



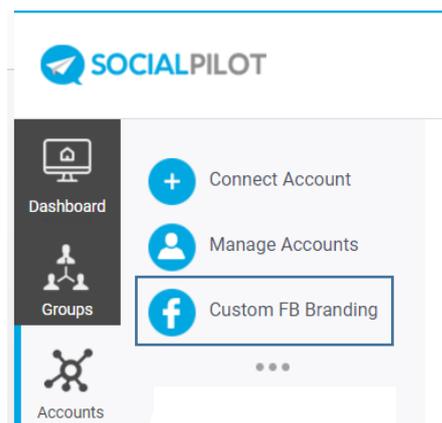
## Social Pilot – How to simplify your life

Social Pilot is designed to simplify and automate Social Media Scheduling. Nevertheless for newbies it may be confusing or unclear how to start.

I quite like the platform so I decided to create a step-by-step guide.

### Step 1. Connect your account

Connecting an account consists of two steps. First we follow normal process as in any other similar platform and add our Social Media Account. Now, for Facebook there is an option to use a custom Facebook Branding. I talked about this option in a previous post. But here is what it happens. When we schedule a post it's published by "Social Pilot". We can customise this and publish posts under our page.



When we connect a Facebook account we have two options, either just add our account or create a Custom Facebook Branding.

The second options allows us to publish posts under our Page Name.

This option requires to upgrade our plan –the basic plan does not support it.

### Step 1 b. Specify our Queue Schedule

Let's start by introducing the Queue feature. Social Pilot has an option to create a Queue schedule. In most social media platforms we have to constantly schedule posts. Social Pilot allows to designate specific time slots (within a week) ONCE and use the time slots to automatically publish post –in a first in first-out approach.

Maybe an example could be beneficial.

## Queue Schedule – Example

Update Account Cancel

Manage Schedules Default Schedule Reset Schedule

| Sunday | Monday     | Tuesday    | Wednesday  | Thursday   | Friday     | Saturday   |
|--------|------------|------------|------------|------------|------------|------------|
|        | 09:30 AM X |
|        | 10:45 AM X | 11:30 AM X |
|        | 11:30 AM X | 02:30 PM X |
|        | 02:30 PM X | 06:30 PM X |
|        | 04:00 PM X |            |
|        | 06:30 PM X |            |

Select Days Help

In our example we have defined a queue schedule of six workday posts and four Saturday posts. That's a total of 24 weekly posts. Let's say that we have 30 posts in our queue. The first post (as we created them) is to be published at 9.30 AM, the second one at 10:45 AM until the queue is empty.

Having a schedule automates the process. We only need to add a post to our Queue and that's it!

By the way we need to define the schedule for each account –we might need a different schedule for twitter than LinkedIn for example.

## STEP 2. Creating a post.

SOCIALPILOT 15 / 50 Daily Usage Running

Dashboard + Create Post Manage Posts 87 Calendar Bulk Schedule Contributed Posts 0 URL Shortening

### Create Post

Create your creative content in the form of Text or image to be shared to your multiple connected accounts.

Create Post Schedule Curated Content Schedule Feed Content

Your content Total Characters: 0 | Twitter: 0/140

Share As Text  Share as Media Add To Queue

When we create a post by default we add it to our Queue. We can then go to our calendar and make adjustments. Adding a post to a Queue will publish the post ONE time only. We can select multiple accounts and generate posts for each account.

## Share as Media

As until today we can add ONE image/video per post. If we need the image link we can click the image thumbnail. This will open the main image and then we can right click and copy the image URL.

Social Pilot offers the option to add automated RSS feeds. I haven't test it so I can't comment on this feature.

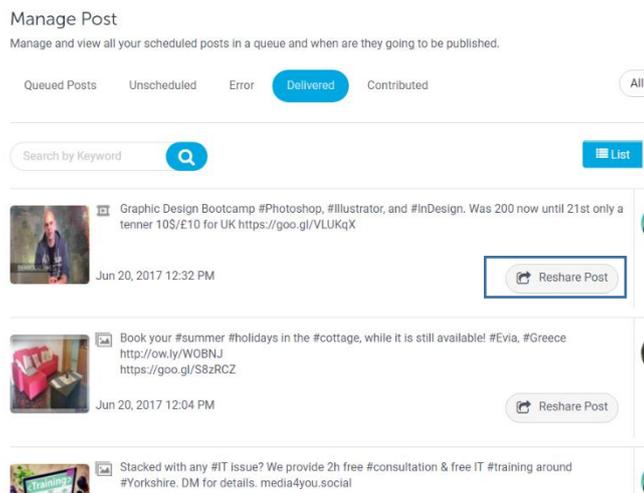
## URL Shortening

Social Pilot allows to specify a URL Shortening service –we can fine tune this to an account level. I would advise to specify your favourable URL Shortening service as a FIRST step prior of posting anything online.

## Limited Editing options

One frustration with Social Pilot is that there is NO way to re-define the account for a scheduled post. If we made a mistake we would need to publish the post (share now) and then edit it.

## Delivered Posts. Reshare Post



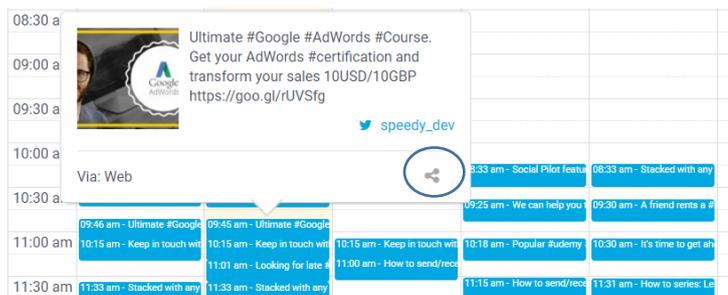
One of the main reasons to use Social Pilot is the option to Reshare a delivered post.

We only need to click "POSTS" and then "DELIVERED POSTS"

We can search by keyword, find an existing post (up to 1000 posts in scheduling queue) and select our new schedule.

## Calendar drag n' drop

Rescheduling posts one by one is time consuming. Social Pilot allows to switch in a calendar mode. For DELIVERED posts we can click the share button and reschedule.



If you can't see the share button most likely the post is not yet delivered.

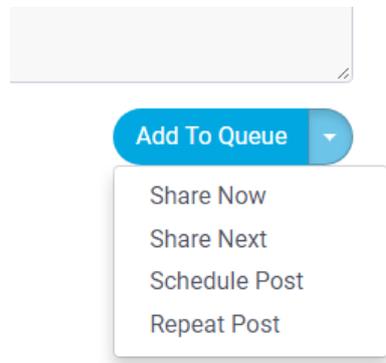
BTW we will need to reselect the accounts to publish our post.

**Alternatively we can grasp a delivered post and drag it to an empty time slot.**

BUG – Need to refresh page

There is though a bug in the calendar (at least when tested with Chrome browser). To see our calendar accurately we need to refresh our page.

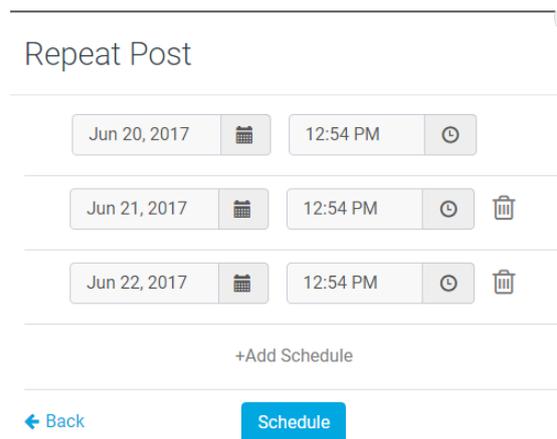
## Other Scheduling Options



- As said by default our posts go to the Queue and then published according to our Queue schedule.
- We can though Share our post Now or Next, Schedule the Post to a specific time slot or Repeat the Post
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## Repeat a Post

Again the repeat a post feature is slightly buggy.



The repeat Post IGNORES our calendar and get's the CURRENT time/date.

We CAN repeat the post more than once per day, eg. Select 6 times in three days. Again it will get the current time, then add the same time but changing AM/PM. If the time is 10:08 AM, the first post would be at 10:08 AM the second one 10:08 PM.

**Anyhow, you NEED to change the timings!**

## Daily Usage

Another bug is that we don't get any **early** alert when we are over our daily limit. As a result there might be posts that will fail to be delivered. There is no counter or anything to see the total scheduled post per day.

Further more the top page counter is misleading. It shows the delivered posts until now. It would be more helpful to display the scheduled /total posts for this day.

## Resources



<https://www.youtube.com/channel/UCcHO6TcjAS9YhjVlu226RgA/feed>



<https://support.socialpilot.co/hc/en-us>