Wisdom Social Media Auto-Slate Product User Guide

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Social Media Auto-Slate User Guide

Introduction

Welcome to Wisdom IT Solution Social Media Auto-Slate

The importance of social media marketing has never been greater. Considering the world is going digital, it makes sense that social media has become the go-to place for brands and businesses.

Consistency in brand messaging is one of the many factors that determine the growth and success of your business.

Consistency in a business' social media outreach establishes your credibility, builds trust, and strengthens your reputation.

For an audience to recognize your brand, you must be consistent. Being consistent in your brand allows you to grow in audience engagement and reach.

Each time you post is another opportunity to reach your audience. Posting each day strategically and consistently maximizes your organic reach.

However, with continuous growth, it is getting increasingly vital to dedicate more time on business operations while also maintaining consistency in a brand's voice across social media.

With Social Media Auto-Slate, a user can choose to create your own post or upload one of numerous pre-created posts to the content calendar and queue them for automated publishing on your social media channels for the next one year.

Wisdom Social Media Auto-Slate ensures your social media content and messages are pre-planned, pre-scheduled and setup for publishing for a long term while reducing manual tasks and ensuring content and channels look, sound and feel cohesive. This is achieved whilst promoting all aspects of the business model.

- Consistency and Efficiency in social media outreach
- Automation in social media publishing
- Increase awareness about the business
- Sales and Lead Generation
- Intensify Community Engagement
- Grow the Brand's Audience
- Increase Web Traffic

Sign up

1. Visit https://wistech.biz/auto-slate/
2. Click on the Sign-up option
3. Enter your Wisdom Tech email address
4. Add a password (minimum 6 characters including one number)
5. Confirm password
6. Click on the Sign-up button
7. Registration Successful message
8. Login with your credentials

Login

1. Visit https://wistech.biz/auto-slate/
2. Enter your Wisdom Tech email address
3. Enter Password
4. Click on the Login button
5. Login successful – Access to Auto-Slate homepage

Reset Password

1. Visit https://wistech.biz/auto-slate/
2. Click on the 'Reset Password' option
3. Enter your Wisdom Tech email address
4. A password reset email will be sent to the registered email address
5. Go to the email and click on the link to reset your password
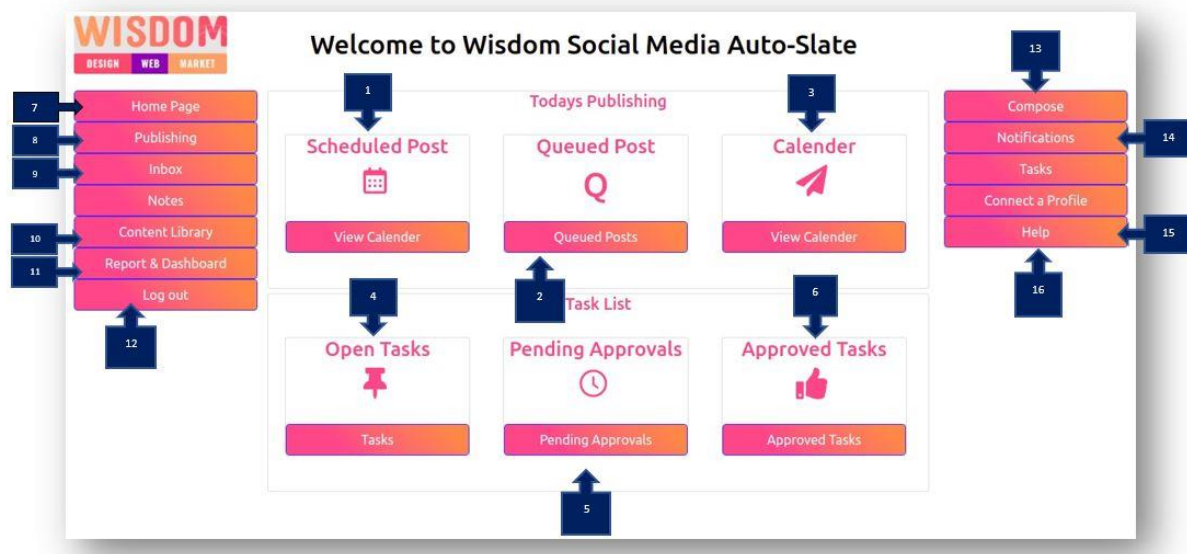
Shortcuts

(1) Scheduled Posts – View and plan scheduled content
(2) Queued Posts – View posts that are queued for publishing on specific days and times
(3) Calendar – View the content calendar and add posts for publishing
(4) Notes – View / Add important notes and information about posts and campaigns so that your team can collaborate efficiently.
(5) Pending Approvals – View the list of pending approvals for your posts

(6) Approved – View all approved posts

Functions

(7) Home Page **–** The homepage of the application provides an overview of the application features and shortcuts to various functions.

(8) Publishing **–** Plan and publish social content with the publishing tool

(9) Inbox – View and Send messages with colleagues

(10) Content Library – Access to Social Media content buckets, media library and pre-created social media posts

(11) Reports & Dashboard (Powered by Octoboard)

- Aggregate social media data
- Analyse social media performance
- Create customized reports on data from your social media accounts

(12) Logout – Sign out from the application

(13) Compose – Draft, schedule, queue or publish posts to all your connected networks and profiles

(14) Notifications – Stay up to date with updates and changes

(15) Connect a Profile – Add a social media profile / account to the application

(16) Help – Resource Center for help on how to use the application

Connect a Profile:

1. Click on Connect a Profile
2. Select the social media platform and click on the 'Connect' button below the social media channel
3. Enter your social media account login credentials
4. Confirm your profile
5. Profile Connected to Application

Publishing Content

Plan and publish social content with the publishing tool

The Publishing section gives you access to the social media content calendar. View all posts that are scheduled for publishing or select a date to create and add a post.

View posts queued for publishing

1. Click on either **Scheduled Posts** or **Calendar** from the home page to view the content calendar
2. Select a date from the calendar
3. View posts scheduled for publishing on all social media channels on that specific date

Create a Post and add it to the content calendar

1. Select a specific date
2. Click on 'Create a post'
3. Create a post by
   a. Typing the content and uploading media from the library
   b. Import a pre-created post for the posting buckets

   c. Import content from any of the content buckets and add media
4. Select the social media platform to publish on
5. Add a location
6. Tagging
7. Choose an Approver
8. Choose to publish on the specific date or select multiple dates to publish
9. Save as a Draft or click on Publish to add the post to the content calendar for publishing

Edit a post from the content calendar
1. Clicking on a specific date
2. Click on the post on that date
3. Select the Edit option
4. Make the changes
5. Click on Publish
6. Your post will be edited and saved on the calendar

Compose - Draft, schedule, queue or publish messages from all your connected networks and profiles

1. Click on 'Compose'
2. Create a post by
   a. Typing the content and uploading media from the library
   b. Import a pre-created post for the posting buckets
   c. Import content from any of the content buckets and add media
   d. Upload media from your device
3. Select the social media platform to publish on
4. Add a location
5. Add Tags
6. Assign an Approver
7. Select a specific date or select multiple dates to queue the post for publishing
8. Save as a Draft: Save your message draft
9. Click on Publish to add the post to the content calendar for publishing on a specific date

Content Library – Digital Asset Library
Social Media Auto-Slate's content library gives you access to digital assets to help you with your publishing needs

  Social Media Posting Buckets – 365 pre-created social media posts for Facebook, Instagram and LinkedIn

  Content Buckets – Content pillars focusing on key topics of the company's business model. Each content bucket is a library of information about the topic through which posts can be designed and created to publish across platforms. These buckets align with the company's digital marketing strategy.

  Media Library – Library of images and videos that can be used to create posts

Reports & Dashboard

Powered by Octoboard, Reports and Dashboards help you analyse and measure how your posts are performing, discover actionable insights and improve your social media marketing and business strategy.

Reports – Ability to download reports for analysis

Dashboards – Graphical Representation of Engagement on your Social Media Page

1. Click on Reports and Dashboard (Powered by Octoboard)
2. Select 'SOCIAL MEDIA' from the drop-down menu
3. Click on the Social Media Channel to connect your profile – Select Connect
4. Enter Social Media Account details and click Next
5. Profile Connected

Help Center

Use the 'Help' option to view our User Guide and a list of helpful Frequently Asked Questions (FAQs)