

Checkpoint Australia - Social Media Manager

Creating Social Media Posts

This user guide outlines how to create social media posts and includes instructions on the following:

- [Selecting Content to Post](#)
- [Selecting the Profiles where Content will be Posted](#)
- [Editing the Post](#)
- [Adding a Link to a Post](#)
- [Adding a File to a Post](#)
- [Previewing, Saving and Sending for Approval](#)

Selecting Content to Post

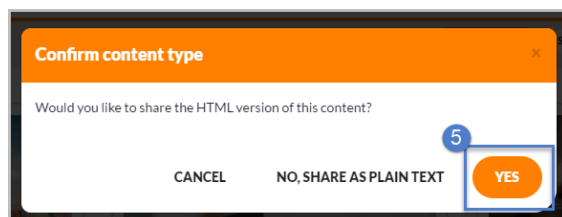
You can create a social media post using:

- Thomson Reuters content
- Content from an RSS feed
- Your own content

Using Thomson Reuters Content

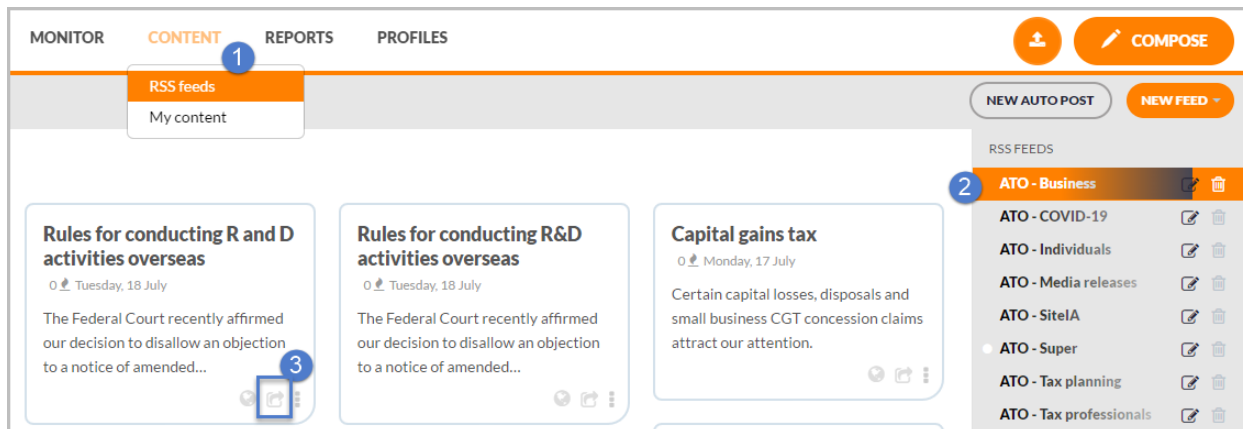
1. Navigate to **Content > My Content**
2. Select an option from the **Shared with Me** library
3. Check that articles are sorted by **Newest** and click the refresh button
4. Click the **Share** icon for the content you want to include in your post

5. Click **Yes** when asked if you want to share the HTML version



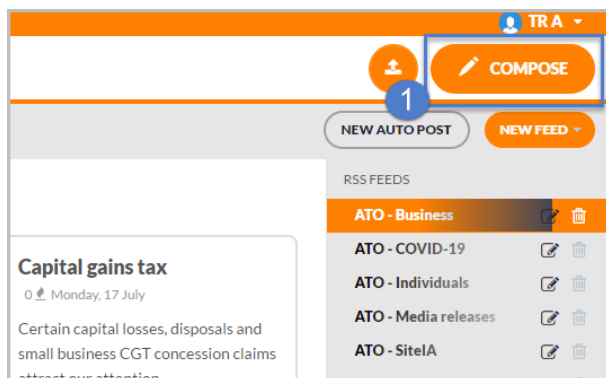
Using Content from an RSS Feed

1. Navigate to **Content > RSS Feeds**
2. Select a feed from the list on the right
3. Click the **Share** icon for the content you want to post

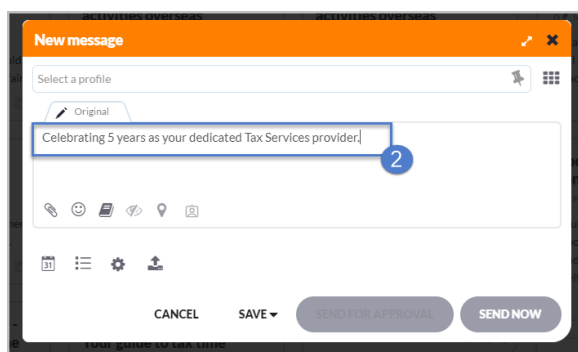


Using Your own Content

1. Click the **Compose** button in the top right corner of the page



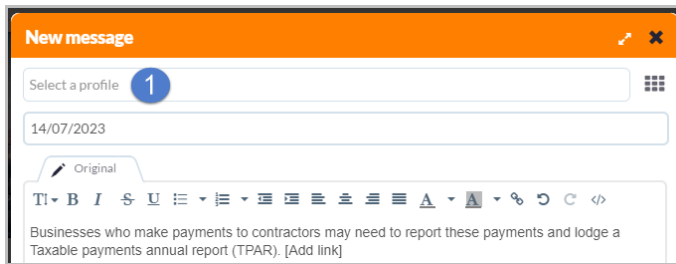
2. Enter your message in the text box.



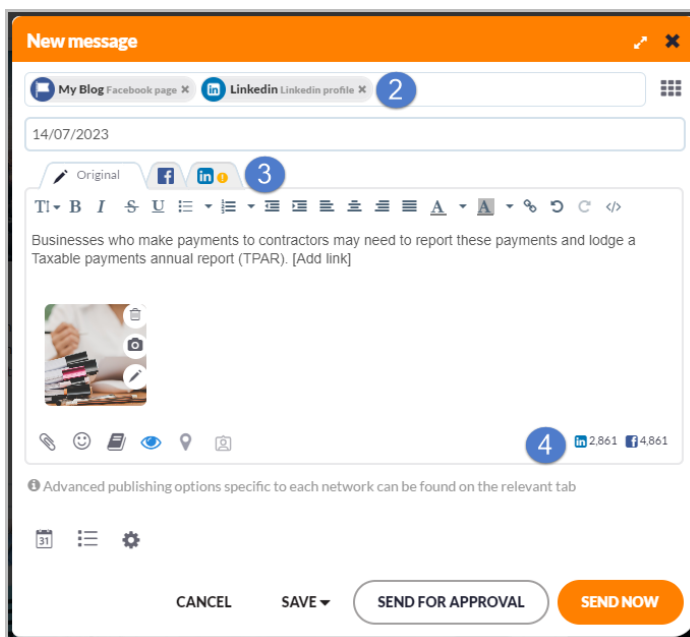
Selecting the Profiles where Content will be Posted

After selecting the content you would like to post:

1. Click into the Select a profile field

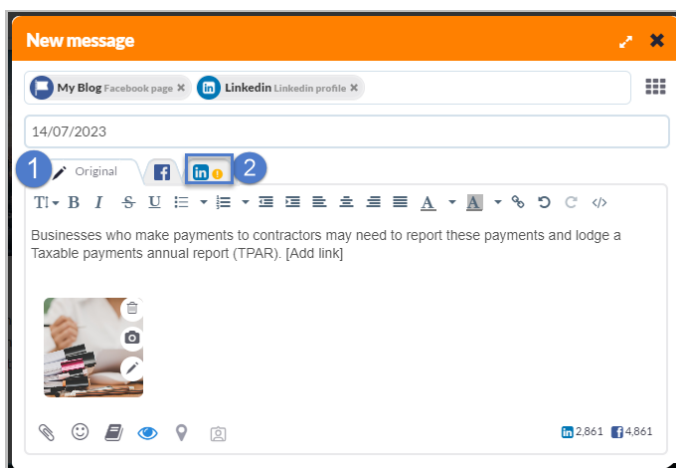


2. Select the Profile you want to share content to. Repeat this step to post to multiple profiles at one time.
3. You will see the selected Profiles appearing as Smart Tabs across the top of the window.
4. You can also view the character count limit for each profile along with the maximum number of hashtags if Instagram has been selected.



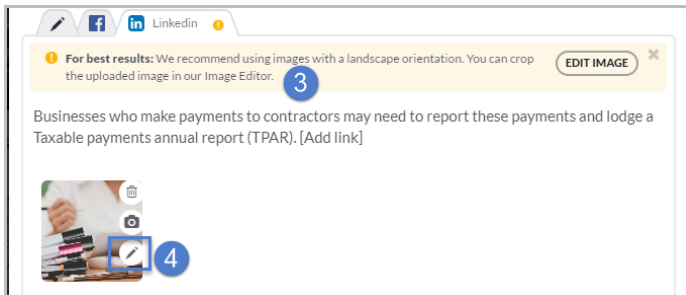
Editing The Post

1. You can edit the message from the **Original** tab to customise/edit the post for all profiles
2. Or, you can click into each profile tab to customise/edit the post for the selected profile



3. The message box will provide warnings if the character limit is exceeded or if the image is not optimal for a platform

- Click **Edit Image** or select the image editor icon at any time to perfect images to suit each platform

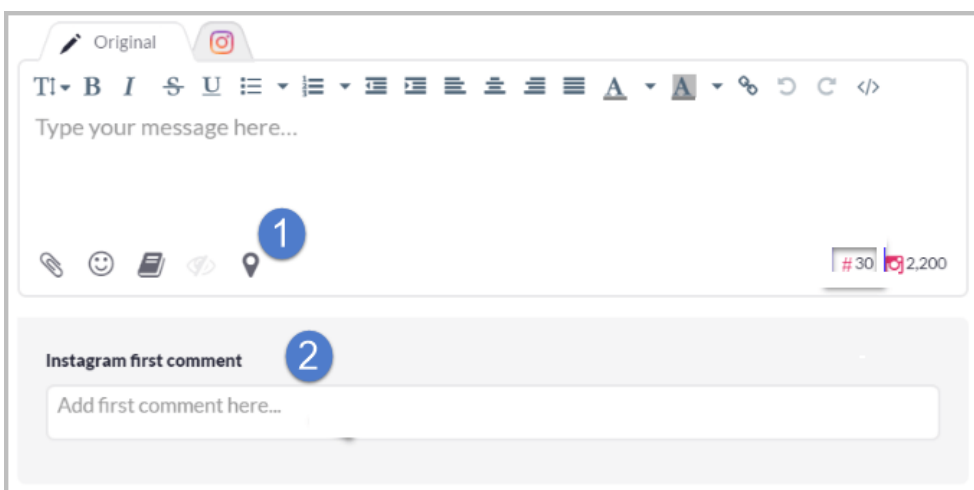


The image editor will suggest suitable image formats for the Social Media platform you are posting to.

- Select the suggested format and make any other changes
- Click **Save**



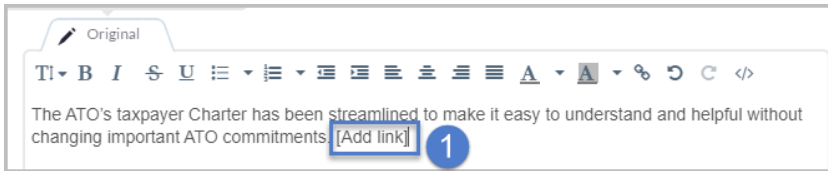
Also, with Instagram Business profiles you can (1) geotag your location to improve discoverability, and (2) include a first comment with hashtags to boost your reach.



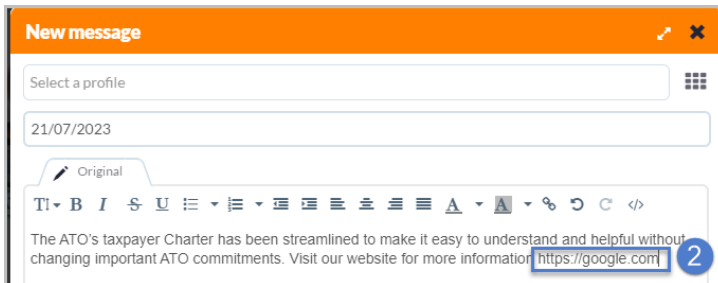
Adding a Link to a Post

This is a great way to direct people to specific areas of your website.

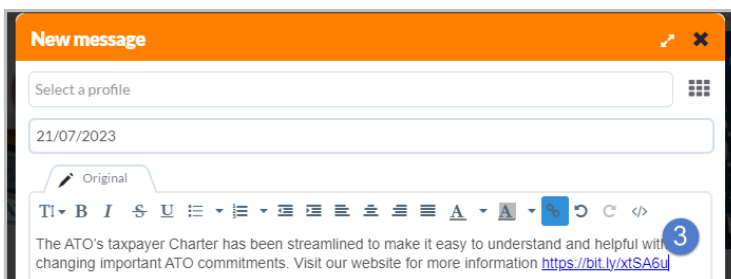
- Delete **Add Link** from the text box if this is appearing



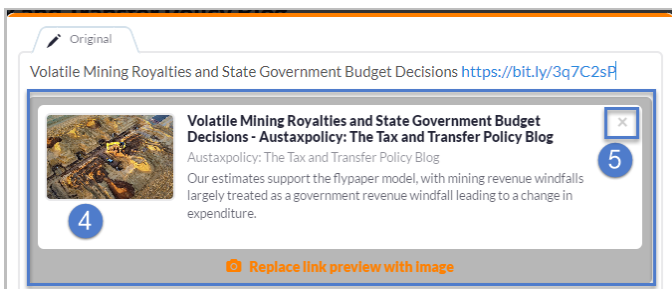
2. Type or paste in any required links. If you paste in the link, the system will automatically shorten the link to a Bit.ly link. If typing in the link, make sure to include **https://** before the web address *ie https://google.com*



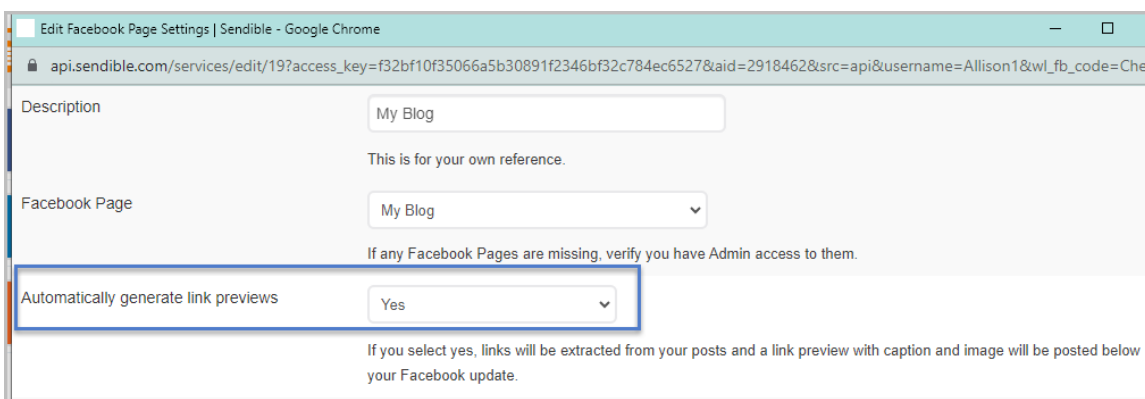
3. If you type in the address, click enter. The link will automatically be shortened.



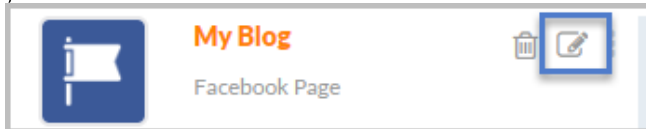
4. If there is no image included with your post (ie content from an RSS feed) a link preview will be included in the text box. A link preview will display an image (if available) and some information from the website you are directing the user to.
5. You can delete this by clicking the x or replace with your own image.



****Note** that link previews will only appear if you if selected Yes to “Automatically generate link previews” when setting up your profile.

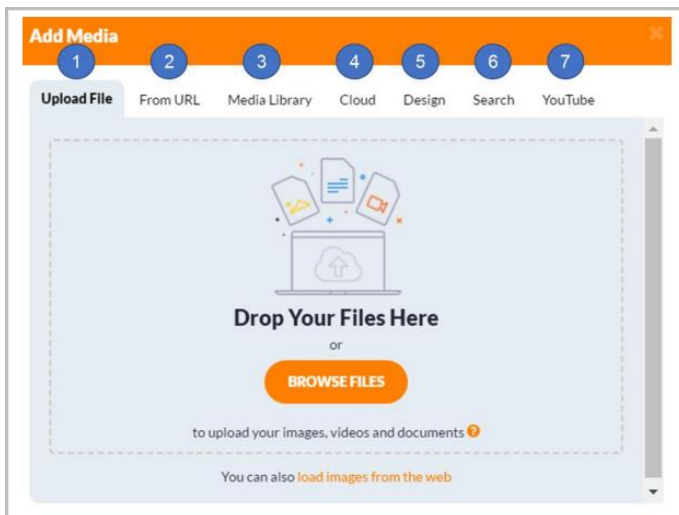


If you selected **No** and want to change this, you can go to **Profiles > My Profiles**, then select the **Edit** icon to change your selection.



Adding Files to Posts

There are a number of ways in which you can attach a file to your social media posts. You can: (1) upload a file, (2) source an image from a URL and choose content from your (3) Media Library or the (4) Cloud (e.g. Dropbox and Google Drive). Checkpoint Marketing has also integrated with Canva, giving you a full (5) design suite to create a range of content assets such as Facebook covers, blog headers and Pinterest posts. It's also possible to (6) search for a royalty free image on Google and Flickr or search for a (7) YouTube video without leaving the dashboard.



Preview, Save or Submit the Post for Review

Once you have completed the post you can choose to preview, save or submit the post before it is shared to your social media sites.

1. Click the **eye** icon to preview the post
2. To save, hover your mouse over **Save** and choose from **Save draft** or **Copy to library**. Drafts can be accessed from the **Publish** tab. Your library is accessed by navigating to **Content > My Content**.
3. To submit for review, click the **Send for Approval** button. An email notification will be sent to the account owner. The account owner can view posts to be approved by navigating to **Publish > Tasks**

