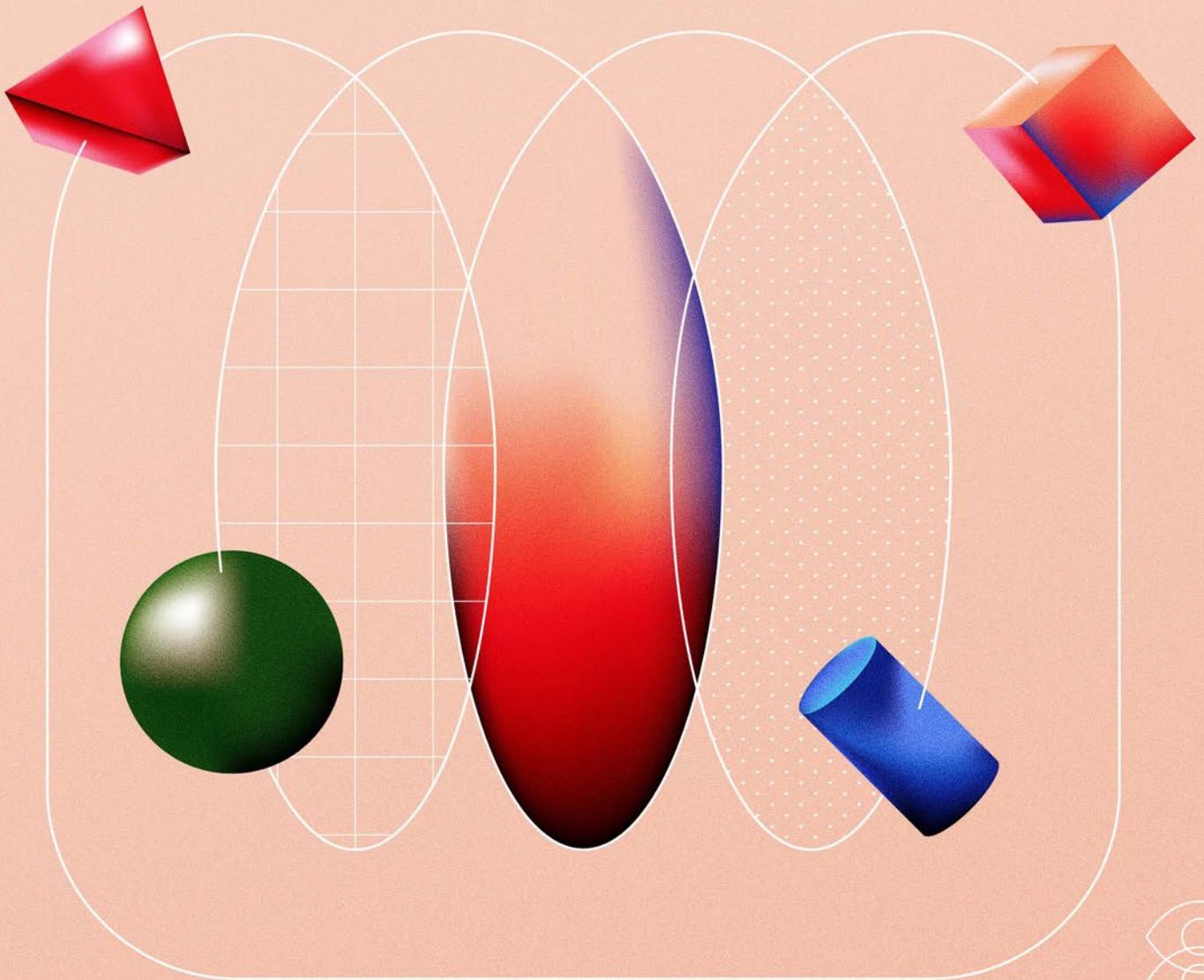


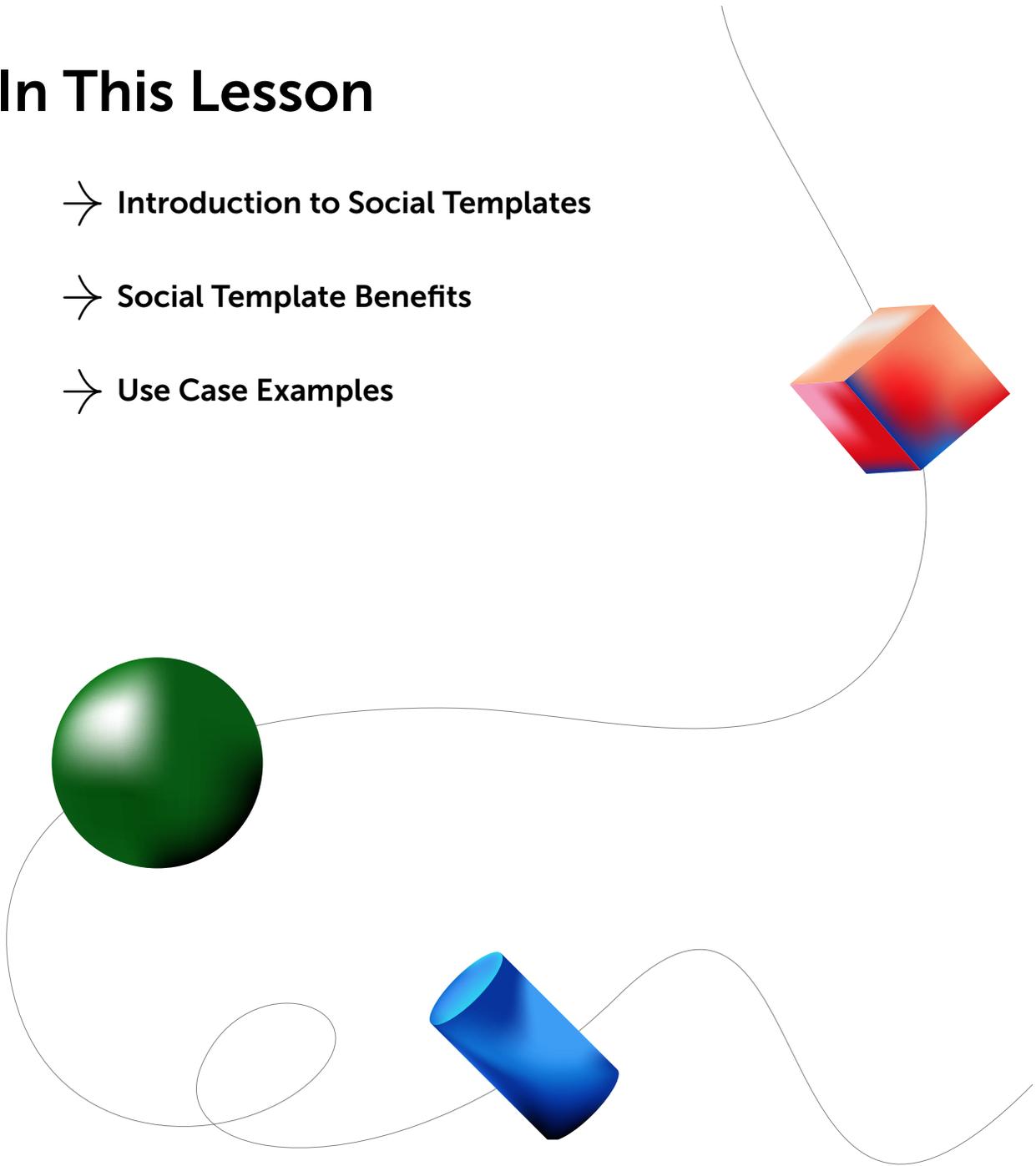
Create *the* Perfect Social Sharing Plan

You Can Reuse Again and Again 



In This Lesson

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



Introduction to Social Templates

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

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



Here's the magic formula:

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

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

Social Templates are easy-to-use templates for creating reusable social plans to promote content, events, and more. They allow you to pre-plan your social schedule - saving you from scheduling every message individually, every time. Giving you time back to write quality content instead!



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

What is This Guide?

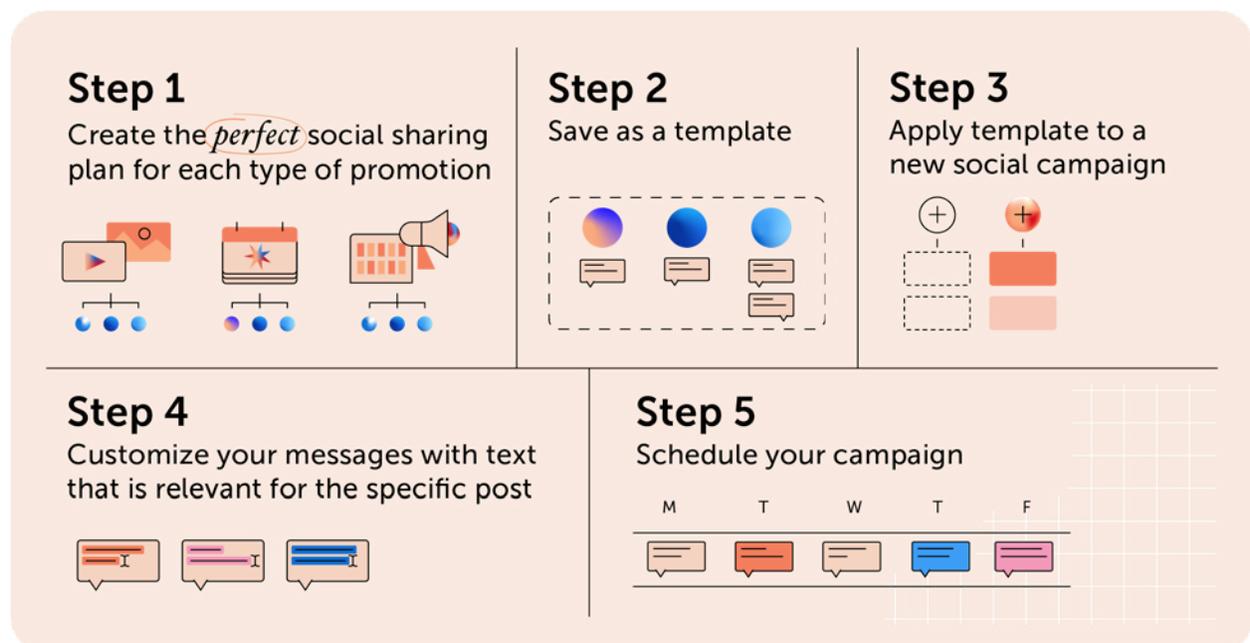
This guide offers an in-depth look at how Social Templates in CoSchedule can save you time and drive more traffic to your website with less effort.

Who's This Guide For?

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

Social Template Benefits:

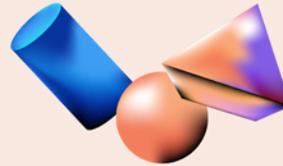
- 1. Schedule dozens of social media messages in bulk.** Social templates allow you to quickly set up a series of scheduled messages across your social profiles, so you can share posts faster & drive traffic to your website.
- 2. Eliminate tedious manual scheduling.** Create a predefined, reusable social sharing plan, so you can automatically schedule messages to publish at the right cadence & times. Focus on creating exceptional content instead of scheduling messages one at a time.
- 3. Spend less time drafting social messages.** Use social helpers to auto-fill your social queue with pre-written content and/or writing prompts to inspire copy.
- 4. Stay consistent with your social media schedule.** Pre-plan days, weeks, and months in advance with reusable social templates.





[Click here](#) to learn how to create your Social Templates from start to finish.

Use Case Examples



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

PROMOTE CONTENT

EXAMPLES:

Blog Post

Podcast



PLATFORMS



PROMOTE AN EVENT

EXAMPLES:

Conference

Webinar



PLATFORMS

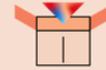


SHARE A COMPANY ANNOUNCEMENT

EXAMPLES:

Industry Award

New Product Launch



PLATFORMS

