# Social Media Scheduling Tools | Creative Brief

| **Project Summary** | This project will entail writing a new blog post targeting the keyword  **Social Media Scheduling Tools** |
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| **Target Audience** | The target audience for this blog post is marketing managers at small to medium-sized enterprises. |
| **Keywords** | [Social Media Scheduling Tools] (1500 volume, 68 difficulty)  Content Upgrade  **Social Media Bundle** |
| **URL Slug** | This piece will be published on new URL:   * URL <https://coschedule.com/social-media-marketing/social-media-scheduling>-tool |
| **Headline Ideas** | *Streamline your Social Media Scheduling With CoSchedules Social Calendar* |
| **Requirements Of Acceptance** | You will fulfill the outline provided below.  In your content, please use the core keyword in:   1. The page title 2. The metadescription 3. The H1 headline 4. The first sentence 5. At least one H2 headline 6. 4 times throughout the piece   If you are referencing CoSchedule products (i.e. Marketing Calendar or Marketing Suite), please refer to the [CoSchedule Brand guide](https://docs.google.com/document/d/1URzB_vkfy1rjgI0YwZiRyjxKmj8m50neIhc-76WOOqI/edit?usp=sharing).  When possible, include links to CoSchedule resources that can help them execute the idea.  If no related CoSchedule piece exists, link to an actionable external piece. **Never link to an external piece that is targeting “[Social Media Scheduling Tools]” as a keyword (e.g. the term or a variation is in the piece’s H1 and/or URL.** Rather, link to a piece that covers the idea/example in detail. Try to link to pieces that are recently published or updated within the past eight months.  You are **not permitted to:**   1. [Include reciprocal link building schemes](https://seo.co/link-exchange/) 2. Include affiliate links from which you would receive payments   We reserve the right to change any link in your piece yet promise to link to the domain of your employer.  **If you fail to meet these requirements of acceptance, we will not publish your piece on coschedule.com.** |
| **Image Requirements** | This blog post may reuse any existing graphics on coschedule.com, third-party graphics that are properly attributed to a source, and/or new screenshots.  Please only include high-quality screenshots.  Please provide captions for every visual (graphic, screenshot, video, etc.) complete with a link to the source.  Any number of new graphics may be created internally by our team as well (if image direction is specified).  Feel free to sketch something and simply include a picture if you’d like. Our designers can flesh out your ideas from there.  **Social media message embeds:** Please take a screenshot of the social media message AND provide the link to that message. |
| **Outline** | [[New] Social Media Scheduling Tools (Outline)](https://docs.google.com/document/d/1jOwx_KwJFvTx_RBeHaANFxBeLLIA0gZHla_IQ_r1B5E/edit)  Meta description: 150-character description of piece  Intro: 1-2 sentence hook  H2: Content Upgrade  <div class="dividing-section">TITLE</div>  No conclusion needed |
| **Internal Links** | This blog post should link to the following pieces of CoSchedule content:  Url   * + <https://coschedule.com/social-media-marketing/benefits-of-social-media-marketing>   + <https://coschedule.com/social-media-marketing/social-media-management>   + <https://coschedule.com/social-media-marketing>   + <https://coschedule.com/social-media-post-generator>   + <https://coschedule.com/hashtag-generator>   + [coschedule.com/youtube-tag-generator](http://coschedule.com/youtube-tag-generator)   + [coschedule.com/tagline-generator](http://coschedule.com/tagline-generator) * <https://coschedule.com/facebook-post-generator> |
| **Content Upgrade** | Social Media Bundle |
| **Word Count** | 2,000 words |
| **Internal Use Only** | * Publish date and time in WordPress: 8 a.m. * Publish destination: Social Media Hub * Type of content: Blog post * Approach: New * Author: [Brier Gurholt](mailto:brier.gurholt@coschedule.com) * Schema page type: Web Page * Schema article type: Blog Post * JANET warm: **CALENDAR**   + Use "calendar" if it relates to marketing organization, social media scheduling, content calendar, editorial calendar, etc. * WordPress tags: If post mentions a CoSchedule product feature * Redirects: n/a * Publish status on calendar:   + New: Scheduled * Category:   + Social Media * coschedule.com pieces from which to send backlinks to this piece after publish:   + Include 3-5 other links that exist that we can link on this new page.   + <https://coschedule.com/social-media-marketing/benefits-of-social-media-marketing>   + <https://coschedule.com/social-media-marketing/social-media-management>   + <https://coschedule.com/social-media-marketing> * Does this piece include any nofollow links? yes   Time & Effort Management   * How many days should a designer spend designing this piece? (0 days for screenshots and no new graphics, 1 day for 1 graphic, full 3 days for new or fully reoptimized pieces) add to Project Description in Marketing Suite |