Learning Objectives

After completing the steps, you'll be able to:

- Use the Planner Menu
- Schedule Posts

Sections

Select the section link to jump to that section.

The Best Way to Get Started

You have written an amazing blog post and you want to get the information out on all of your social platforms. To maximize your content's reach, you want it to hit different platforms at different times rather than blast the content to all your social media at once.

To manage your content, you need to integrate with multiple social networks and apps so that you can plan, schedule and view published posts in one application.

To begin, you'll need to setup your posts in Planner.

Planner

Setting up the Planner

1. Along the top of the screen, click the **Planner** tab.

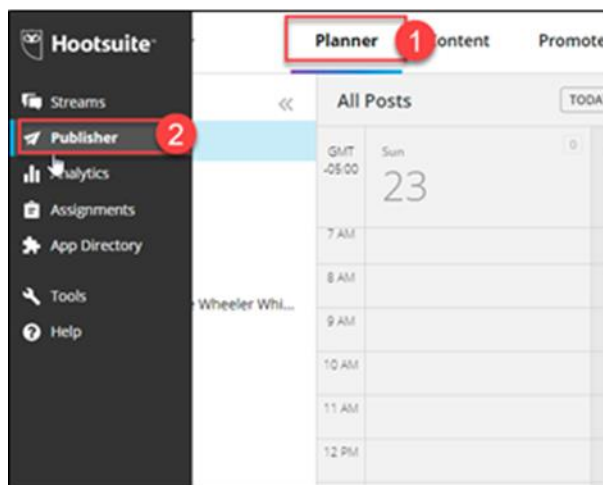2. On the Hootsuite menu, click the *paper airplane* ✈ *icon* with the name **Publisher**.

Figure 1 – Planner Screen

3. Select the day and scroll through the times on that date.

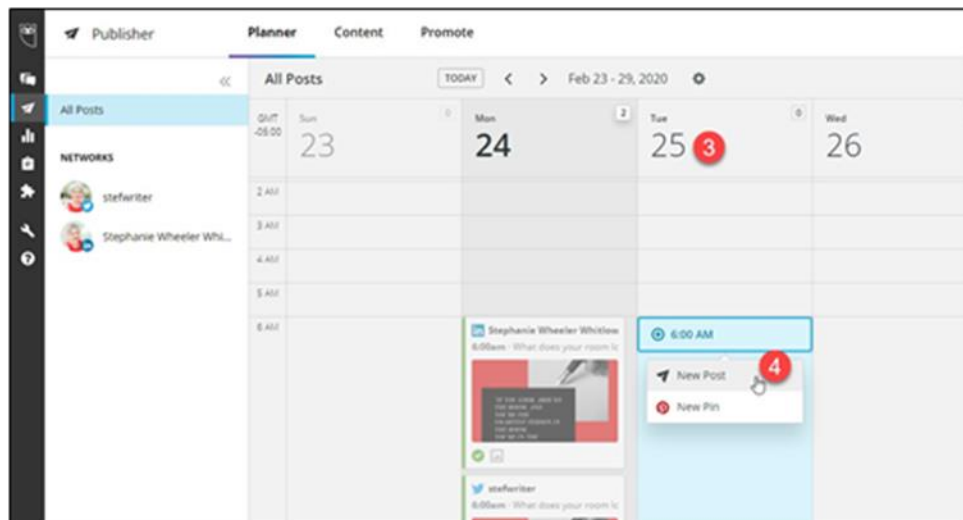4. Click inside the desired time slot and select **New Post**.

Figure 2 – Planned Post

Posting

New Post Window

Your post can be added to the social media accounts through the **New Post:** window.
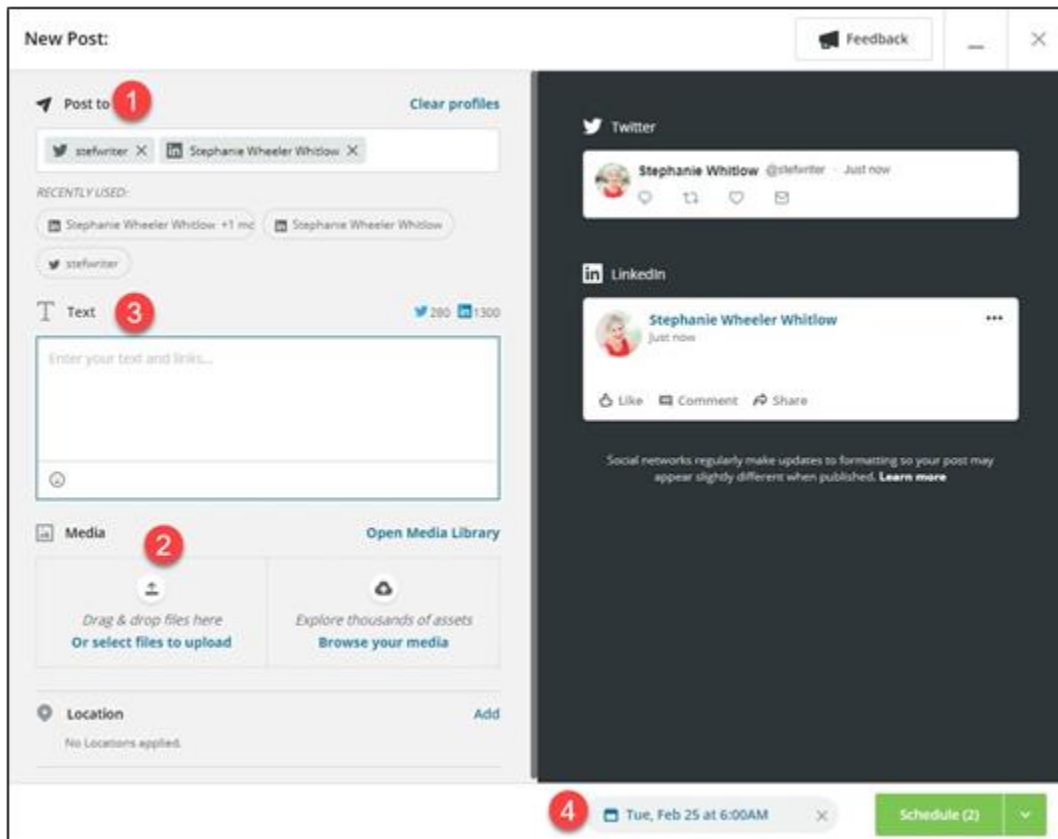

Figure 3 – New Post Window

Publishing a New Post

1. Select **Post to** accounts by clicking inside the "*Select a social network…*" field.

2. Add media from your computer by uploading or dragging and dropping.

Note: The image may be cropped or adjusted to fit the specific social media platform.

3. Type the text for your post. You can use hash tags (#) or click the ☺ to add an *emoji*.

4. Verify the **date** and **time** you want the post published to your social media account(s).
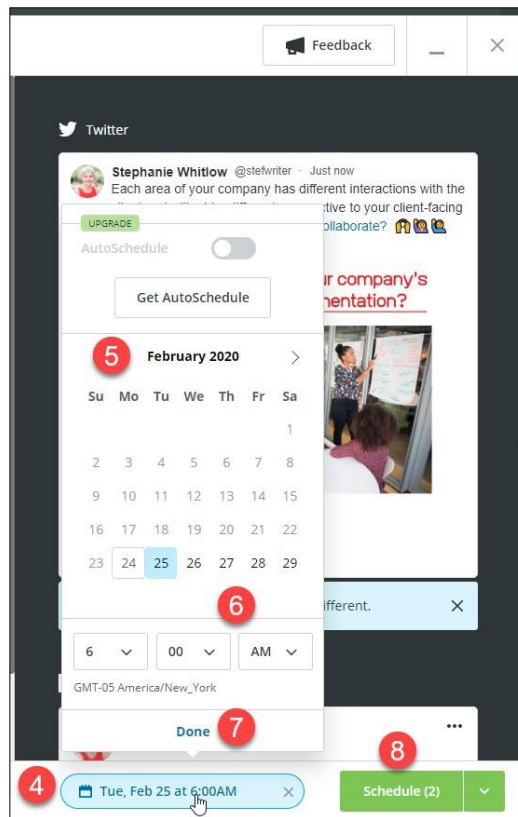
Figure 4 – Schedule Window

5. If you need to change the date, select the **date** on the calendar.

6. If you want to change the time, select the **time** to publish on the calendar.

7. Click **Done** on the **Calendar** window.

8. Click **Schedule**.

The Best Times To Post

- o Facebook is Wednesday from 9 a.m. to noon
- o Instagram is Wednesday at 11am and Friday between 10am and 11am
- o Twitter is Wednesday and Friday at 9am
- o LinkedIn is Wednesdays from 8 am–10 am and at 12 pm; Thursdays at 9 am and between 1 pm–2 pm; Fridays at 9 am

Source: sproutsocial.com

Planner Calendar

When you have completed setup, you can view the scheduled posts in the weekly Planner calendar.
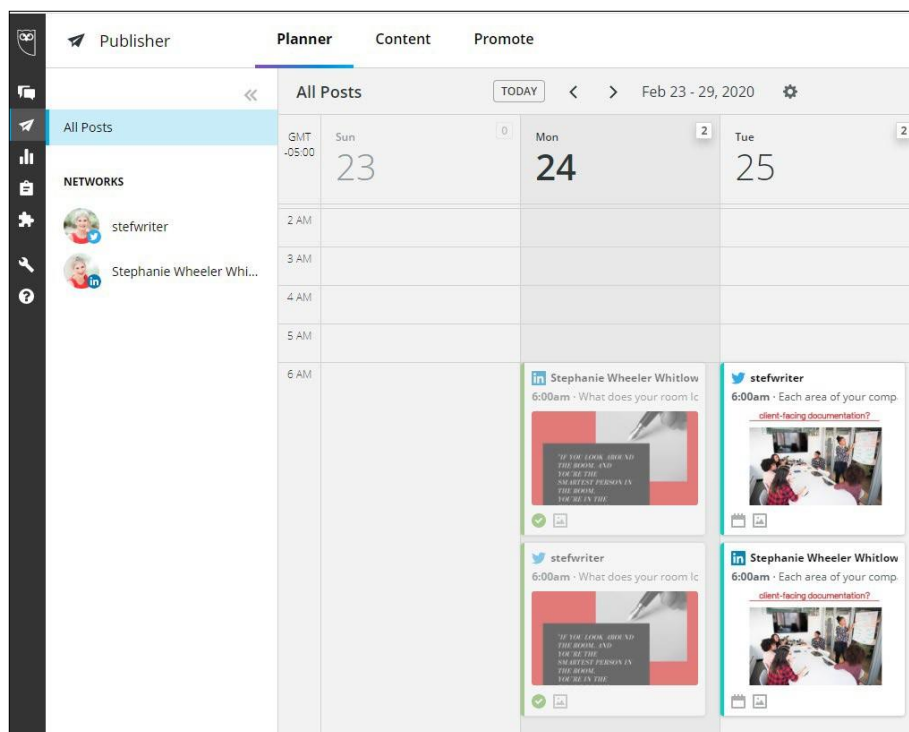

Figure 5 - Planner Calendar

Scheduling

Viewing and Editing Scheduled Content

Once you have completed planning, you can see the content of your posts. If you would like to make any changes, you can edit the content from **Content** tab.
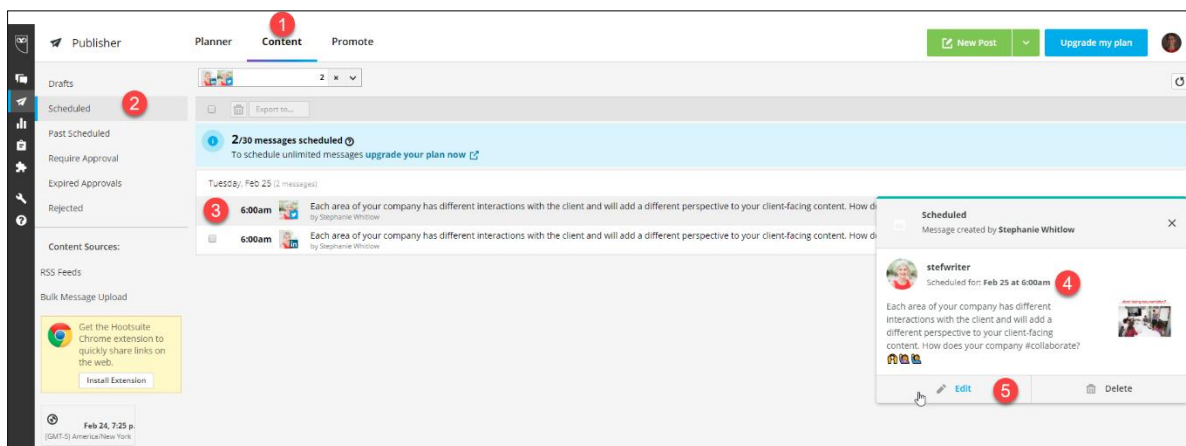
Figure 6 - Content Screen

1. Select the **Content** tab.

2. Click **Scheduled** from the **Publisher** menu.

3. Highlight and click the content you want to view.

4. The **Scheduled** window opens.

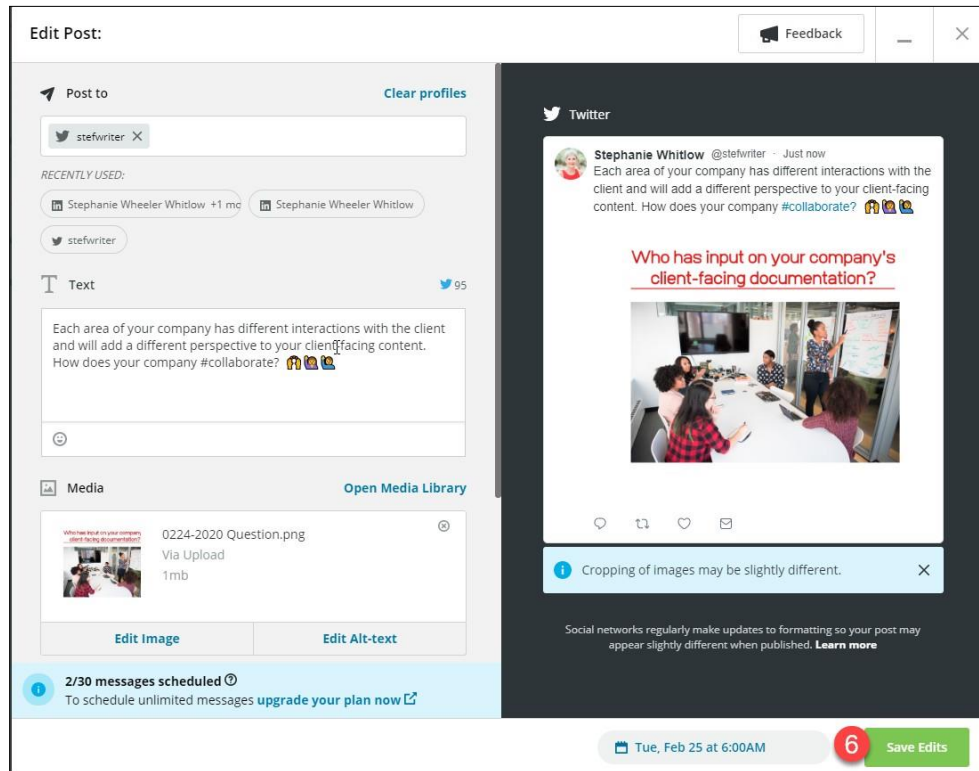5. Click **Edit** to open the **Edit Post** window and make changes.

Figure 7 - Edit Post Window

6. When you finish making changes, click **Save Edits**.

▷▷ **Next Steps**: After saving edits, return to the weekly **Planner** screen to view changes.