

Tips for social media scheduling:

A couple of little but important things to note:

1. Please don't schedule posts using any other tools than the ones I've listed above (this is to avoid clashes in scheduling) – i.e. only schedule to Instagram using Later not via Facebook.
2. Please make yourself familiar with the Key message planner – especially the “what is a key message / secondary message and general message”.
3. For images attached to Facebook posts (and Instagram) please use a bilingual image – if posting Welsh and English on FB it cuts half of the image off to fit them side by side.
4. With any bilingual post, graphic or image – Please make sure the Welsh is always ABOVE OR TO THE LEFT of the English.

Any questions or unable to login to any of our accounts – please give Eleri a shout.

| @UMAbersU | Facebook | Twitter | Instagram |
|---|--|--|---|
| | | mostly used by businesses & university departments | popular with the student groups and students in general |
| Where to schedule & Language | <p>Please use creator studio on Facebook to schedule all posts (and use the language splitter for Welsh / English).</p> <p>*Please post the Welsh in the top box and add English as the other language in the box below (this works in terms of the Welsh showing up on the Welsh side).</p> <p>If sharing a post / video / event from a Facebook page: Please post this bilingually with Welsh above the English.</p> | <p>Please only schedule using Later.com</p> <p>Separate Welsh / English posts.</p> <p>Please share an image / video / animation with the post = better engagement.</p> | <p>Please only schedule using Later.com (grid and stories).</p> |

| | | | |
|--|--|---|---|
| IMPORTANT | <p>Please get into habit of scheduling posts rather than posting last minute.</p> <p>I do a check at the start of each week to make sure there aren't any clashes, anything or posts that are too close to each other.</p> | <p>Don't forget to tag accounts if helpful to do so...i.e. tag AberUni or clubs/socs if relevant.</p> | <p>NO EXTERNAL posts on our Instagram grid please (these can be in stories but not the main wall)</p> |
| | | | <p>Don't forget to include hashtags to increase engagement.</p> |
| | <p>If it isn't a key message...it doesn't need to be posted or scheduled more than 3 times a week.</p> | | |
| Main wall (or grid for Instagram) | | | <p>Bilingual post with the Welsh above the English.</p> <p>Please remember this one: NO External posts on our Instagram grid / wall please: only internal AberSU activities / messaging.</p> |
| Stories | <p>*Posting to Instagram stories automatically adds to Facebook stories too.</p> | n/a | <p>These CAN include posts / adverts from externals.</p> <p>Would love more live / talking stories from our officer team & updates of things going on / working on.</p> <p>*Don't forget to tag locations and other accounts i.e. clubs and societies to increase engagement.</p> <p>*For talking stories – please include text on the videos as these make stories accessible (and also a number of people view stories with their</p> |

| | | | |
|--|--|--|--|
| | | | phones on silent therefore may not listen to what is said and therefore miss the message). |
|--|--|--|--|

Scheduling via Later / FB Creator studio

| FB Creator studio | Later.com |
|--|--|
| *if you haven't got admin / editor permissions from SU Page please contact Eleri. | *If you can't log in please contact Eleri for login details |
| <p>Go to the UMAberSU page.</p> <p>From the menu on the left – select creator studio.</p> <ol style="list-style-type: none"> 1. Click on the blue 'create post' button on top left hand corner of creator studio screen 2. A popup screen will appear on right side of screen. 3. Paste the WELSH text in to the 'whats on your mind' bit. 4. Next click the 'write post in another language' and select 'English' (and copy over the English text). 5. Add any media you wish to add. 6. Press the 'share now with arrow' box to select 'schedule post'. Select the date and time you wish to schedule for. Press schedule to close this box. 7. Last but not least press the 'Share Now' button on bottom right of popup window. <p>You have now scheduled using FB Creator studio.</p> | <p>Have a play around with Later but here are simple steps of ways to schedule a post.</p> <ol style="list-style-type: none"> 1. Drag the image you wish to attach to a post to the media library box 2. Select the social media platform you wish to schedule to 3. Drag the image to a selected time and date within the calendar (this can be viewed as a week or as a calendar month format which is handy) 4. A popup box will appear – type your post caption (or copy & paste) making sure the Welsh is above the English for Instagram and separate posts for Twitter, include relevant hashtags 5. Make sure the date and time is right (and doesn't clash with anyone else's scheduled posts) 6. Make sure the box next to save has 'Auto' showing (or select from the dropdown) 7. Save <p>You have now scheduled your post to Insta / Twitter</p> |