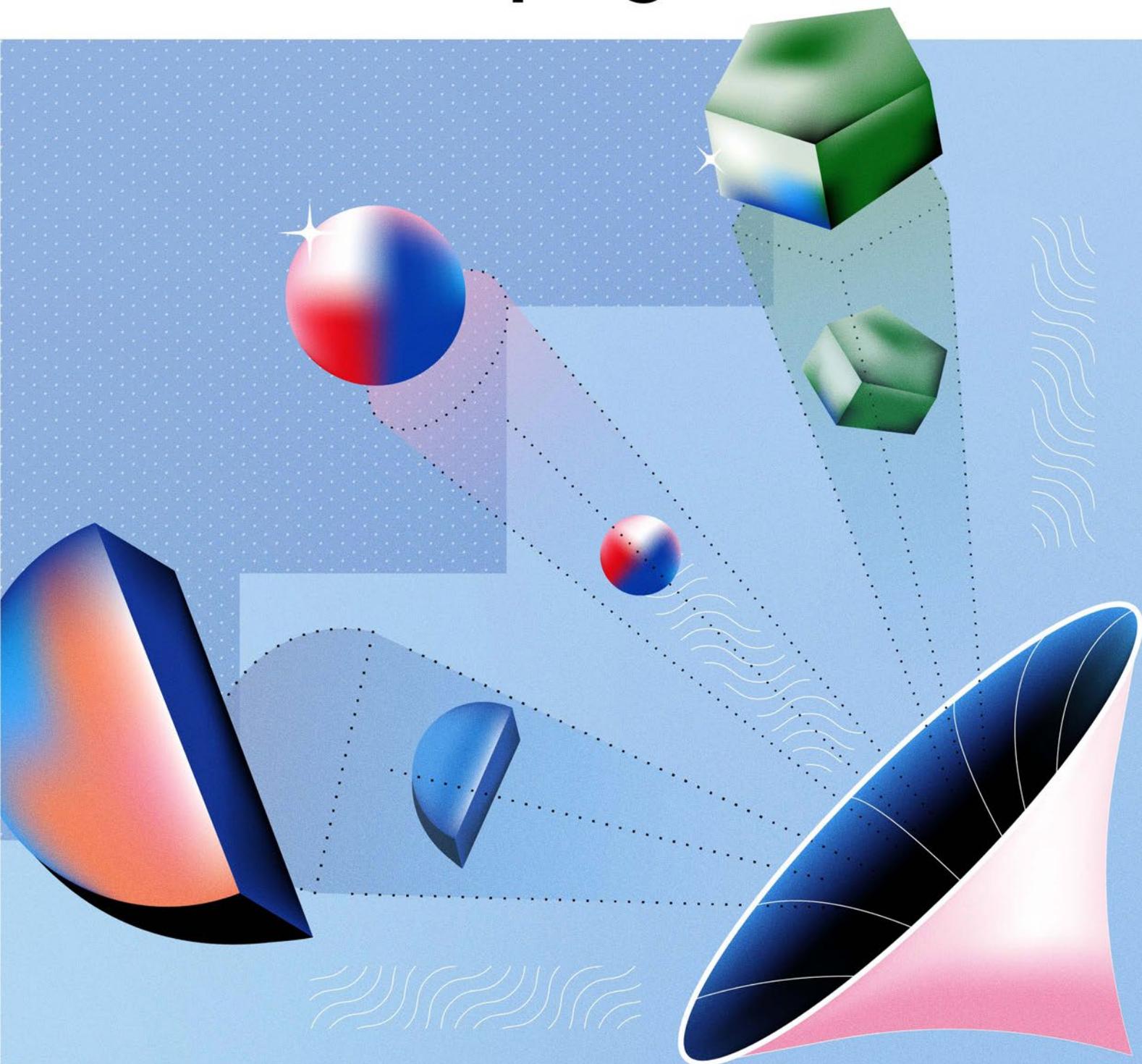


Use Social Helpers To **Build More Engaging Social Campaigns**



In This Lesson

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

Plan first, customize *later*.

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

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

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

Social Helper Best Practice *Tips:*

- Create a helper for anything you know is a component of your messages. This could include things like {Event Details} {Hashtags} or {Quotes}
- While creating your template, be sure to keep all of your custom social helpers empty. This will make sure the template is reusable.



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



Social Helper Examples

Use Case 1: Naming convention for each Social Media Platform



Custom Text Helpers

{facebook}
{linkedin}
{twitter1}
{twitter2}
{twitter3}
{instagram}
{pinterest}



Custom Image Helpers

{facebook}
{linkedin}
{twitter1}
{twitter2}
{twitter3}
{instagram}
{pinterest}



Custom Video Helpers

{facebook}
{twitter}
{instagram}
{pinterest}

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

Tt Text Helpers

{facebook}

If your 'deadlines' are looking more like 'let's-ship-this-day-instead-lines,' you need this guide. 🍷

{linkedin}

With the right processes and work habits in place, you'll hit every deadline, every time.

{twitter1}

If your 'deadlines' are looking more like 'let's-ship-this-day-instead-lines,' you need this guide. 🍷

{twitter2}

With the right processes and work habits in place, you'll hit every deadline, every time.

{twitter3}

Here's how to conquer your fear of deadlines and be more productive than ever

Use Case 2: Naming convention for type of message

Custom Text Helpers

{heading}

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

{how-to}

How To Build A Social Posting Schedule That Will Boost Your Traffic by 192%

{question}

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

{humor}

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

Create Hashtag Banks With Social Templates

Are hashtags a key component of your social media strategy?

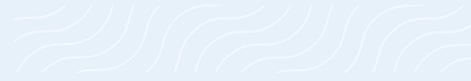
Create a dedicated Social Template to house your hashtag strategy to make sure they are accessible & consistent when creating new social messages. Avoid misspelling hashtags, consistently use branded hashtags, and stop re-researching industry hashtags.

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

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

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

Pro *Tip*:



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

Social Template Created By: Megan Jeromchek Last Used: 06/01/2021 ⋮ ✕

Hashtag Bank

{ } Helpers ←

SOCIAL HELPERS ⚡ Create Helper

{travel}
#travel #staycation #vacation #sunsout
#resortwear #tourist #traveling #solotravel
#honeymoon #traveltuesday #travelgram #sun

{food}
#instafood #nomnomnom #foodie #organic
#healthyeats #hungry #homemade
#madefromscratch

Same day +

CoSchedule ⋮
Same day • Best time

Day after +

Week after +

Month after +

Custom Date +