

How to Post to social media

The platforms we use are LinkedIn, Facebook, Instagram, Twitter, and Linktree (links for IG)

You will need access to the business profiles of LI, FB, and IG. Twitter and Linktree you can log onto.

All the sources you would use are:

- 1) Social Content Calendar
- 2) Social Graphics
- 3) Webinar Graphics
- 4) Log ins – Please ask Ava Champion, Jai Journey, or Erin Davidson for access.

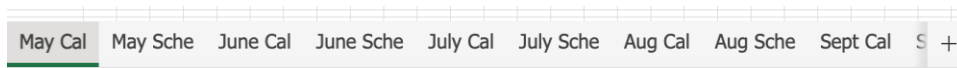
The very first thing we want to keep in mind is that social media is customer-facing. **Brand consistency is VERY important.** The last thing we want is for our business to not be taken seriously because our social media looks shady or spam-like.

Please ask if you are unsure. Check everything **twice** before hitting post. If in doubt, check previous posts to see how we've done them in the past.

First Step – Content Calendar

Check the content calendar. You will want to make sure you are checking first thing in the morning, as it is better to post earlier.


There are two tabs for the month. The Cal and Sche version.



Calendar is the month laid out so you can see everything planned.

[MAY 2022]							KEY:
							Holiday Post
							Product highlight
							Email
							Webinar
							Blog/Article
							Employee Spotlight
							Quote
							Thought Leadership
							Event
SUNDAY - 1	MONDAY - 2	TUESDAY - 3	WEDNESDAY - 4	THURSDAY - 5	FRIDAY - 6	SATURDAY - 7	
	Amol Work Anniversary	Oleksii Stepancha 1year			Nate Wiener New Hire		
SUNDAY - 8	MONDAY - 9	TUESDAY - 10	WEDNESDAY - 11	THURSDAY - 12	FRIDAY - 13	SATURDAY - 14	
	BP Multi-Touch Article Jessica Spurka 3year	webinar	Webinar DigitalDealer	Webinar replay	Jeff Dillman New Hire		
SUNDAY - 15	MONDAY - 16	TUESDAY - 17	WEDNESDAY - 18	THURSDAY - 19	FRIDAY - 20	SATURDAY - 21	
	Quote TBD	Ryan Foster 1 year	Lou - Move Beyond Cookies	Product highlight	May Birthday Post Chip Carmody New Hire		
SUNDAY - 22	MONDAY - 23	TUESDAY - 24	WEDNESDAY - 25	THURSDAY - 26	FRIDAY - 27	SATURDAY - 28	
	BP - Data-Driven Campaign	Ad Share or Product Highlight	Orange Crush Event Highlights	John Wanamaker Quote	Webinar Rapid Fire		
SUNDAY - 29	MONDAY - 30	TUESDAY - 31	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Jim Hughes work Anniversary					

Schedule is where you will find all the copy, links, and hashtags you will need to post.

May-22								
STAGE	TYPE	TITLE	DATE	COPY	LINK	HASHTAGS	IMAGE	APPROVED?
approval req	Work Anniversary	Amol 9 year work anniversary	5/1/2022 0:00	Congratulations on 9 years, Amol! Wishampant! Without your guidance and thought leadership, FullThrottle would not be what it is today! Here's to many more years.		#fullthrottle #futureproof #innovate #adtech #martech #cookieless		
approval req	Work Anniversary	Oleksii Anniversary	5/3/2022 0:00	Happy workiversary, Oleksii! We're so glad to have you on the team - cheers to a year!		#fullthrottle #futureproof #innovate #adtech #martech #cookieless		
approval req	New Hire	Nate Wiener Welcome post	5/6/2022	Welcome to the team, Nate Wiener! We're so lucky to have you and know you'll accomplish great things. Nate is joining us as our new Channel Partner Manager.		#fullthrottle #welcome #hirenewgrow		
approval req	Work Anniversary	Jessica Spurka	5/9/2022	Happy workiversary, Jessica Spurka! Congratulations on three years - we couldn't have done it without you! You continue to amaze us with your dedication and hard work.				
				Hot off the press! Check out CMO, Bill Pateman's latest Insider News Update.				
				"Old-school marketing attribution is dead. As things change in the AdTech space and as marketers get smarter and understand how shoppers really shop, it's important to evolve with technology changes as we get smarter."	https://www.fullthrottle.ai/blog/fullthrottle-adopting-a-multi-touch-attribution-and-influence-philosophy	#fullthrottle #insidernewsupdate #adtech #martech #cookieless #futureproof #attribution		
				Read on to discover the problem with old-school attribution and how to implement a multi-touch				

Second Step – Graphics

You will want to make sure to grab the correct graphics for posting. There are varying sizes for different posts.

1080x1080 can be used for all accounts.

1080x1920 (vertical) is for IG&FB story

1920x1080 (IGTV) is for the image with a link posted in LI – will show screenshots in section below.

For the webinars, we want to make sure we are using the **TEAL** graphics for registration. The replays are **BLACK** and say replay.

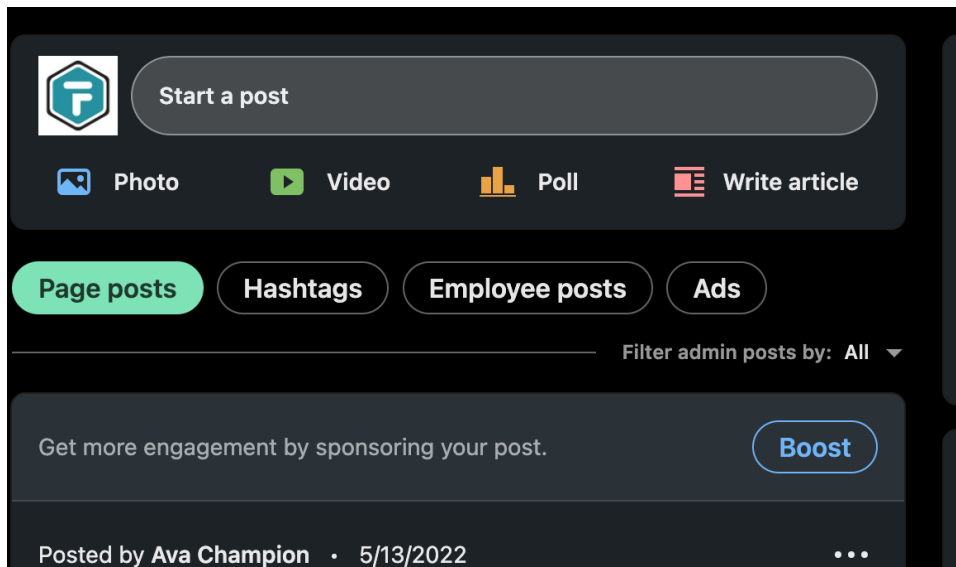
Third Step – Posting

With all platforms, we want to make sure we remain consistent. Try to keep all copy the same, except for Twitter. Any tweaks, you'll want to make sure they are the same with all other platforms.

LinkedIn

I find it easier to share to LI first. LI cannot be scheduled ahead of time.

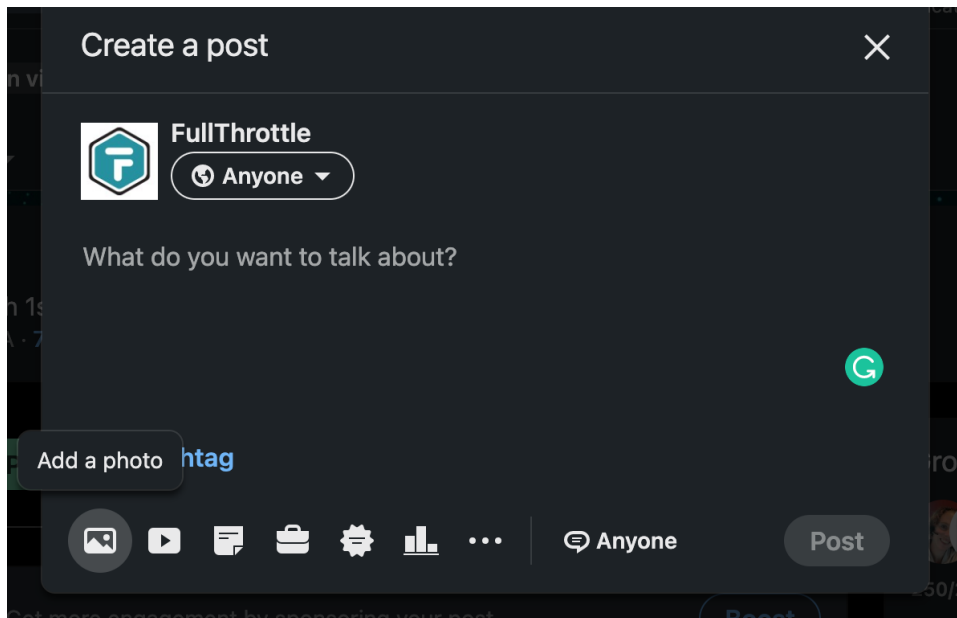
To start, you will select “start a post”.



Once under “Create a post”, you have a few options.

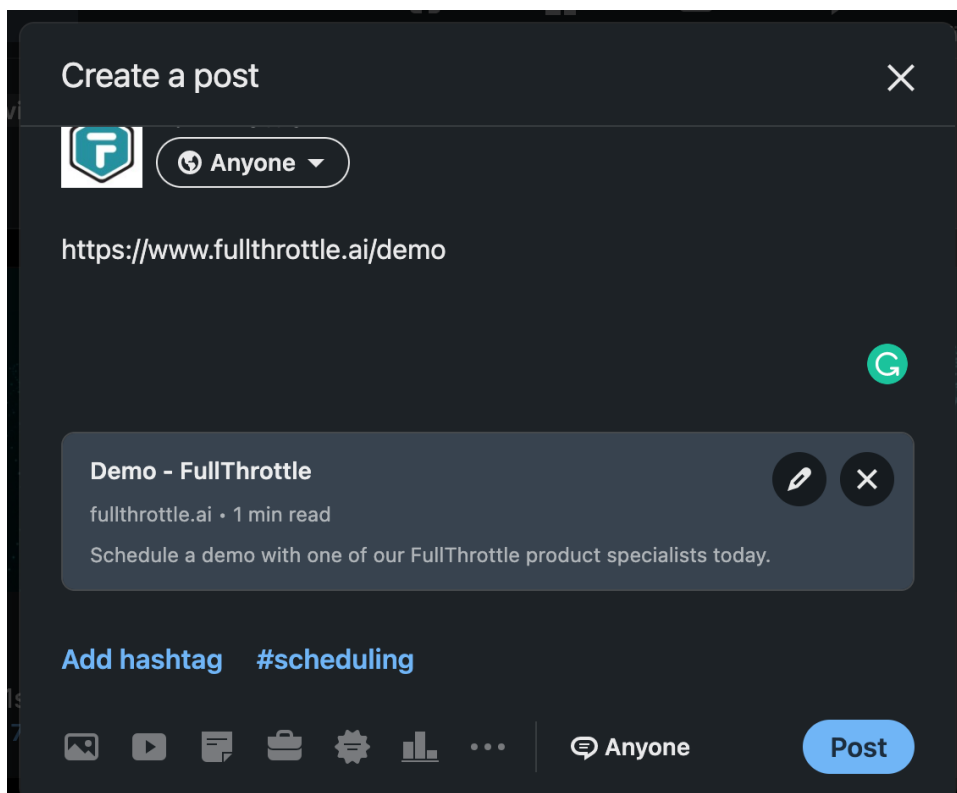
If you have a link and a photo to accompany the link, you will want to copy **the link** into the post **first**. This way you can edit the link's photo (shown below).

Copy all text, links, and hashtag into this post.

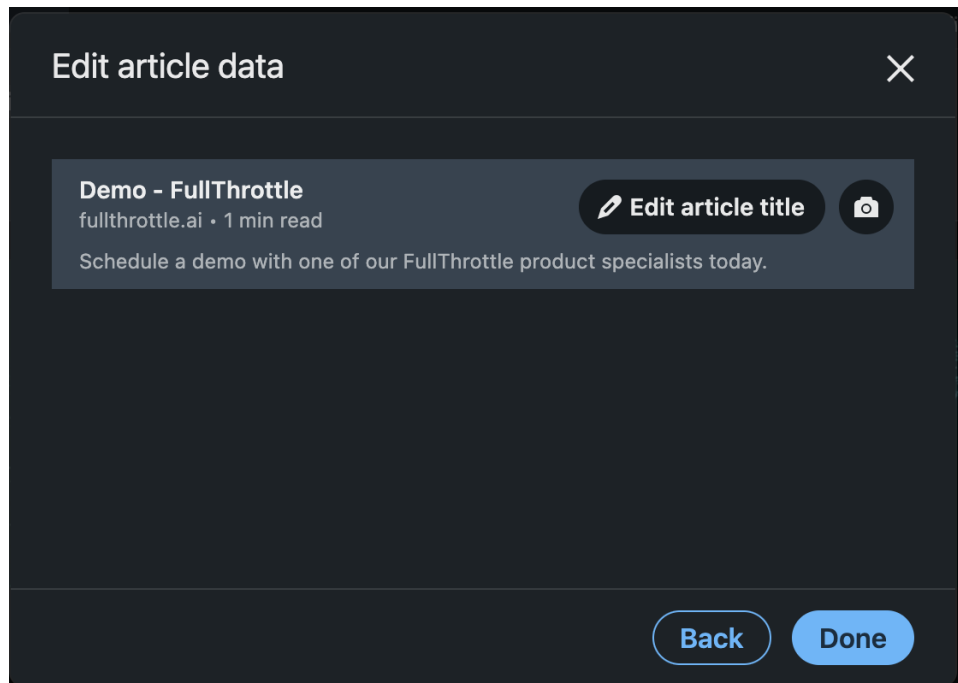


Make sure to tag the corresponding people – if the post requires it.

When adding a link, make sure to update the photo attached to the link. The link will show once added (as long as a photo isn't already added into the post – this is why you post the link first) and you can select edit.



From here, you will select the camera icon to fix the image on the link.



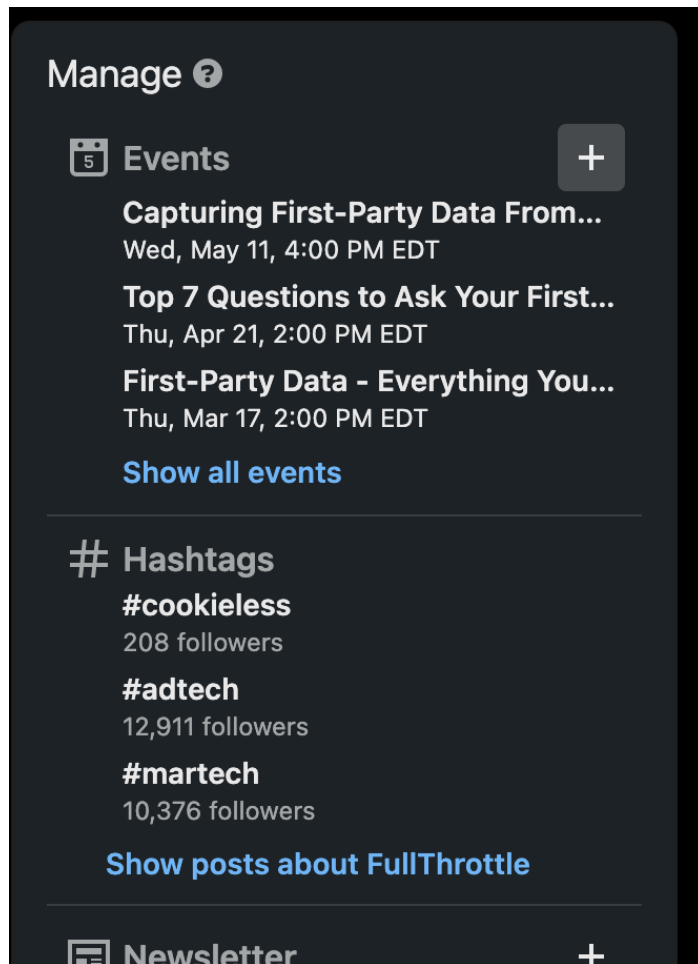
Once you have the copy, link, hashtags, and tags, you are free to post!

LinkedIn Events

We can use LinkedIn Events for our webinar promotions! These are good to post as soon as you have the date, time, speakers, and title confirmed – usually this will happen once you have the graphics. Try to wait as long as possible though, maybe a week before the webinar is scheduled.


To create, you will go to “Manage” in the sidebar in LinkedIn (under the create a post section).

Select the “+” icon.



From here, select “Online”, “External event link” and add in the event name. Time zone should always be Eastern Time.

Create an event

 FullThrottle

×

Attending page admins will be shown in the event attendee list.

Event type

☒ Online ☐ In person

Event format*

External event link

Event name*

0/75

Timezone*

(UTC-04:00) Eastern Time (US and Canada)

Next

Select the start date and time. No need to have end date/time selected but usually webinars run for 30 minutes.

Include the external event link (Erin Davidson can provide the zoom registration link).

Create an event

Start date*

5/13/2022

Start time*

05:00 PM

☒ Add end date and time

End date

5/13/2022

End time

06:00 PM

External event link

0/1,024

☐ Use a LinkedIn registration form

Members share details you can download later. [Learn more](#)

Description

Next

Add in the description. Ava Champion to provide copy, which can be found in the calendar, or in the webinar folder in Sharepoint.

Also add the speakers of the event – Bill Parlamen should always be tagged. Any additional speakers can be added once they are confirmed.

Create an event

☐ Use a LinkedIn registration form


Members share details you can download later. [Learn more](#)

Description

Ex: topics, schedule, etc.

0/5,000

Speakers



Add any of your connections as speakers. Confirmed speakers will be shown in the event's Details section.

By continuing, you agree with [LinkedIn's event policy](#).

Make the most of LinkedIn Events. [Learn more](#)

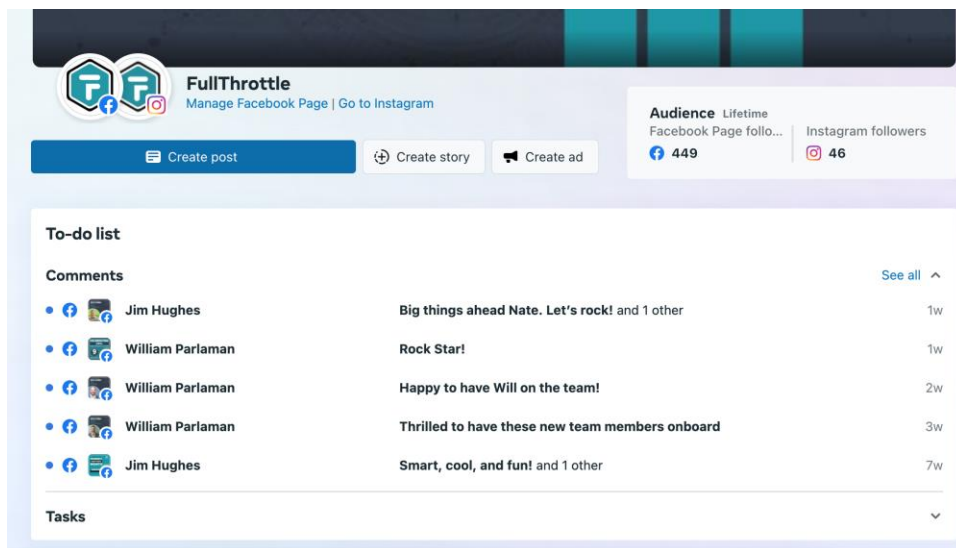
Next

It will ask for a photo – use the correct size graphic.

Facebook/Instagram

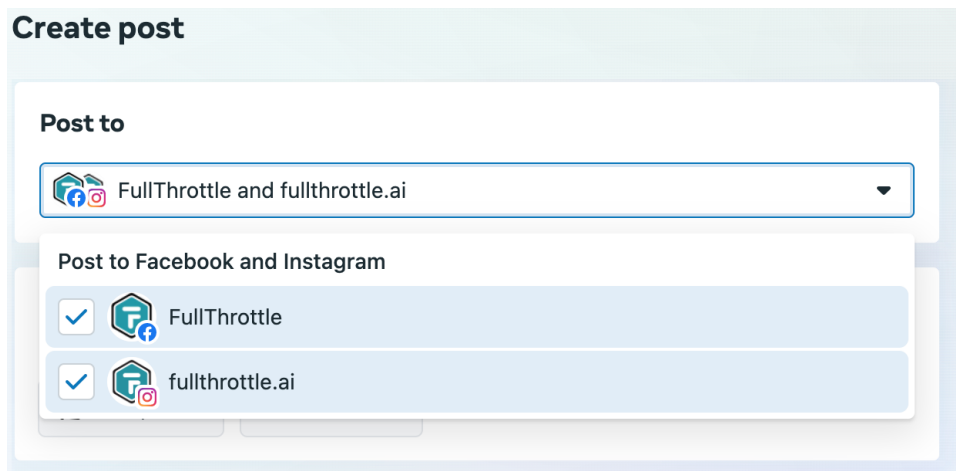
You can post simultaneously to FB and IG through business facebook. You can also create different copy for both platforms.

First, go to create post.

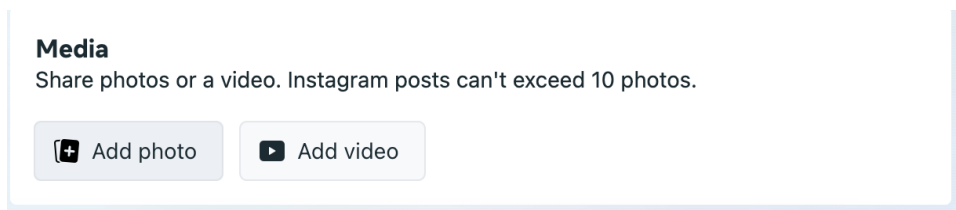


From there, you will select both FB and IG. The only time you cannot share to both platforms is if the post doesn't have a graphic along with the copy. This is very rare – we try to have some graphics with every post.

Create post



To add a photo, you will select under Media “Add photo”. You may need to “Add video” if we create videos for sharing (example, the NADA video).



Any time you are sharing a link with the posts, you will want “Customize post for Facebook and Instagram” selected. When this is selected, have the link included in the body for FB. In IG, you will want to replace the link with “link in bio”. Links are not optimized for IG, so it is better to have it live in our linktree (shown in steps below).

Post details

☒
Customize post for Facebook and Instagram

Facebook

Instagram

Facebook text

Aa

😊

The only time you want this selected is when you don't have a link you're posting. Examples of this would be new hires, anniversaries, birthdays, etc.

Post details

☐
Customize post for Facebook and Instagram

Text

Aa

😊

Once you have all the copy, links, and hashtags in the copy, it's time to post. You have a few options - "Publish now", "Schedule", or "Save as draft". If you would like to schedule for the post to go live at a certain time, or if you are posting earlier than its due date, you would select "Schedule". Facebook will give you times and dates that are best performing for both FB and IG.

Scheduling options

Publish now

Schedule

Save as draft

Cancel

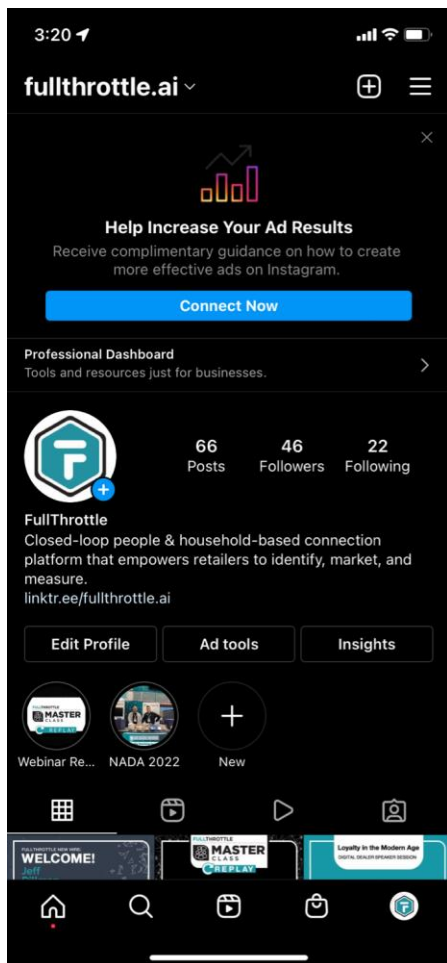
Publish

Because LinkedIn doesn't let you schedule ahead of time, you will still need to post some social media on the day it's scheduled to post.

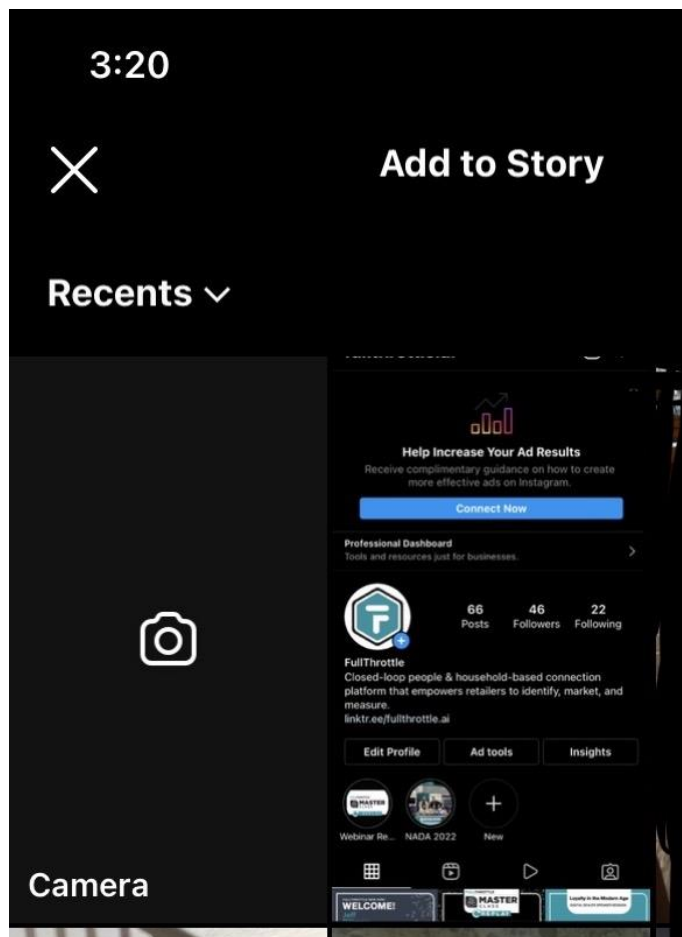
Instagram Story

This is better on your phone. If you can post on your phone, you can then share from there to FB story.

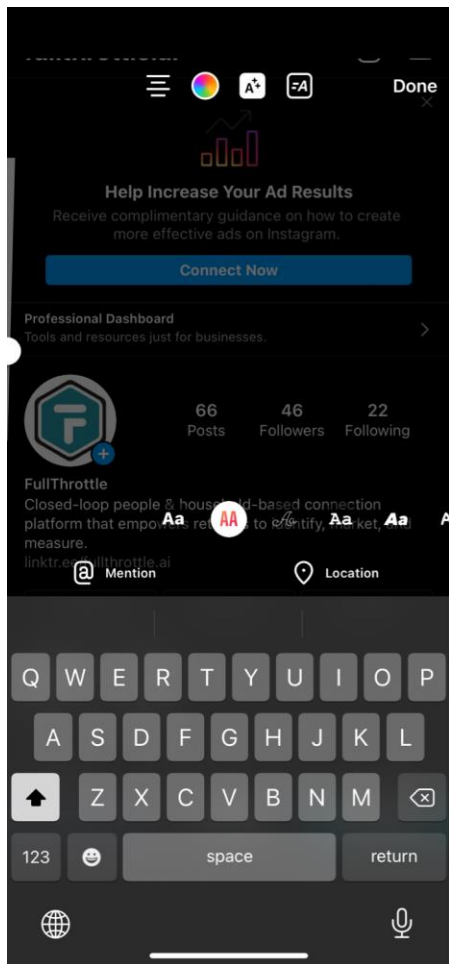
First, open the app on your phone. Make sure you are in the FullThrottle account. You can share a story by clicking the blue plus on our logo.



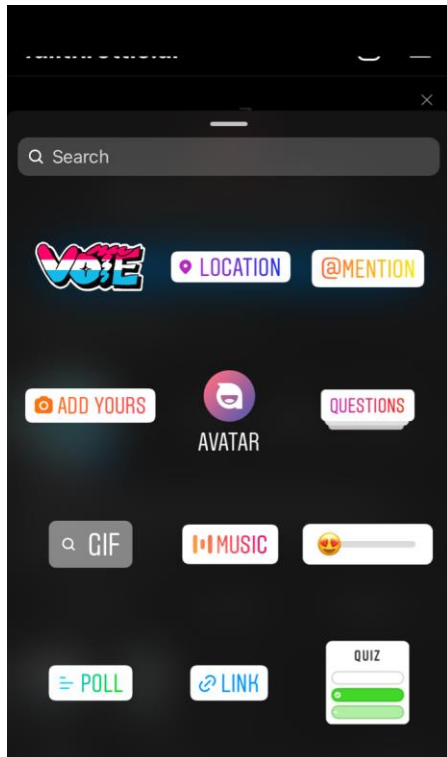
This will take you to “Add to Story” and prompt you to select a photo.



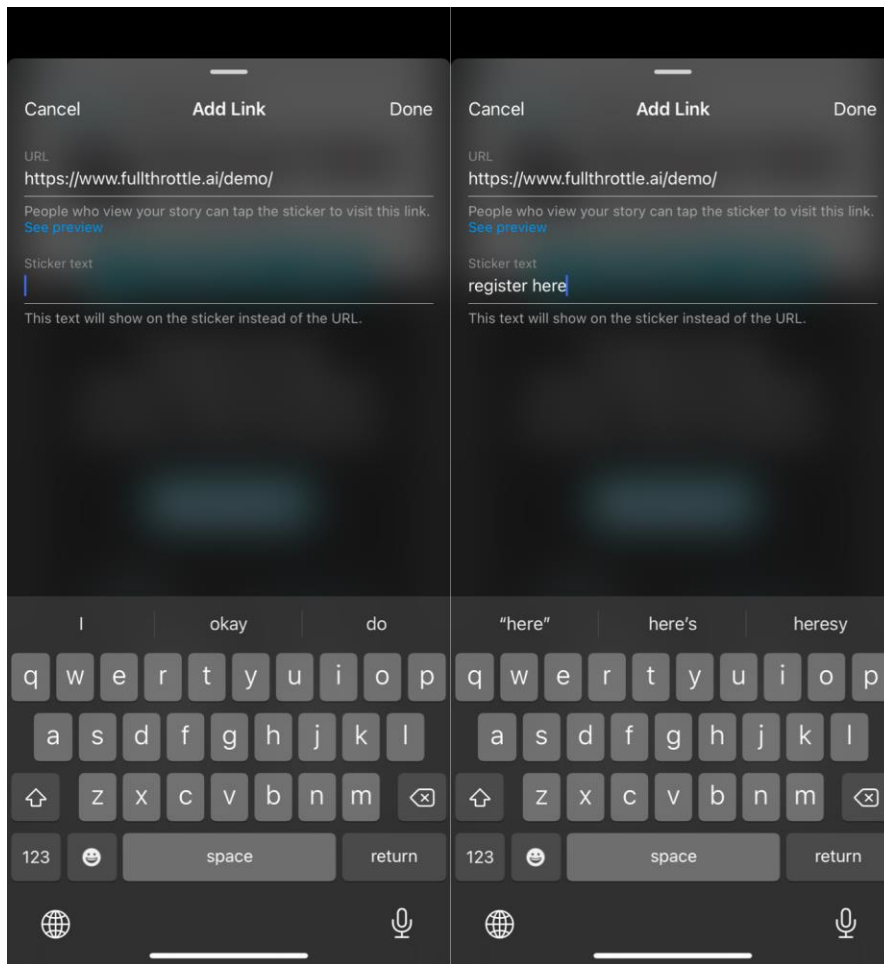
Once you have your photo selected, you will need to customize it. By selecting the A+ button, it will let you add text. This is where you can tag anyone involved in the post. Example: Bill Parlaman for one of the webinars.



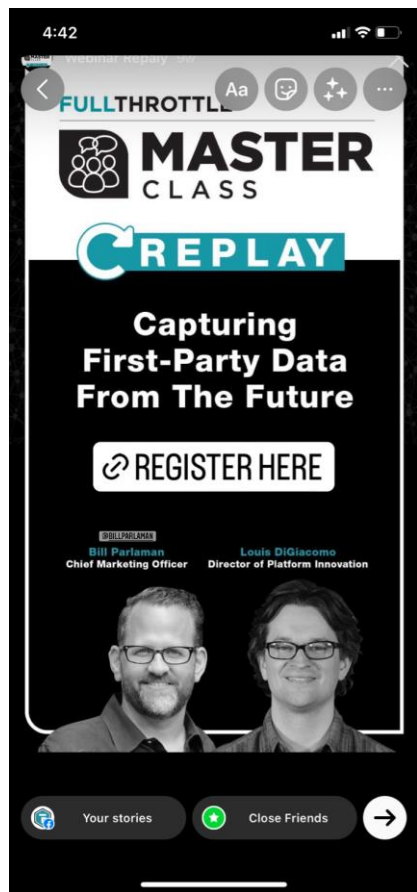
If there is a link that goes along with the post, you will need to select the link button. This lets you add the desired link and customize it.



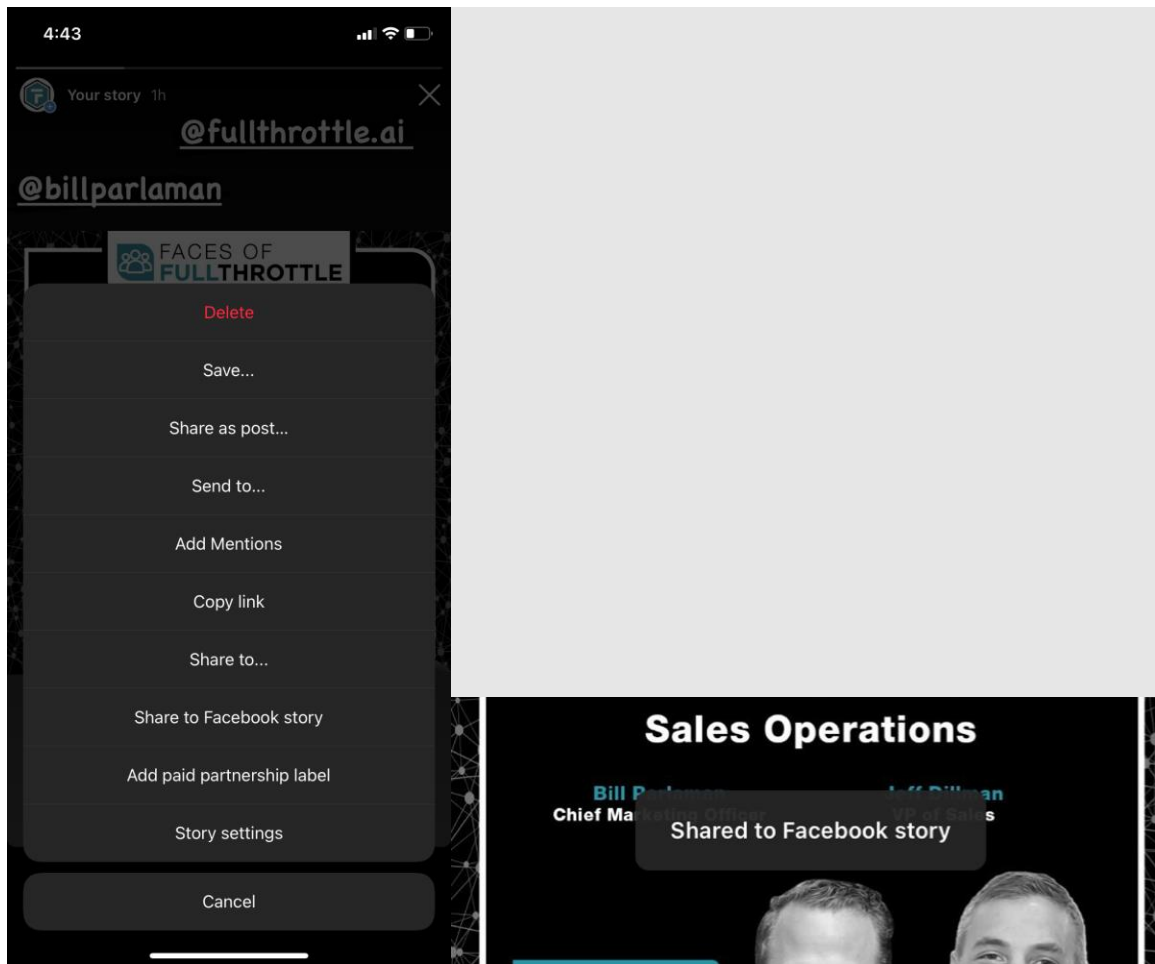
Make sure you customize the link to say what the button on the photo says.



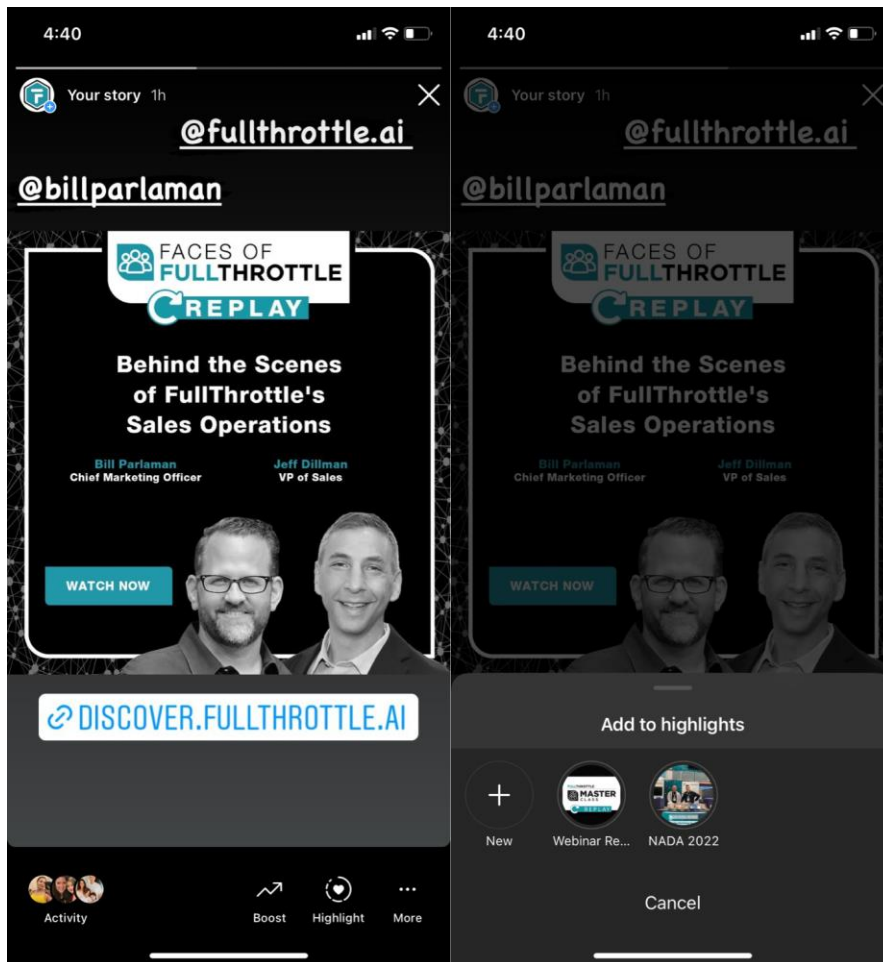
For example, “Watch Now” or “Register Here”. Once you have the link added, place it above the button already created on the graphic.



Once the story has the correct links, tags, and photo uploaded, you can share it. As soon as it's live on IG, you need to share it to FB from there. It will send you confirmation when it's shared.



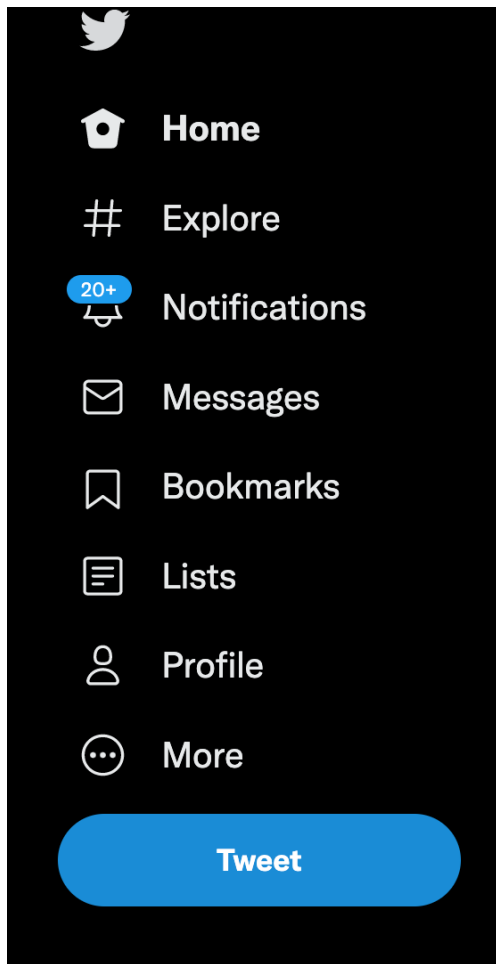
For webinar replays, add it to the webinar replay highlight section.



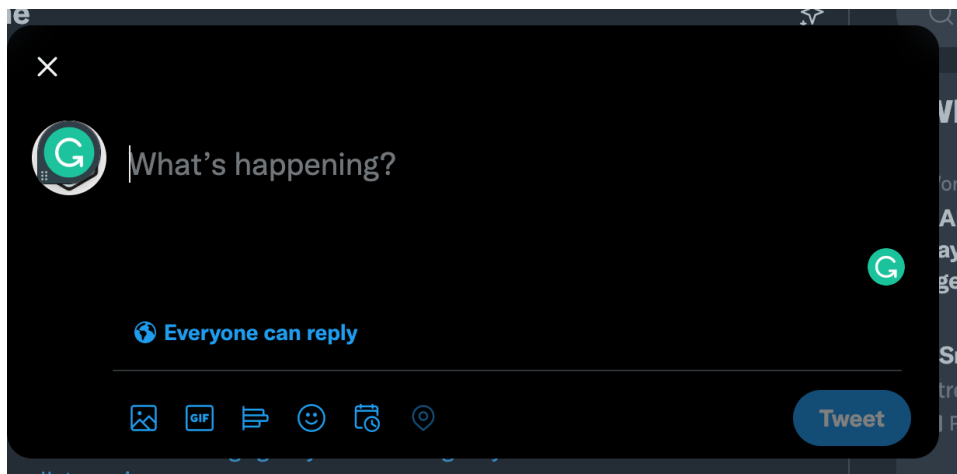
(Please note that the image sizes are incorrect on this post. We use **1080x1920 vertical for stories**. This is simply to demonstrate how to add it to a highlight. We also want to make sure the link has been customized so it says "watch now" as the button does in the original graphic)

Twitter

Twitter has a character count restriction. The main priority for the body of the post is the link and the hashtags. Ideally the image can offer more information to the viewer. Use your best judgement when narrowing down the copy.



Select "Tweet"

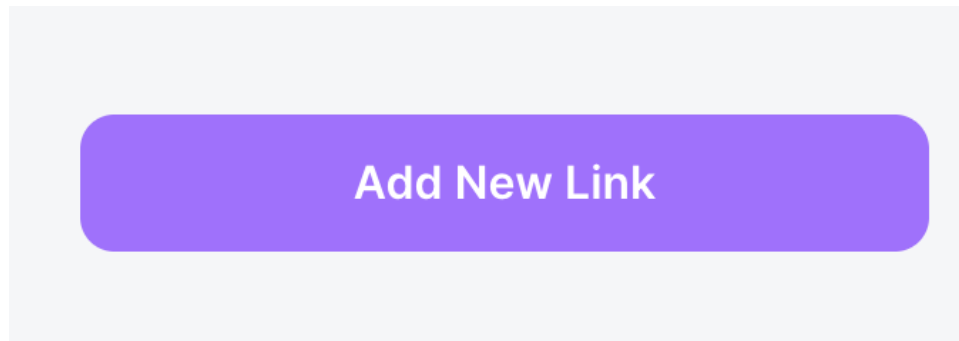


To upload a photo, you will select the photo icon.

Once you have the correct character count, all of your hashtags, and the graphic, you may hit tweet!

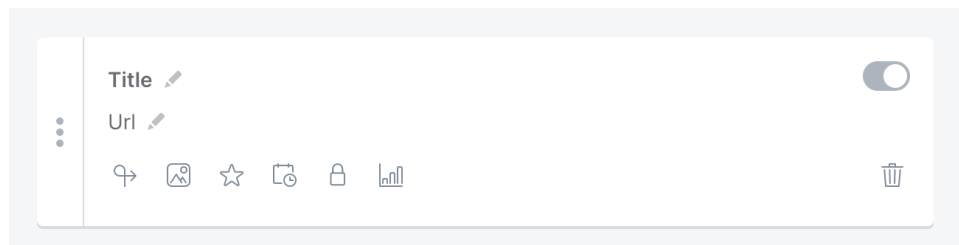
Linktree

When you post “link in bio” on IG, this is where the link lives. To create a new link, select “Add New Link”.

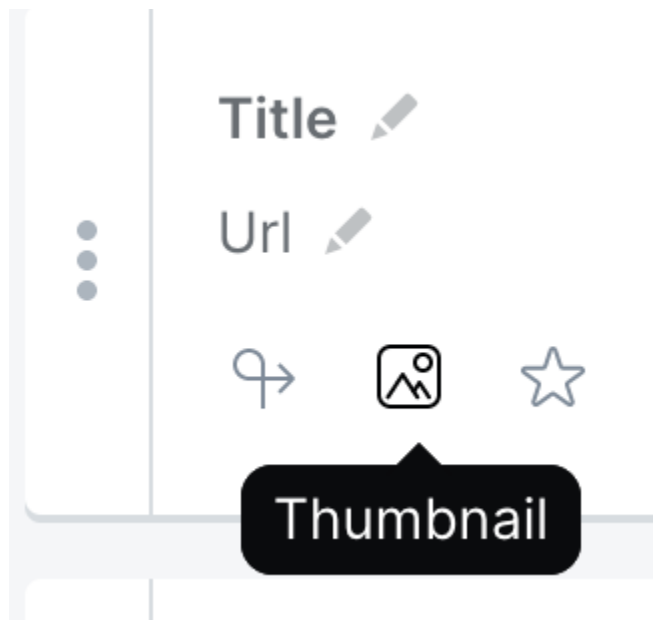


Once this is selected, the link post will pop up.

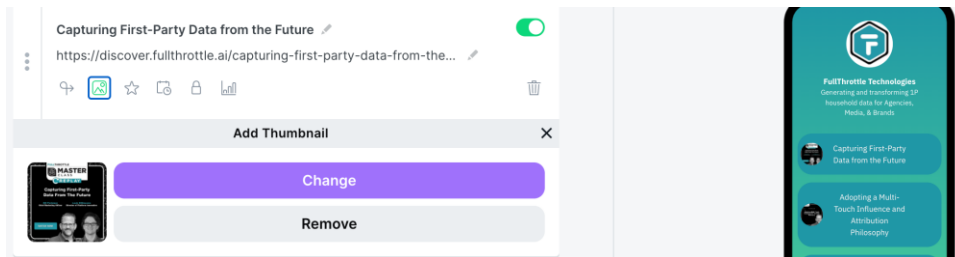
Add in the title BEFORE the url



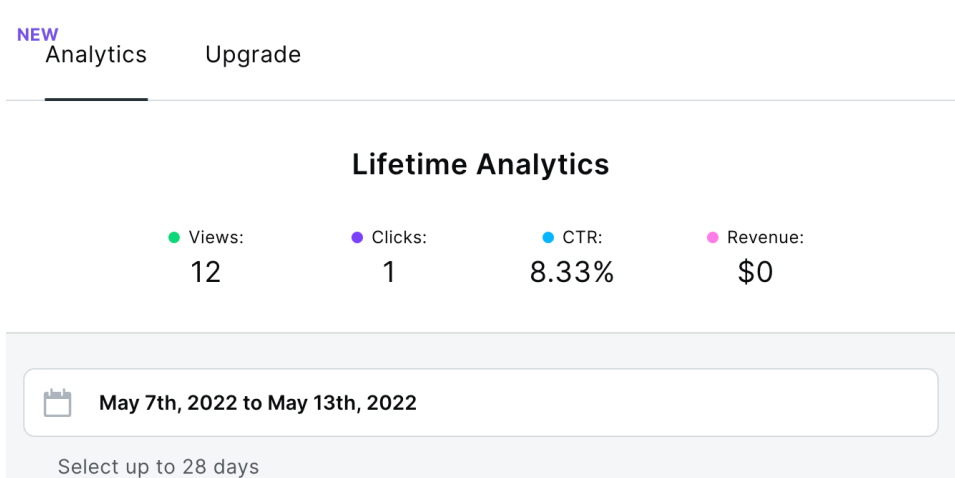
The title should be the webinar, article, or website title. It needs to be consistent with other links similar to it. If you are unsure, please ask. It is best to stick with short and sweet. We do not want to look like spam.



If you have graphics (example, webinar, articles, etc.) you can upload them as a thumbnail. Please take a look at similar links before choosing a thumbnail, to remain consistent. Brand consistency is important, as social media is public facing.



It will look like this. Once you have it all typed in, it should save automatically.



If you are keeping up with social media comments and interactions, the analytics page in Linktree gives good insight. Make sure to keep an eye on this page as well.

Fourth Step – Informing the team

You will want to chat the sales team to let them know there is a social post live and ready for them to share. If there is an article to share, please send them the original article link too. We want them to read our blogs.

Do not send them the webinar links. We have specific links to keep track of where traffic is coming from. Sales has their own webinar link.

If there is a work anniversary or new hire, we like to encourage them to engage with the posts. Either a *“let’s welcome John Doe!”* or *“let’s congratulate Joan Doe on their x year anniversary!”* usually gets them to interact.

Now you are all done!