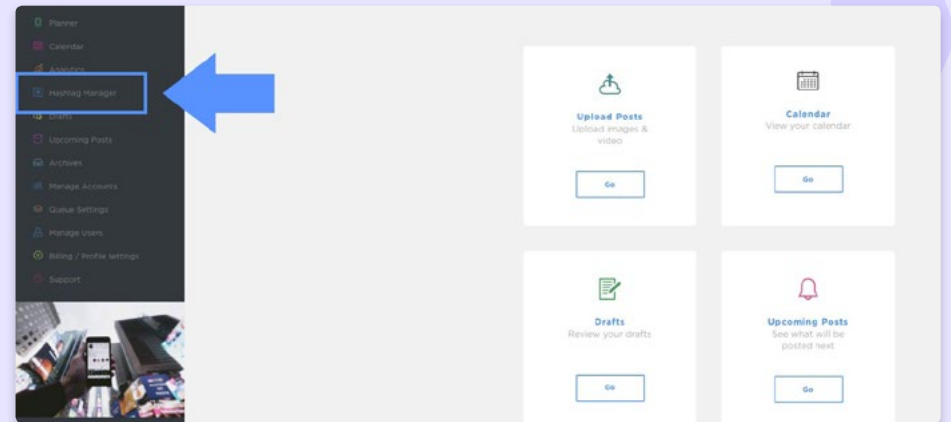
The Hashtag Manager is easily accessible from Sked's toolbar. Sked's toolbar sits pretty on the left side of your screen. Here's where you can access each of Sked's features, including the Hashtag Manager.

Of course, you can add hashtags on Instagram through the comments:

- Manually, one by one
- By copy and pasting lists published on previous posts (when using a computer, laptop or tablet).

But, the time-saving and convenient Hashtag Manager makes life even easier. Don't waste time adding hashtags once your post goes live. Instead, Sked allows you to add Instagram hashtags in comments during the planning process.

From your home screen, click the Hashtag Manager Icon.



Once you're inside the Hashtag Manager, use it to:

- Add individual hashtags to posts by only needing to type the first few letters
- Or our favorite, add hashtag groups to coincide with each post's strategy.

Hashtag groups are the most productive way to add hashtags on Instagram via comments. Once the groups are set up, it's only a matter of clicking a few buttons. Then you can add Instagram hashtags in comments in a flash.

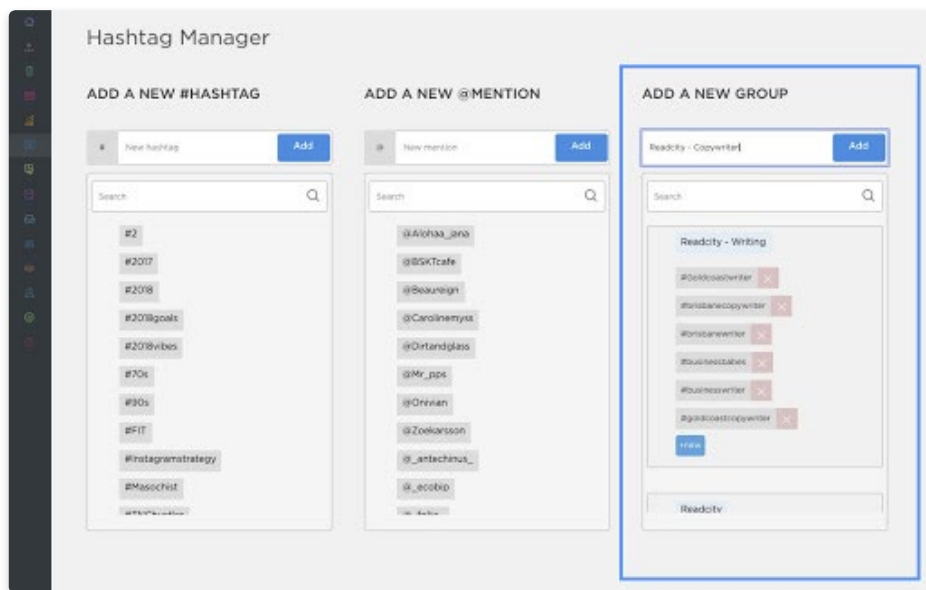
## Step 2: Creating Your Hashtag Groups

Once you've reached the Hashtag Manager, it's time to create your groups.

### PRO TIP

**We recommend titling your hashtag groups with the posting strategy topic. And if you're managing many accounts, the business name too. By grouping together by similar 'themes' you'll know exactly which one to use when it comes time to post.**

Take a look at the column on the far right, 'add new group.' This is where the magic starts to happen.



The group option allows you to add Instagram hashtags into lists for easy use.

Click on the 'new group' box and add your hashtag list title.

Instagram allows 30 hashtags per posts. Imagine how long it would take to add each hashtag individually. Grouping Instagram hashtags together save buckets of time. And best of all, you can then add Instagram hashtags in comments automatically.

### Once you have your group title:

1. Scroll to your new group
2. Click '+new'

Here you'll need to add in your 30 hashtags individually, for each list. Be sure to put the hashtag symbol at the start of the word and hit the enter key to submit each one. Once you have your lists organized, it's time to add them to your post.

## Step 4: Adding Instagram Hashtags in Comments of Posts

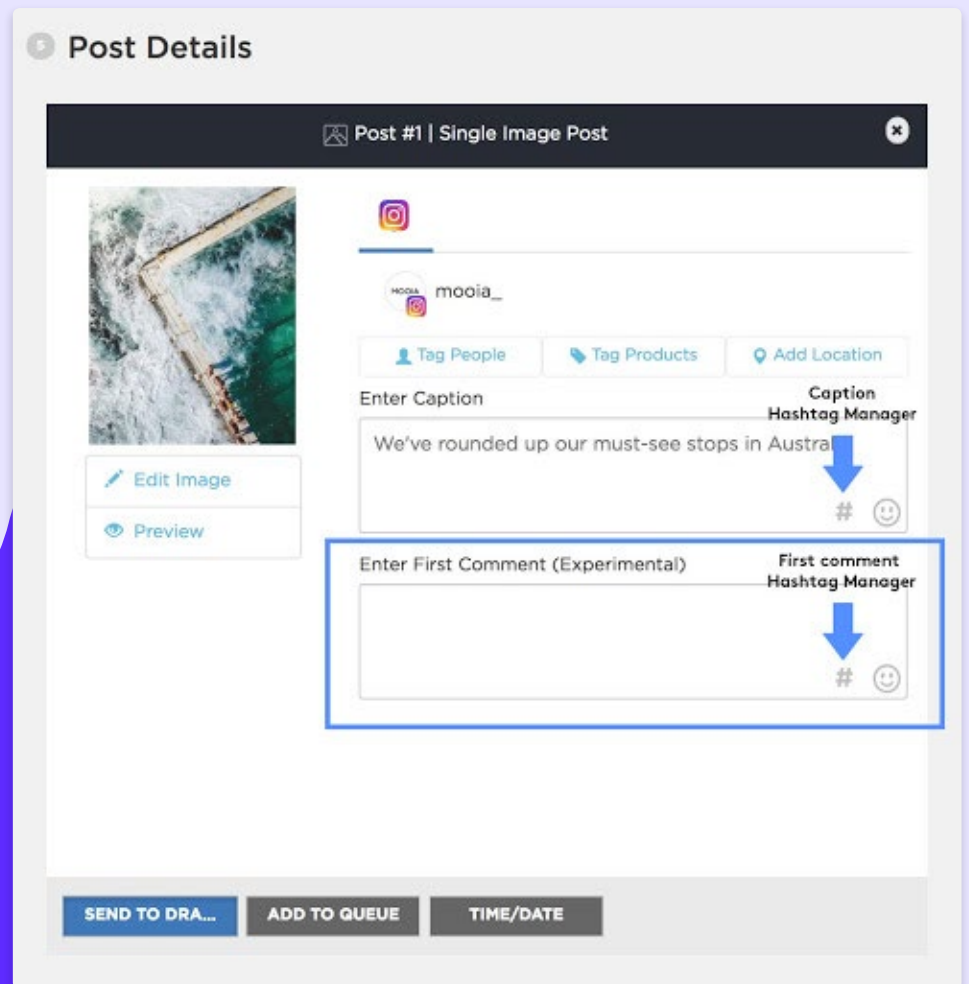
Now that you have your hashtag lists categorized into different topics or posting strategies, this next step is a cinch.

You'll want to navigate to the 'upload post' section of the side toolbar.

1. Select your accounts
2. Upload your chosen images
3. Edit your images

From here, write up your caption in the top box. You'll notice a second box underneath your caption box. This is where you'll place the first comment of your post.

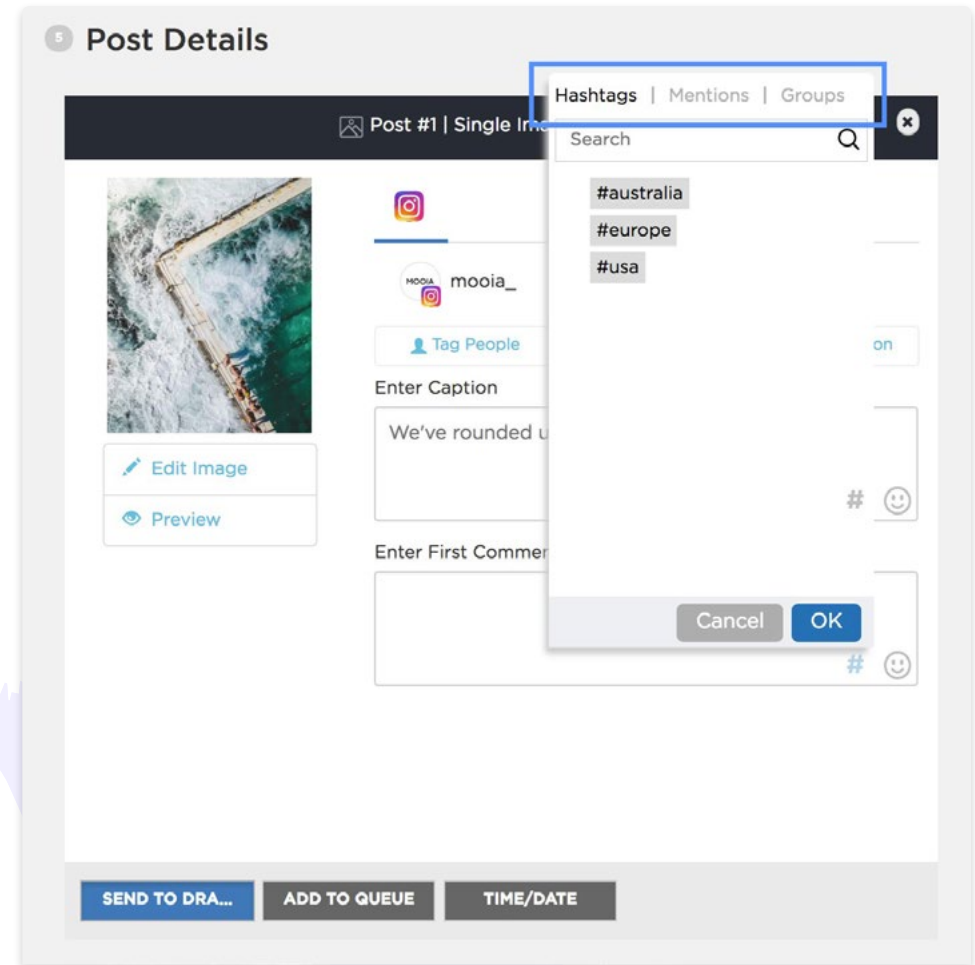
To add Instagram hashtags in comments, simply navigate to the box underneath your caption.



### Then, follow these simple steps:

1. Click on the hashtag icon and navigate to the Hashtags, Mentions, OR Groups section.
2. Choose the appropriate hashtags, mentions or groups.
3. Click okay and see your group of hashtags and/or mentions magically appear!

Now, all that's left to do is to schedule your post using the scheduling tools at the bottom of your post planning screen.



# If you're not using Sked, how do you hide all of the hashtags?

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1. Immediately after posting, add a comment
2. Use either a period, dash, or asterisk each on a separate line (6 works best)
3. Add your hashtags
4. Your comment should now look like [...] and your hashtags are now hidden

Once you have your set of hashtags, you can keep them in a notepad on your phone or computer so you don't have to continuously type them out!

Having a set of generic hashtags is great to use most of the time, but you also want to occasionally alter the hashtags that go with your post.

So, if your post is about a new product that was released and you're using #meeting, it's not relevant to the post and you'd be targeting the wrong audience.



# Don't Forget To Add Mentions

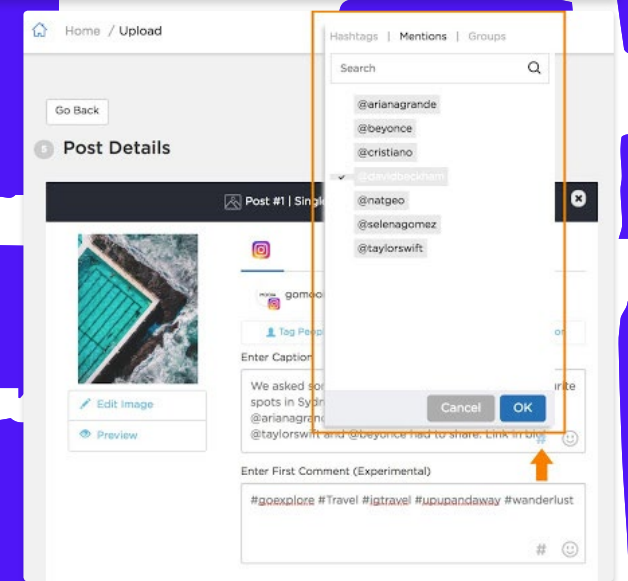
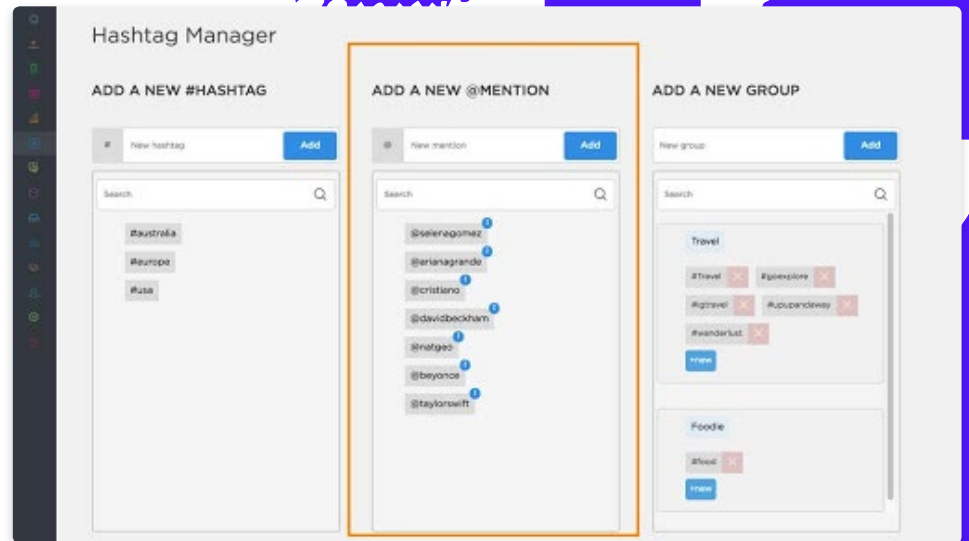
Does your post feature an Instagram influencer? Or, is it mostly user-generated content?

Whatever the case, show some appreciation and tag relevant users within your post. You can do so with Sked's user tagging (more on that later), or by mentioning these users in your caption.

Did you know that you can add and store mentions in Sked in our hashtag manager (see below), just like you can with your hashtags? It makes adding them to your posts so much faster because you don't have to type them out every time.

To do so, access the Hashtag Manager dashboard and add your users in the mention section.

When adding captions to your post, you can quickly click to add your mentions by accessing the hashtag manager via the # icon.



# Use Emojis

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Sometimes, a good Instagram caption isn't complete without an emoji.

Whether it's a cheeky smile, or a patriotic flag, the variety of emojis makes them an ideal way to bring personality to any brand.

## Here are a few ways you can use emojis within your captions:

- Highlight your call-to-action by adding an emoji next to it.
- A signature brand emoji can be used at the end of every other post as an identifying characteristic of your content.
- Arrow or finger emojis can be used to entice users to comment.
- Separate your caption paragraphs using emojis.

No matter how you use them, make sure your emojis pair well with your caption and your brand.

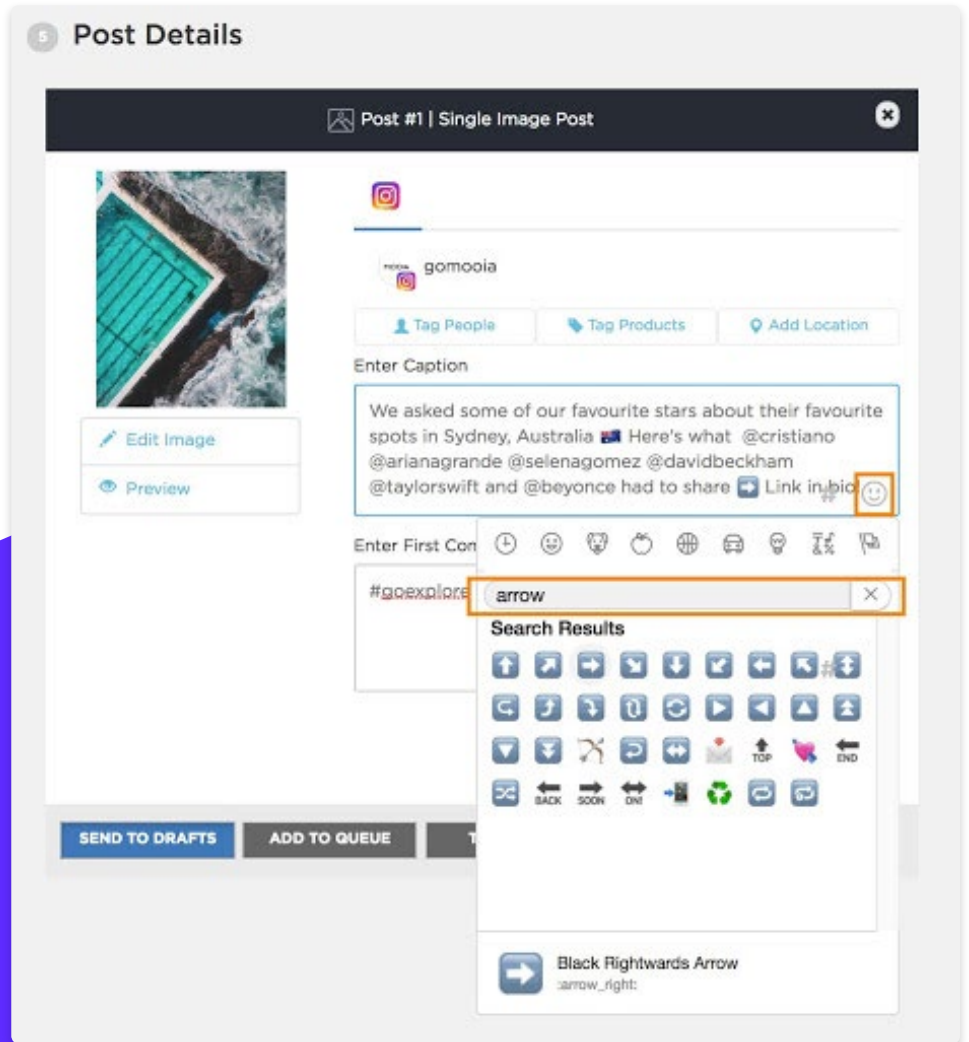


# How To Add Emojis To Your Captions Using Sked

Adding emojis to your captions can be done quickly and easily within Sked.

Once you've uploaded and edited your photos within Sked, you can add emojis to your captions and first comments by clicking the 'Happy face' icon in the lower-right corner of those boxes.

You can scroll through the wide selection, or enter your search terms and pick from those available.





# Tagging Locations

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According to SimplyMeasured, posts tagged with a precise location will receive 79% higher engagement than their untagged counterparts.

**Location tagging is especially suited for brick and mortar businesses that want to draw a local crowd. But if you don't have a physical shop, there are other ways of drawing more attention to your posts:**



Add a “sticker” tag to your location. Showing off your latest wedding photography work? You can add a location sticker to your Instagram stories to show off your post to people in the area.



Use location tags for research. Just as you'd explore a hashtag to get a sense of your audience, searching by location helps you find influencers and locales you need to know about.



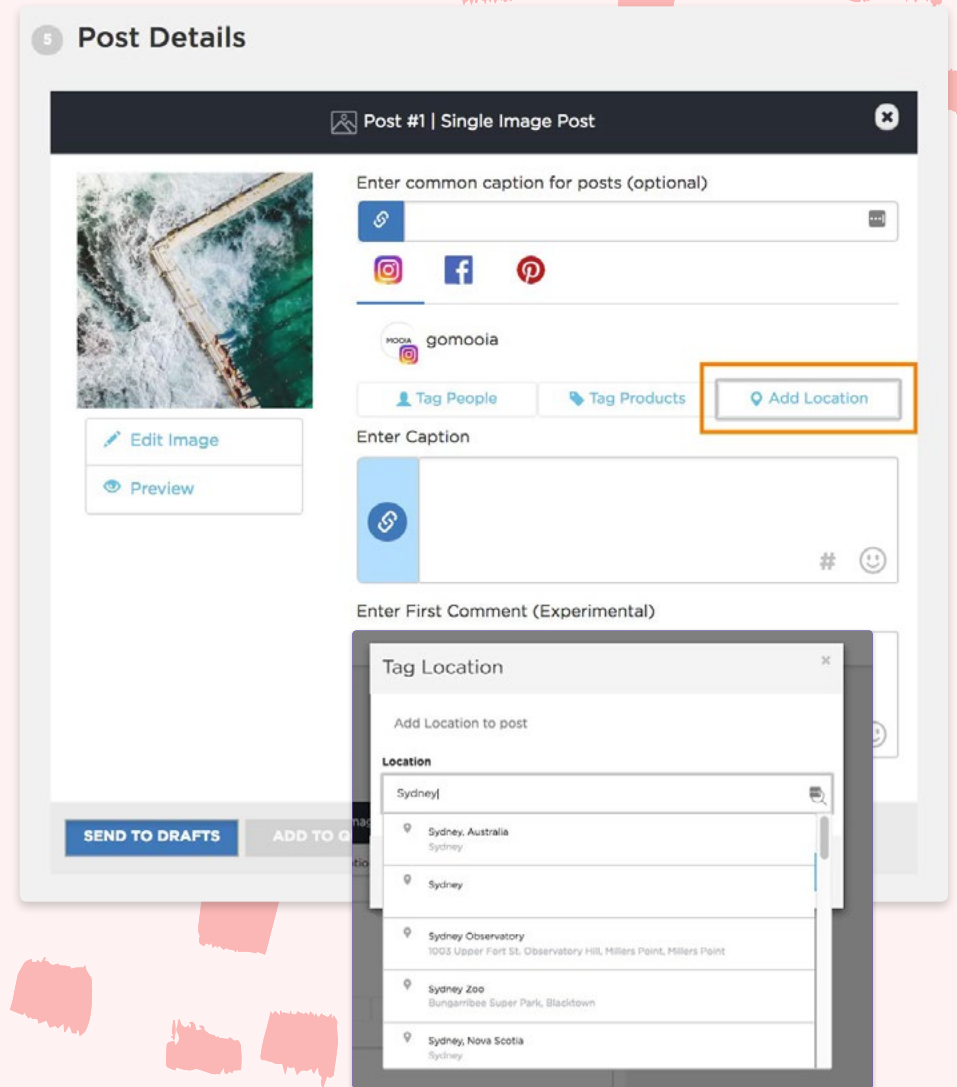
Build your location on Facebook. Can't find your own tag? Believe it or not, getting your location to show up in Instagram searches may require going through Facebook (Instagram's owner) first.



# How To Tag Locations With Sked

Adding a location to each of your posts may seem like a daunting task, but with Sked, this step can be done quickly as you schedule your content. Here's how:

1. Proceed to the "Upload Posts" dashboard.
2. Choose your social media account(s). With Sked you can automatically and simultaneously publish your content across Instagram, Facebook, Pinterest and Twitter (coming soon).
3. Review, crop and edit your photos with Sked's robust photo editor.
4. Add your captions, emojis, and hashtags.
5. Add your location by clicking on the 'Add Location' box. Proceed by typing in your desired location. Select your location from the dropdown search results. Click 'OK.'
6. After reviewing your post, add it to your drafts, queue or schedule it to go out now or at a later date.



# Tagging Products

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According to Adweek, Instagram users are 25% more likely to be in the top 25% of income earners than the average Internet user.

So why not sell to them directly?


The process for being able to sell through Instagram does take some time. For starters, you'll have to get Instagram's approval before you tag your posts with product descriptions, prices, and links.

But once you've been approved, there's nothing getting in your way. Create shoppable posts with Sked and you'll find it's easy to incorporate your products, just as you would with any other tag.


Before you get started, here are a few pro tips to keep in mind as you integrate them into your Instagram strategy:



Use analytics to learn about your target audience. Sked Analytics makes it possible to view your individual success post-by-post, giving you a sense of which hashtags and segments tend to create the most engagement for your content. Remember: you won't land on Instagram's Shopping Channel very often if you can't drive engagement first.



Tag multiple items per post. TechCrunch pointed out that Instagram makes for an ideal online catalog. A catalog never just pushes one product. Tagging multiple products on Instagram can offer more opportunities for interested customers who click on the option to view more products.

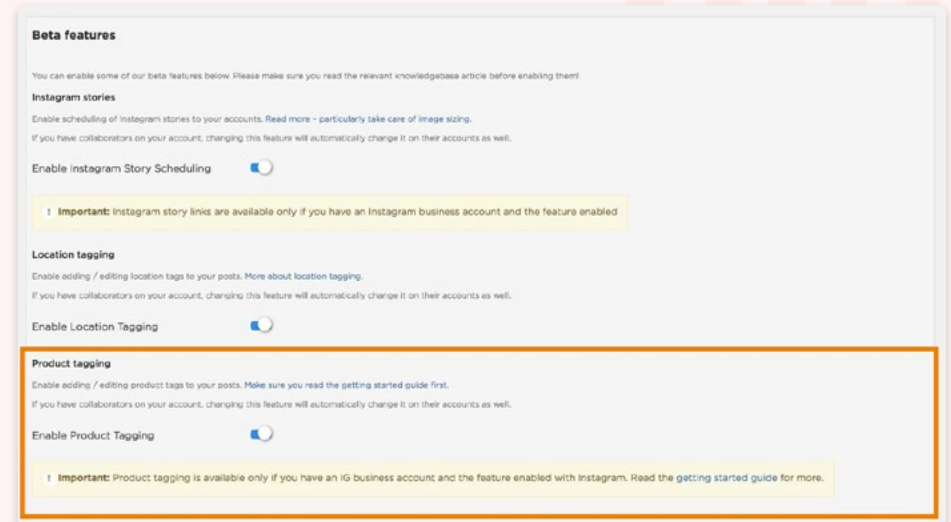


Create exceptional visuals. Instagram remains a visual platform. Make sure that you not only show your products in action, but that you routinely browse your hashtags to get a sense of which visuals are more likely to stand out. You can also use Sked Social to plan your posts to get a sense of how your Instagram profile will look when the visuals are assembled in one place.

# How To Tag Your Products With Sked

**Adding product tags to each of your posts can take up a large amount of time, but with Sked, this step can be done quickly as you schedule your content. Here's how:**

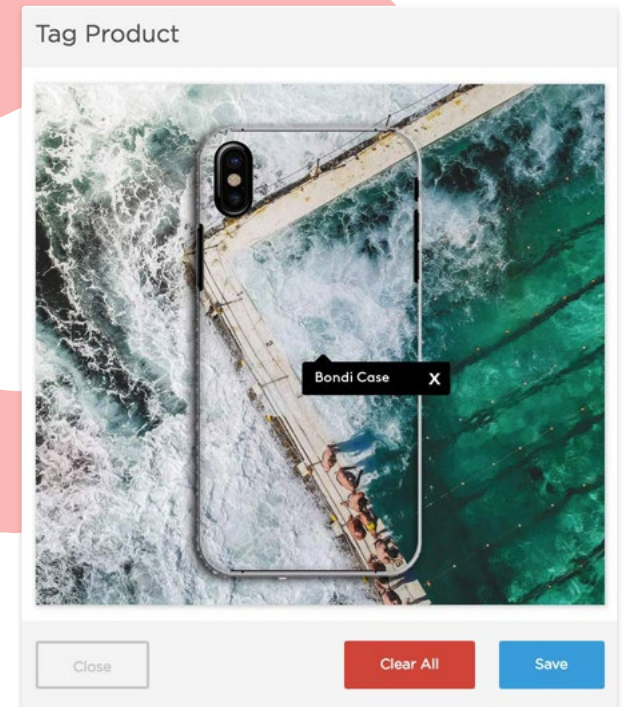
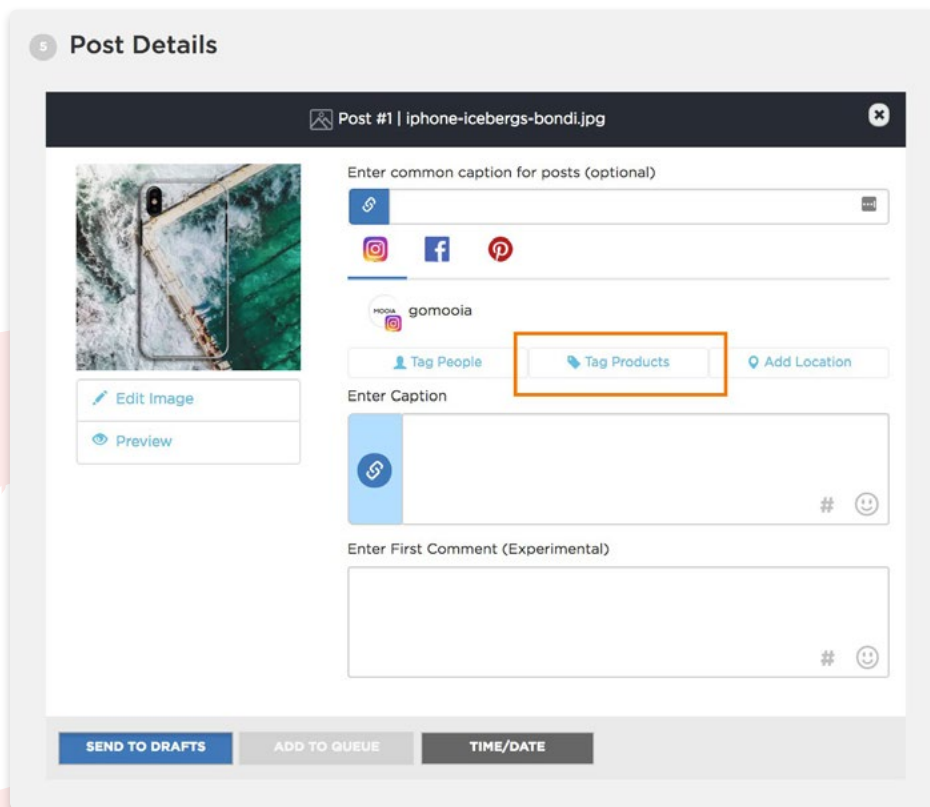
1. After you've converted your Instagram account to a Business profile, have received approval by Facebook (Instructions on how to do this (and eligibility criteria) are available on the Instagram help site), and activated Instagram Shopping, it's time to log into your Sked account.
2. Next, activate Instagram product tagging on Sked by enabling the feature in your Settings dashboard. Navigate to the "Beta Features" section and toggle the Product Tagging option to the right.
3. Next, create or edit a post from the Upload Post, Calendar or Drafts dashboards.
4. Proceed to the "Upload Posts" dashboard.
5. Choose your social media account(s). With Sked you can automatically and simultaneously publish your content across Instagram, Facebook, Pinterest and Twitter (coming soon).
6. Review, crop and edit your photos with Sked's robust photo editor.



7. To begin tagging products, click on the 'Tag Products' box
8. Click anywhere on the image on the "Tag product" screen to create a new product tag. Enter the name

of the product exactly as it appears on your Facebook product catalog. This is important because we will use this to search your Facebook product catalog and tag the relevant product at the time of posting. We currently do not ingest your Facebook product catalog.

9. If you have multiple Facebook product catalogs, we will search the one that contains more products at the



time of posting. Please reach out to us at [support@skedsocial.com](mailto:support@skedsocial.com) if you would like us to use a specific Facebook product catalog and we can set this up for you.

10. If you would like to create multiple product tags on a single post, we recommend spacing them well. Product tags that are too close together have a risk of failing to go out. **Also, note that Instagram allows a maximum of 5 product tags in a single post.**

# User Tagging: Transform Your Posting Game By Tagging Users

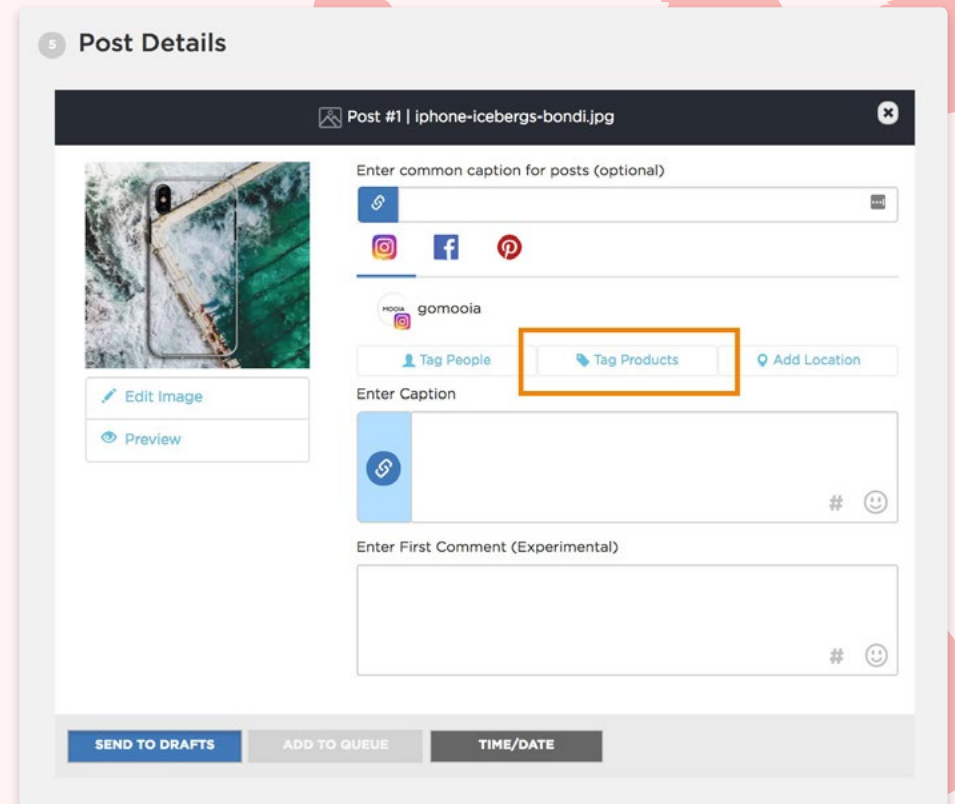
Is user tagging taking up too much of your time? Take back control of your Instagram workflow with Sked's user tagging capabilities that make post optimization as simple as possible.

There's no better way to grab the attention of specific users than by tagging them directly in your posts! See engagement rates skyrocket like never before and attract the exposure that your brand truly deserves.

What's more, tagging users also helps your clients create a community worth joining. Start building a supportive community by tagging relevant companies, influencers and supporters by giving credit where credit is due!

More engagement and community building sounds great, but boy is it time-consuming. With Sked, you can finally free yourself from your phone and tag all your favorite users as you schedule your posts from the convenience of your desktop browser.

You can tag users within Sked by clicking on the "Tag Users" box while filling your content's "Post Details."



# Chapter 4: Instagram Story Image & Video Scheduling Made Easy

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Here's a statistic that's bound to make you wide-eyed: A whopping 300 million people use Instagram Stories every single day.

That means the platform is now almost double the size of its most direct competitor, Snapchat, which has 158 million daily users.

So, what does all of this mean for you? If you've previously ignored all of the advice and chatter about how you absolutely should be using Instagram Stories to market your business, it's time to start listening.

We get it—tackling an unfamiliar social media feature always seems a little intimidating. But, creating awesome and engaging Instagram stories isn't nearly as complicated as you're making it out to be. And, in

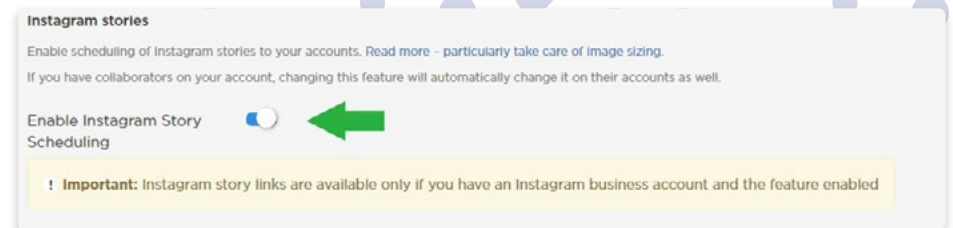
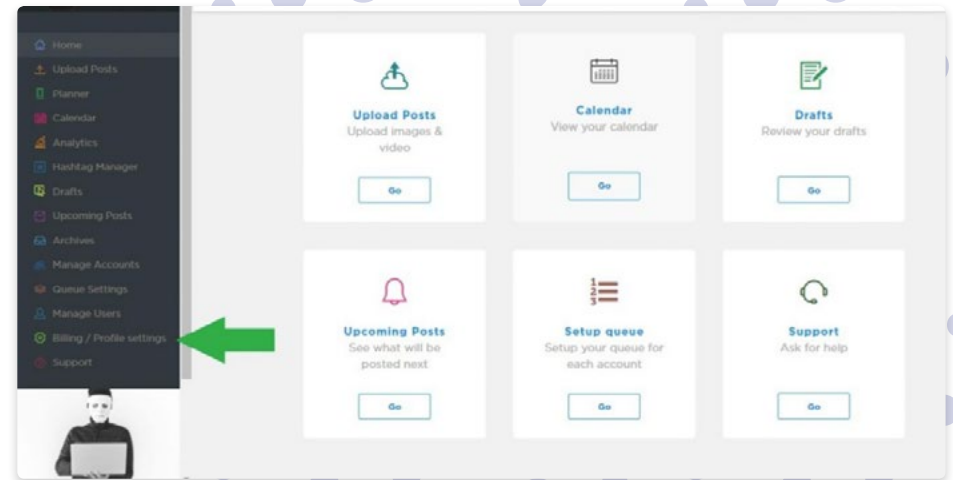
fact, doing so can be a lot of fun for both you and your followers.

And did you know that you can schedule these too! Yes, your Instagram Stories image and video posts can be scheduled along with all of your other posts.

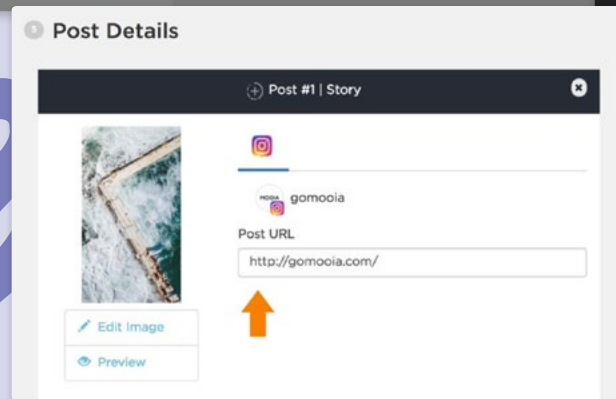
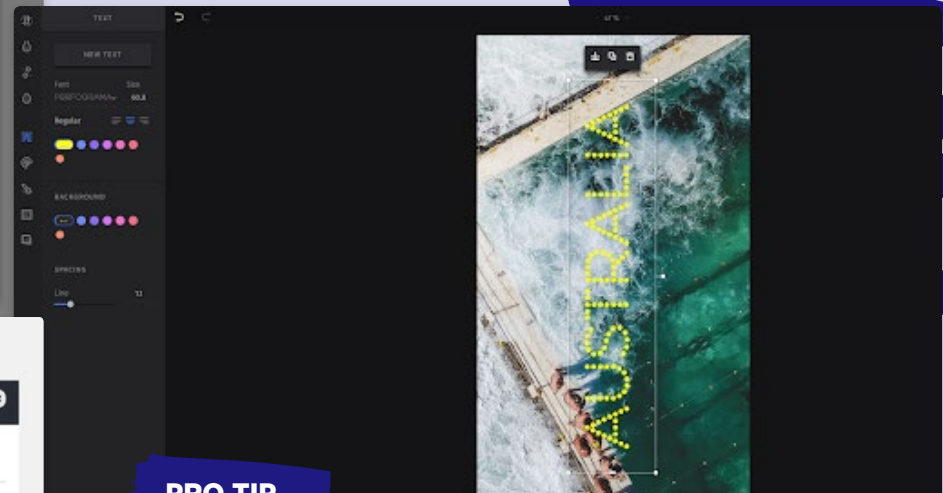
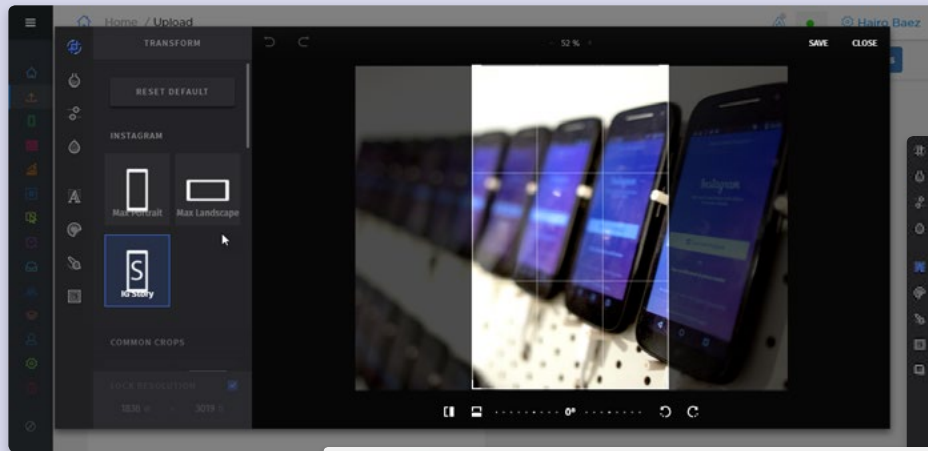
Ready to roll up your sleeves and get started? Let's dive into everything you need to know to make the most of Instagram Stories using Sked.

# How to Schedule Instagram Stories

1. To enable Story scheduling for your account, login to your Sked Social account (or start a free 7-day trial). Click on Billing/Profile Settings in the sidebar menu (green arrow below).
2. Next, go to the Instagram stories section and turn on the 'Enable Instagram Story Scheduling' switch.
3. To create a Story post, proceed to the 'Upload Post' dashboard, select your Instagram account(s), and choose 'Story' in the Upload Media menu to the left of the screen. Upload the image(s) or video(s) you want to use from your computer, Google Drive/Photos, Dropbox, an Instagram URL or Canva. Click 'Continue'.
4. After approving your uploads, click 'Continue' to proceed to Image Editing.
5. For image uploads, proceed by choosing your desired crop by moving the pre-set Story outline as desired. Make final edits to your post using Sked's full-featured photo editor by clicking the (pencil icon). Add text, filters, emojis, Instagram-like stickers and more by clicking on the editing options on the left.



- If you're using an Instagram business account with Story links enabled (a Business Instagram account with over 10,000 followers), enter the URL of the web page you'd like to link your post to in the Post URL story link box. Then, either choose to send your Story post to Drafts, Add to Queue or Schedule it to publish automatically at a time that best suits your audience.



#### PRO TIP

**Have you tried tagging locations in your posts yet? It's a great way to reach new people who are actively searching for products and services in your area. Instagram Stories have become progressively more important as time has gone by.**



# Chapter 5: Collaboration and Reporting Made Easy

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Communication is key to any team.

So having the ability to invite your client or work colleagues into the Sked platform as a user is an absolute lifesaver.

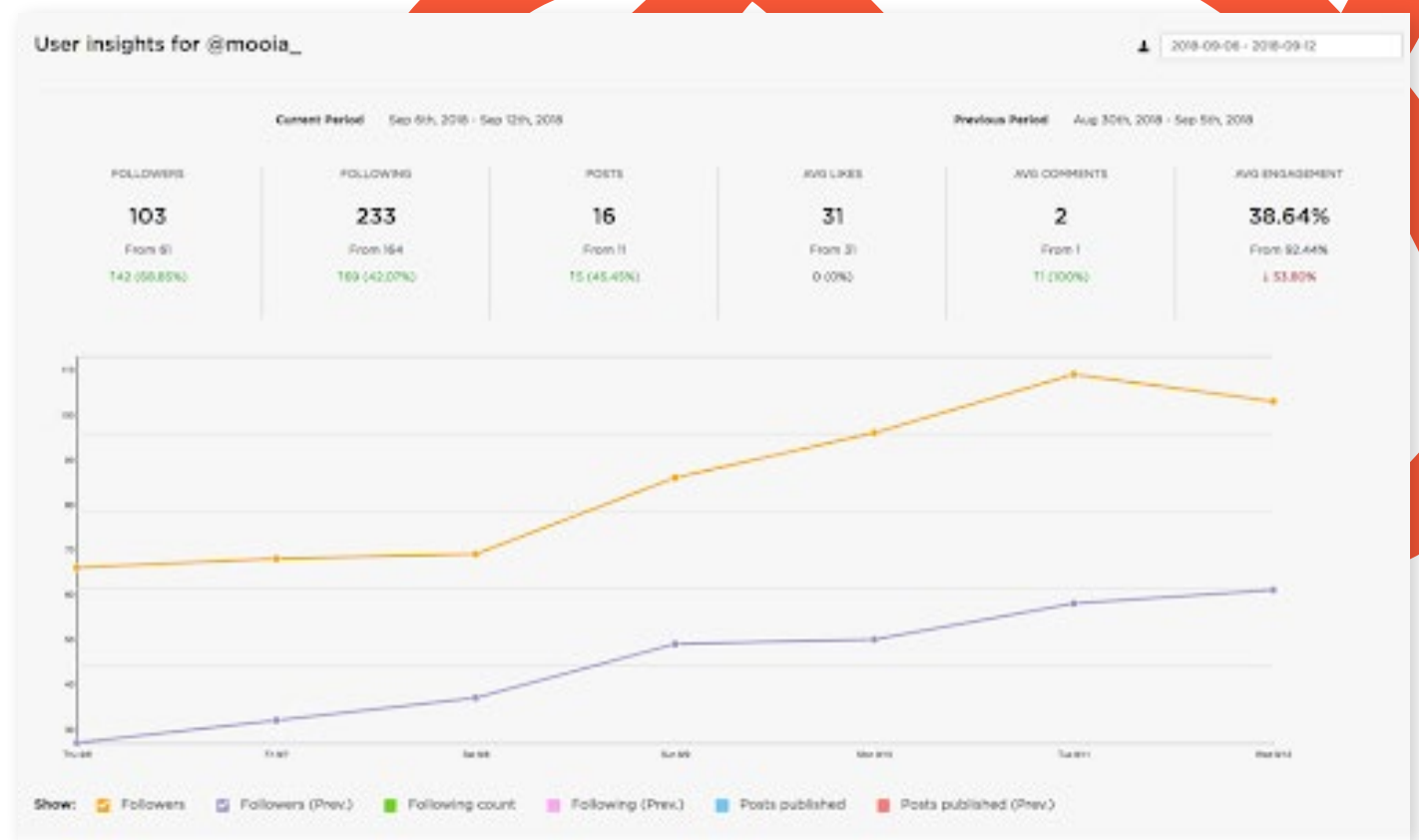
Clients are able to review images, captions, scheduled posting days and times in real time. Let's say your client has a couple of adjustments they would like made. They can edit on the actual post before it is published or leave notes in there for your review. Instead of flicking between emails and content plans, manage the whole lot with Sked's handy multi-user platform.

Similarly, if you are pushed for time and need another member of your team to schedule content, this can be done through their own account. No more sharing passwords with colleagues, Sked makes it cinch to manage the platform within your team. Not only will this save your agency time by outsourcing tasks within the team, but it will also allow a range of users to complete their required tasks all in one place.



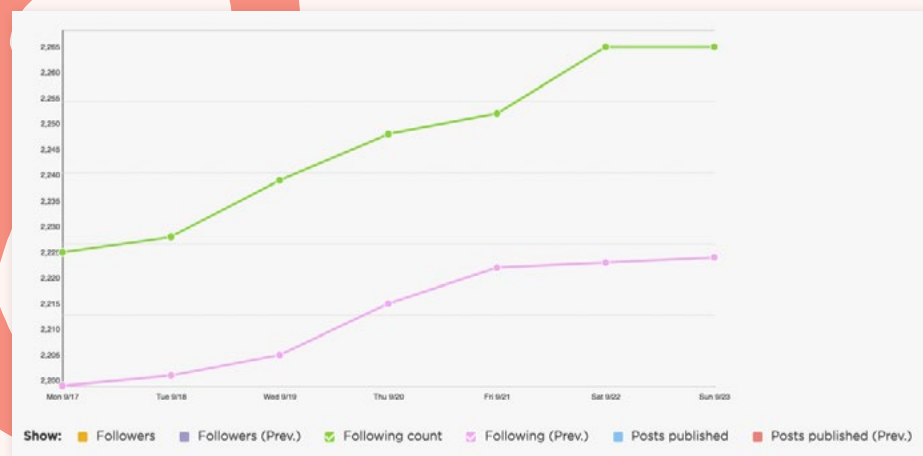
# Easy-To-Read Instagram Analytics

Sked's Instagram Analytics dashboard allows users to quickly draw insights thanks to its clear graphs and friendly user-interface.



# An Overview Layout That Speaks Volumes

Sked's Overview tab gives users the freedom to quickly analyze how their content is doing throughout the week, month or year.



| FOLLOWERS    | FOLLOWING    | POSTS    | AVG LIKES    | AVG COMMENTS | AVG ENGAGEMENT |
|--------------|--------------|----------|--------------|--------------|----------------|
| <b>1,703</b> | <b>2,265</b> | <b>3</b> | <b>80</b>    | <b>10</b>    | <b>5.36%</b>   |
| From 1,678   | From 2,224   | From 3   | From 117     | From 14      | From 7.81%     |
| ↑25 (1.49%)  | ↑41 (1.84%)  | 0 (0%)   | ↓37 (31.62%) | ↓4 (28.57%)  | ↓ 2.46%        |






# All The Metrics You Need

Sked's Instagram Analytics provides a look into increases and dips of vital metrics such as follower and following count; average likes, engagement, comments and more.



# Detailed Instagram Post Metrics

Leave your individual post metrics up to Sked thanks to its detailed table overview that compares the performance of your recent posts. Quickly compare your Instagram post captions, likes, comments, as well as engagement rates, all in one go.

| Asset   | Date         | Type  | Caption   | Likes | Comments | Eng Rate |
|---|--------------|-------|---|-------|----------|----------|
|    | Sep 21, 2018 | Image | Are you cruisin' for a snoozin'? ⚡ A big case of the guilts can hit you HARD when you put down the keyboard, knife, paintbrush or scissors! But in the long run, we all need to refuel our little hearts and lives with self-loving goodness. Stay out until the gig ends, splurge on too-good-to-be-true linen and then spend all day Netflix bingeing under the covers. Order a sundae with extra fudge, say yes to the second margarita and 'have a break - have a Kit Kat' 😊 #taglinegoals @ilovelinen  | 64    | 9        | 4.29     |
|   | Sep 19, 2018 | Image | The countdown to Japan is ON and while we aren't learning French like this clever phone case did, we are learning JAPANESE!! Ever since discovering @duolingo excitement levels for our trip have freaking sky rocketed! 🚀🚀🚀 You can choose from 5, 10, 15 or 20 minutes per day and learning seriously feels like a game! There's matching, levels and loads of cute little pics throughout! For someone with a memory like mine, I'm even doing okay with the matching games! Highly recommend if you're looking to learn a new language! Can you tell how excited I am from all the exclamation marks?! 🤩 @thekeencollective   | 79    | 13       | 5.4      |
|  | Sep 17, 2018 | Image | Are you sick of people telling you how great you are? It's a tough gig, but someone's gotta do it. While you're getting words of praise left right and bloody centre, are your potential clients and customers hearing about it? Video testimonials are all the rage at the mo' and we can see why. They show real, personal recounts of a person's experience with your business. When we launched Instagram Powerhouse, we had new students record how they felt after they'd completed the course. While this was pretty powerful for the marketing of our course, next time we want to take it one step further! A before and after video testimonial, dun, dun, DUNNN!! Will report back with what we find - stay tuned! | 97    | 9        | 6.22     |
|  | Sep 14, 2018 | Image | Meet the newest Readcity darlin' to join our team ⚡ @helllokate is a dreamboat and we love her times 1000! You'll find her exploring Melbourne's back streets searching for great coffee, hanging out with her sausage dog (we know we were looking for a cat lover, but you can't win 'em all), and helping out behind the scenes with our socials 🌟   | 136   | 19       | 9.1      |
|  | Sep 12, 2018 | Image | We believe you should celebrate the wins in your business. The small wins. The big wins. The minuscule wins that you might have missed at first glance. We're celebrating new Readcity crew members, being able to celebrate first birthdays, starting the big \$\$\$ and new offices that tell me I need to invest   | 97    | 7        | 6.11     |

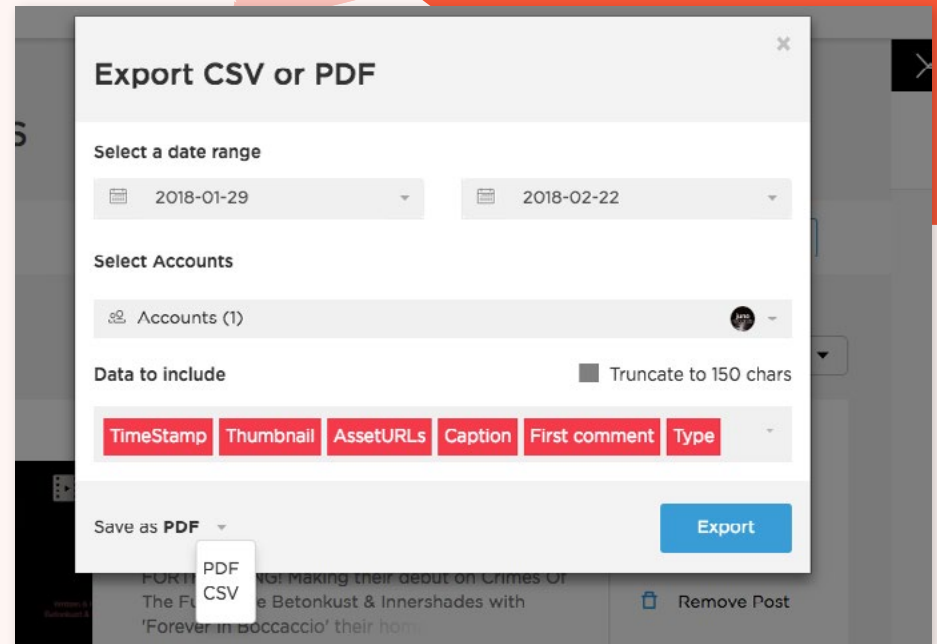
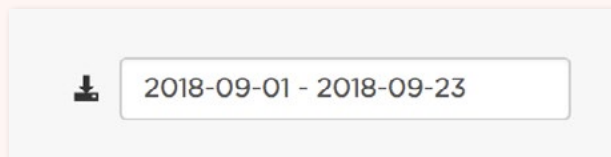


# Export Data To CSV Or PDF For Easy Reports

If you use Sked to do work for clients or a company, the export feature could prove to be useful.

You can export to CSV or PDF, allowing you to share your planned or posted Instagram content. This way, your clients and colleagues can see what is going on. If you need to do some reporting via Sked, the export feature means you can get the content you need. Then, you can incorporate it as part of your reporting documentation. Using this will make it much clearer to see what is being done for your client. It will translate better than a load of figures and statistics on a document. It could also prove useful if you want to show your future plans for a client's Instagram page.

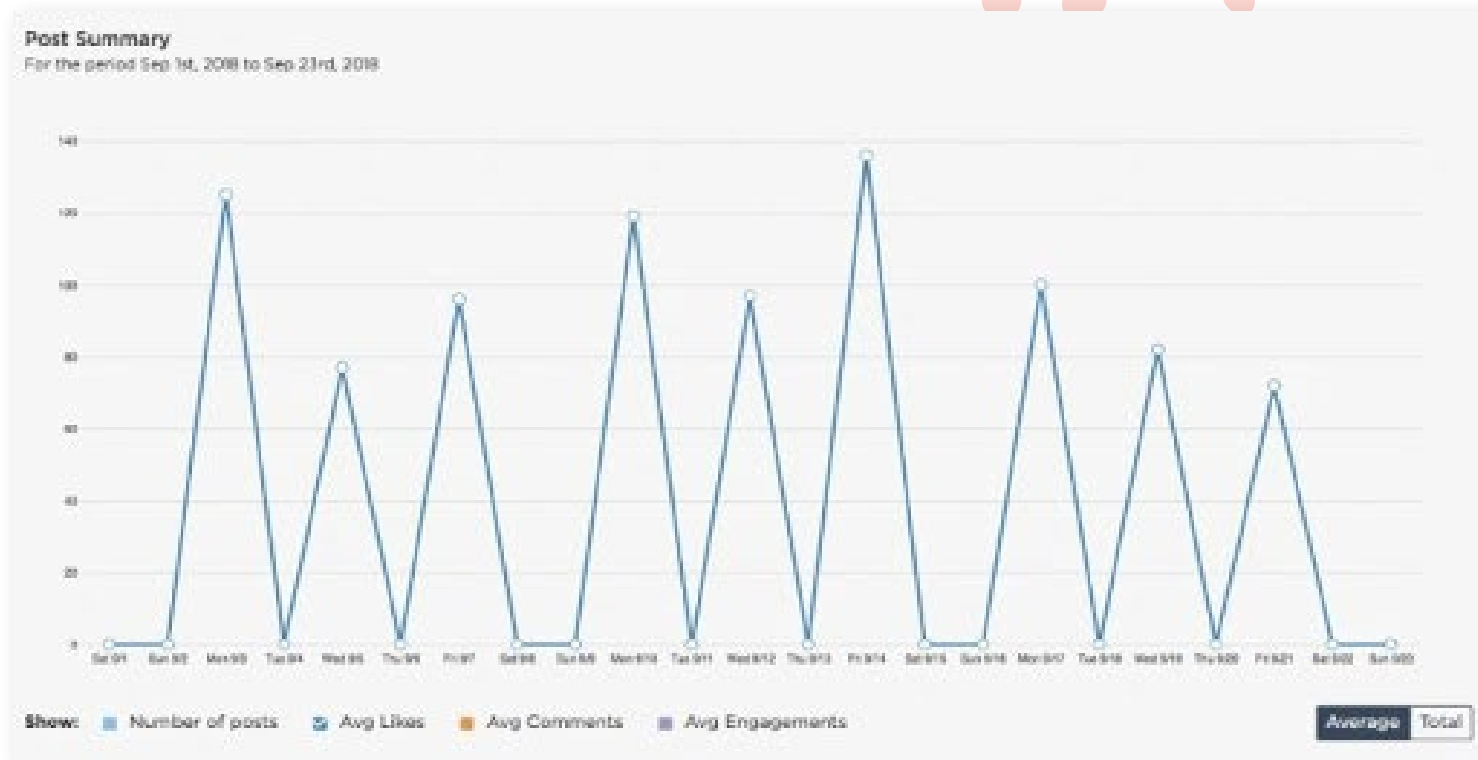
One of the biggest challenges of managing a client's social media accounts is making sure everyone is on the same page. You want to streamline everything as much as possible and make sure everything is running smoothly.



Using the export feature will allow you to show the people you are working with what is coming up next. There is nothing worse than coming up with some content that you think is good to go and then having to delete it. You could use the export feature to lay out what is being posted in the coming week, and send it to your client. This will ensure everyone is working toward the same goal.

# Flexible Reporting Timeframes

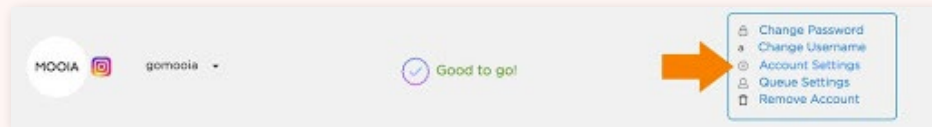
Create weekly, monthly and quarterly reports within seconds thanks to Sked's flexible Instagram Analytics App.



# Tracking The Clicks On The Link In Your Bio

It's frustrating that Instagram really only gives you one opportunity to showcase a link to your website or other content. Stress less – one of Sked Social most popular features is our integration that allows you to track clicks to your bio link, and change its destination based on the most recent post you published.

## Here's how to set this up!



1. To get started, ensure your Sked account has “account redirect URL” enabled. Go into your “Manage Accounts” dashboard and select “Account Settings” for the chosen Instagram account.

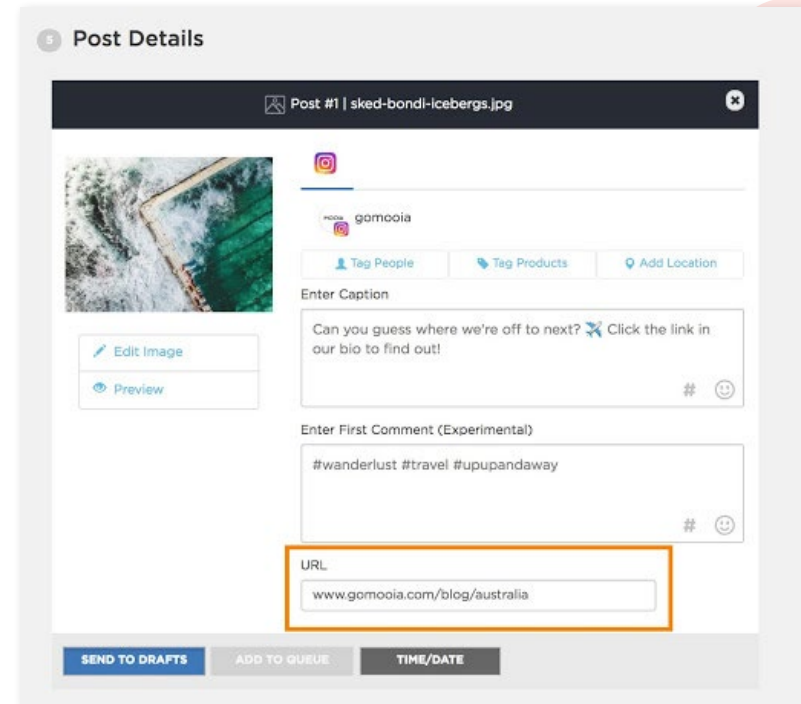
2. Then, turn on “Enable account Profile URL”.



3. Next, enter the URL of the website that you want to be your default URL (for most people, your homepage would be the best option), then scroll down to the bottom of the window and click 'save settings'.
4. Next, look at the 3 free redirect URLs you've been provided with (I've put an orange box around the ones for this account in the screenshot below). Yours will be based on your Instagram username (i.e. <https://your-username.click2.co>). You'll notice below the box that you also have the option to create a custom redirect URL (blue arrow) if you prefer a different format to the free ones provided. Choose whichever one of the 3 redirect URLs you prefer (or a custom redirect URL, if you created one) and copy-paste it into your Instagram profile as the website you want to link to.



5. Now, you'll be able to keep this same, branded link in your profile and use it to send people to any webpage you like when you publish a post to Instagram using Sked. All you have to do is add the URL of the website, landing page, blog post etc. you want to send them to in the URL box when you're creating a post (see green arrow below).



6. Lastly, place a call-to-action within an Instagram post, and when someone clicks on your profile link, they'll be automatically redirected to the webpage you assigned when you created your post.

# Chapter 6: Content Inspiration: Our Top Social Media Campaigns of 2018

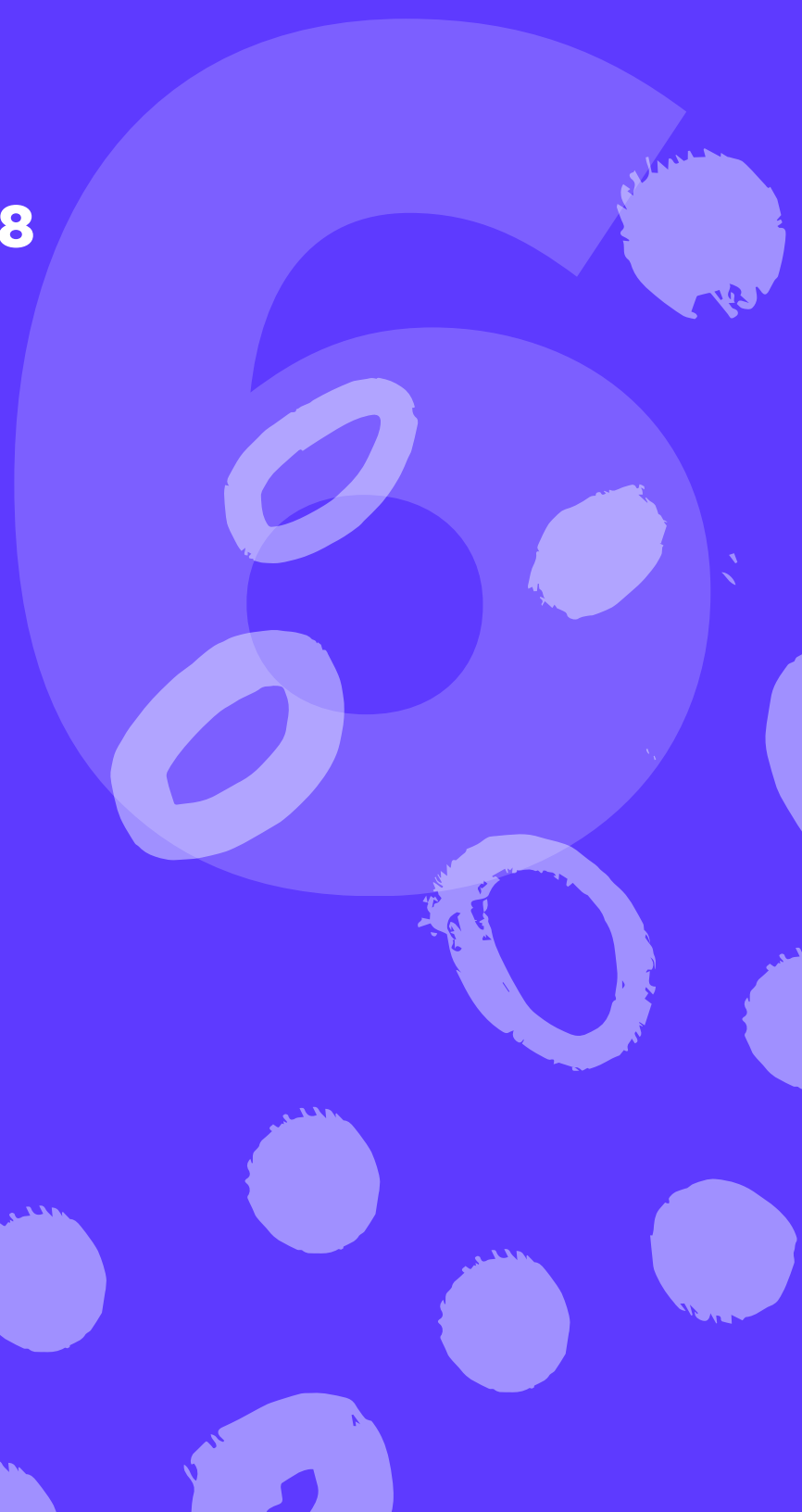
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Now that you've mastered content optimization and simplified your social media workflow with Sked, it's time to let your creative juices flow.

Your social media campaigns need to make your followers stop dead in their tracks and spark immediate reactions—engagement is the name of the game and your social media success depends on it.

But with the long list of demands that social media managers face on a daily basis, it's easy to hit writer's block.

So if you're looking for inspiration? You've come to the right place: we're sharing the best social media campaigns of 2018.



# LEGO: Hijacking A Trending Event

Ever wondered how to make the most out of events that are trending worldwide, even if they're not in your industry?

Learn from Lego, because this is exactly what they did for the royal wedding in May of 2018. Even though they're not a wedding company, they took the chance to share a relevant video—one of the royal wedding with characters that were created using Lego blocks.

This campaign increased Lego's reach thanks to the trending #RoyalWedding hashtag, garnering over 100,000 views and almost 400 comments.

## THE TAKEAWAY FOR MARKETERS

**Jump onto current worldwide trends by creating relevant visuals with your products if it's appropriate. Lego does the same with Halloween and other events, so keep an eye on different types of events that are coming up.**



# The Worldwide Breast Cancer Organization: Mastering Clever Visuals

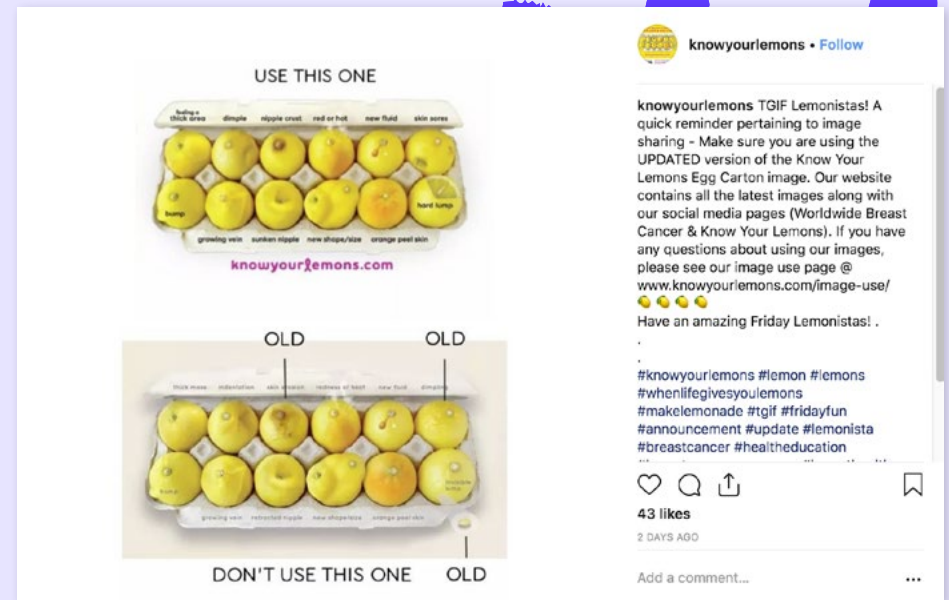
The Worldwide Breast Cancer Organization is dedicated to educating women around the world about breast cancer.

While lots of medical jargon typically goes in breast cancer awareness, the organization wanted to spread knowledge about signs of breast cancer without too much text or any unpleasant images.

They achieved this by designing an image illustrating the twelve signs of breast cancer. The image shows 12 lemons in an egg carton, each depicting a different sign. It spread like wildfire over social media and has taught women and men how to easily recognize the 12 most common breast cancer symptoms.

It used a distinct hashtag, #KnowYourLemons, and inspired the world to break the taboo and fear of this disease.

They have shared this image throughout the entire year in multiple languages and variations, as well as an updated image with correct symptoms.



## THE TAKEAWAY FOR MARKETERS

**When you're promoting something that isn't visually appealing or is technically complex, look for visual alternatives to help you communicate more effectively. This will help you make your Instagram campaign more engaging and memorable.**

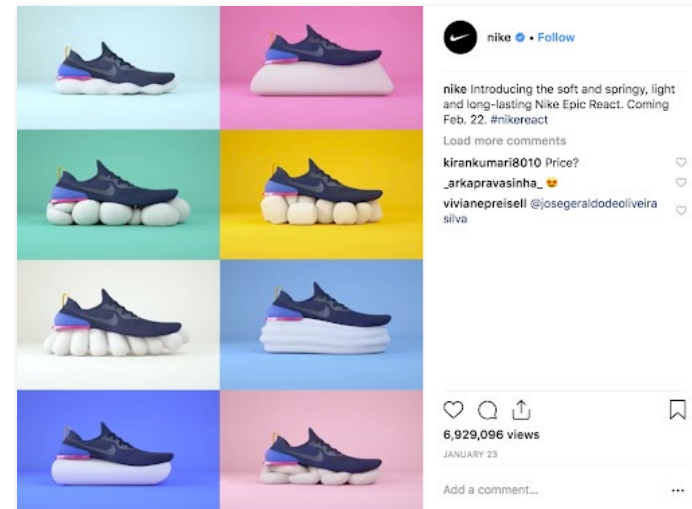
# Nike React: Running Shoe Launch

Nike's footwear technology is among the best in the world, and the same can be said about their social media strategy.

Nike teased the launch of their React running shoe with a visual break down of the shoe in their Instagram campaign. The initial teaser pictured the foot of a mannequin set on a stack of sponges, pillows, and springs, hinting at the comfort to come. Nike's caption answered the user's curiosity by confirming the launch of a new running shoe and announcing its launch date.



The next post in this Instagram campaign was a video of the shoe that also introduced its name. With almost 7 million views, it is the most viewed Nike's video in 2018:



## THE TAKEAWAY FOR MARKETERS

**Break down your products into compelling and digestible parts (for Nike, this was softness and lightness of a running shoe) and use this to create an Instagram campaign that captures the essence of the product without having to explain the details.**

# Uber: #BeyondFiveStars

After a tough and tumultuous 2017, Uber kicked off 2018 by focusing on some positives. With #BeyondFiveStars, the peer-to-peer ridesharing app shed light on its top drivers in an attempt to bring some goodwill back to its brand and encourage users to share positive feedback after their rides.

On YouTube, Uber shared the life stories of their #BeyondFiveStars drivers in 3-minute interviews that highlighted each driver's life before and after Uber, giving viewers all of the feels.

## THE TAKEAWAY FOR MARKETERS

**If your brand is lacking in spirit, injecting a bit of heart with a social media campaign that highlights the people behind the brand is a good starting point in resetting a deteriorating brand-customer relationship.**



# Vans: The Perfect Brand Collaboration

Vans' Instagram account is easily recognizable thanks to the unique look of their shoes.

However, one of their most successful Instagram campaigns occurred when they tapped into the deep connection their customers have with Marvel.

To announce their Marvel collection, they shared a simple, vintage-looking animated image of Marvel's Spider-Man gliding across the screen.

This significantly stood out from their typical feed, so they successfully drove traffic to the page with updates and to the #VansxMarvel hashtag, which is still used by dozens of Instagram users daily.

This Instagram campaign succeeded because Vans clearly knows their target audience well—you can see hundreds of comments from people impatiently waiting for the collection to come to life.



## THE TAKEAWAY FOR MARKETERS

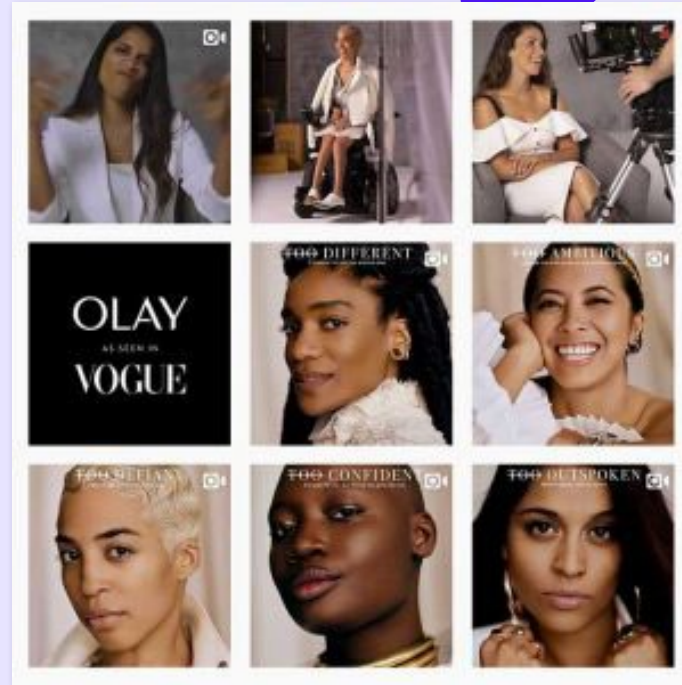
**Tap into the many layers of the people who support your brand. Look for topics, industries, entertainment, and other areas they are interested in. Identify the most relevant ones and weave them into your product and marketing strategy.**

# Olay: #FaceAnything

Another one of the top social media campaigns of 2018 is Olay's #FaceAnything initiative. Many brands touched on the sweeping feminist movement, but Olay's #FaceAnything campaign truly resonated with its audience.

Olay enlisted the help of nine strong-willed influencers of varying backgrounds, including Lilly Singh, Aly Raisman and Denise Bidot, to deliver a campaign that embodied themes of diversity, female empowerment, fearlessness and the larger-than-life expectations placed on women today.

Across their social channels, the skin care company promoted video interviews with their nine influencers that focused on overcoming personal challenges.



## THE TAKEAWAY FOR MARKETERS

**With the #MeToo movement still going strong and political events like Brett Kavanaugh's sexual assault allegations still weighing heavily on the minds of American women, a campaign centered around fearlessness taps into existing female sentiment. Social media is often where users go to make their voices heard, and so connecting intrinsically with followers across platforms is sure to generate heartfelt engagement.**

# Spotify: #2018Goals

Spotify's #2018Goals campaign may have premiered in the final days of 2017, but it delivered lasting impact well into the new year.

With graphic imagery and clever copywriting that made us LOL, the campaign was hard to miss on subways and billboards around the globe thanks to messaging that was crafted specifically for local audiences. And thanks to its cheeky use of anonymous user data, the campaign was snapped and shared by passers-by on social media.

This campaign, however, wasn't deployed across Spotify's social media feeds. Instead, given the hyper-locality of each ad, the music streaming app delivered the campaign via paid social ads, allowing them to deliver specific ads according to each user's location.



## THE TAKEAWAY FOR MARKETERS

**With the campaign delivered across 18 markets, the key to Spotify's success was its hyper-locality. Messaging that was crafted using local vernacular and touched on local events resulted in campaign ads that resonated more than the average ad.**

# Adobe: #Adobe\_InColor Monthly Color Challenge

Adobe is a suite of software solutions for creatives. Unlike physical products you can hold or wear, you can't quite take a picture software and make it look anything other than dull.

Adobe found a brilliant solution to this problem: themed user-generated content. Their entire feed is made of monthly campaigns that feature stunning artwork made by their customers.

Each first day of the month, Adobe announces a theme that challenges their customers to create a piece that pushes the boundaries of the theme. Here are a few reasons this is so successful:

- Themes are well-defined, which helps with keeping a cohesive look and feel to Adobe's feed
- New theme each month keeps the feed fresh
- Hashtags are branded, so the campaign purpose and the brand behind it are obvious

Adobe's most successful Instagram campaign of 2018 was the one in June with the #Adobe\_InColor hashtag and a vibrant theme:



## THE TAKEAWAY FOR MARKETERS

**Share the story of your product by showcasing its outcomes. Introduce weekly or monthly themes to easily brainstorm new ideas. This campaign can work as a user-generated content campaign or with your original content, too!**

# Cultivate What Matters: Make Your Launch Weeks Exciting

Cultivate What Matters is a shop with planners and accessories for setting purposeful goals. Even though they have several product launches throughout the year, their main one happens each October as they launch Powersheets, their key product line for the upcoming year.

In 2018, their Instagram campaign for the launch combined three distinct post topics:

- Their team and the behind-the-scenes of the launch week
- Their real customers with stories about how Powersheets impacted their life
- A countdown, starting 5 days before the launch day

They've also used their standard #Powersheets hashtag along with #PowersheetsAreComing to build more buzz and bring their community of goal-getters together.

## THE TAKEAWAY FOR MARKETERS

**Use the week leading up to your product launch to create excitement around what's coming. Share sneak peeks of your new product, get your customers or beta testers to share their experiences, and show the passion of people working on the launch.**







**With Sked, you can plan and launch your campaigns stress-free across Instagram, Facebook, Pinterest and (soon) Twitter. Schedule all your launch week posts in advance—Sked will automatically post them for you! You can run campaigns on Facebook and Instagram together using our platform.**

# Take Action Before Your Competitors Do

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The best social media campaigns aren't just those that drive engagement, but also the ones that help you grow a loyal audience and repeat customers.

**When planning your next campaign, use these examples to find the best ways for your brand to stand out in your industry. Some of the best performing campaigns:**

-  Spark comments and tagging
-  Encourage the use of branded hashtags
-  Create true excitement around upcoming product launches
-  Get your audience to become creative when talking about your brand

Once you've mapped out your next social media campaign, make sure you're as productive and prepared as possible. With Sked, you can visually plan and schedule all your posts, including videos, carousel images and Story posts.



# About Sked Social

## One tool to rule them all

Try for Free

Plan and automatically post your content on Facebook, Instagram, Pinterest and more. Save time, keep cool and collaborate with ease on our powerful visual marketing platform!

## Sked Social Features

### Workflows for one or many

From entrepreneurs to agency teams of all sizes, Sked Social works for everyone. If it takes a village, that's a-ok. Whether you're an upstart e-commerce brand or a big media company, you only pay per social media account and work your collective magic in one place.

### The juggle is real

Successfully managing a bunch of social accounts is hard work. Our tools are made to help you handle it. Sked all your stuff in one go and stop singing the "I just gotta post one more thing for work" blues.

### Picture perfect posting

Looks matter on social so we put in the work. Our in-app photo editor is chock full of tools to filter, crop, add text, stickers, frames, doodles and overlays. Whip up your single or multi-image posts and videos and then share them across Facebook, Instagram and Pinterest. Plus, what you see is what you post. No surprises!

### On-the-go mobile app

We want your phone to be your own again but sometimes you just have to check! Use our handy mobile app to manage your various social accounts, see upcoming and published posts and make changes or edits on the fly.

Sked Social helps you save over 100 hours a year by scheduling your content for you

Get Started Today

