Checkpoint Australia - Social Media Manager
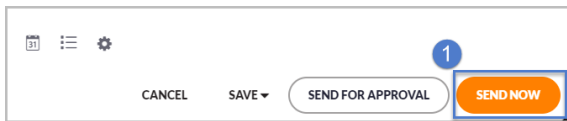## Posting to Social Media

Once your post is ready you can choose to:
- Post to the selected Social Media Profiles
- Schedule the Content to be Posted at a Specified Time
- Add the Post to a Queue

Post to the selected Social Media Profiles

1. Select the **Send Now** button to add your post to the selected Social Media profiles

Schedule the Content to be Posted at a Specified Time

1. Select the **Calendar** tab
2. Enter the date and time you want the post to go live
3. **Or,** click on the clock icon to choose from an optimal time.
   **Note – Optimal times are suggestions based on your posting history over the previous 30 days and when your posts have gotten the most likes, retweets, shares, etc. They take into account ALL the profiles added. From when you first start posting from Social Media Manager, it will take around 30 days for optimal times to be calculated. Until then, a random time will be added if you select this option.
4. Click **Schedule**
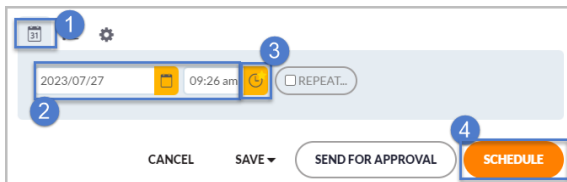
5. To view/manage your scheduled posts, navigate to **Publish > Scheduled**

Adding the Post to a Queue
Queues allow you to publish posts at set times throughout the week and are ideal for publishing content that is not time sensitive. Queues are a great way to schedule multiple posts to be added to your profiles at specified times throughout the week or month.

To create a queue (if you have already created a queue go to Step #12):
1. Select the Smart Queue tab (Alternatively, you can also create a new queue by navigating to Publish > Queues > New Queue)
2. Click the Plus icon
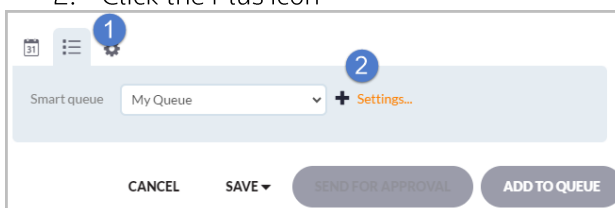
3. Give your Queue a name
4. Select whether messages in your Queue will be recycled.
   Note - This means the message will be posted **again once there are no other posts left in the Queue.

5. Select a day
6. Click into the time field and select a time
7. **Or,** click on the Optimal Time icon to select from a suggested time (see above for more information on Optimal Time)
8. To add another time slot for that day, click the plus icon
9. Click the **X** icon to remove a time
10. Continue adding slots for the remainder of the week as required
11. Click **Save**

Now that a Queue has been created you can add content to the Queue.

12. Check that the Queue tab is selected
13. Select the Queue from the drop down menu
14. Click the **Add to Queue** button. The content will be scheduled to post at the first available time in the Queue
    Note - If you include multiple social profiles when you add your post to a Queue, it will only take one timeslot in the Queue as long as you don't make edits specific to one or more social platforms on the Smart Tabs. If no edits are made, the post will go out to each social profile at the scheduled time. **However,** if you do make edits specific to one or more social profiles, that will create multiple variations, which are separate posts. They will then take up different time slots in the Queue and not all be sent out at the same time.

To view and manage content has been added to a queue or to edit an existing queue:

1. Navigate to **Publish > Queues**
2. Use the icons to delete, edit, repost or move the content to a different slot in the queue
3. If you have more than one queue, check that the correct one is selected from the **My Queues** list.
4. Click the **Edit** icon to edit the queue settings

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