

# How to Use Social Media Schedulers to Manage and Moderate Your Posts

Social media is essential to modern brand management. In the past eight years, more than 1.5 billion people went from spending 90 minutes a day on social media to 153 minutes—and those numbers are only projected to grow. But modern marketplaces require modern speed. Brands have to be “on” in the evenings, on weekends, and over holidays, and often at times when employees aren’t. This can be daunting for small businesses and organizations.

That’s where social media schedulers can help. Softwares like Hootsuite, Sprout Social, Buffer, Planoly, and Tweetdeck allow you to manage and moderate your social campaigns. They work across Facebook, Twitter, Instagram, LinkedIn, Pinterest, and other platforms. And proficiency with them can help you land a job in digital marketing or maintain a brand presence for your small business.

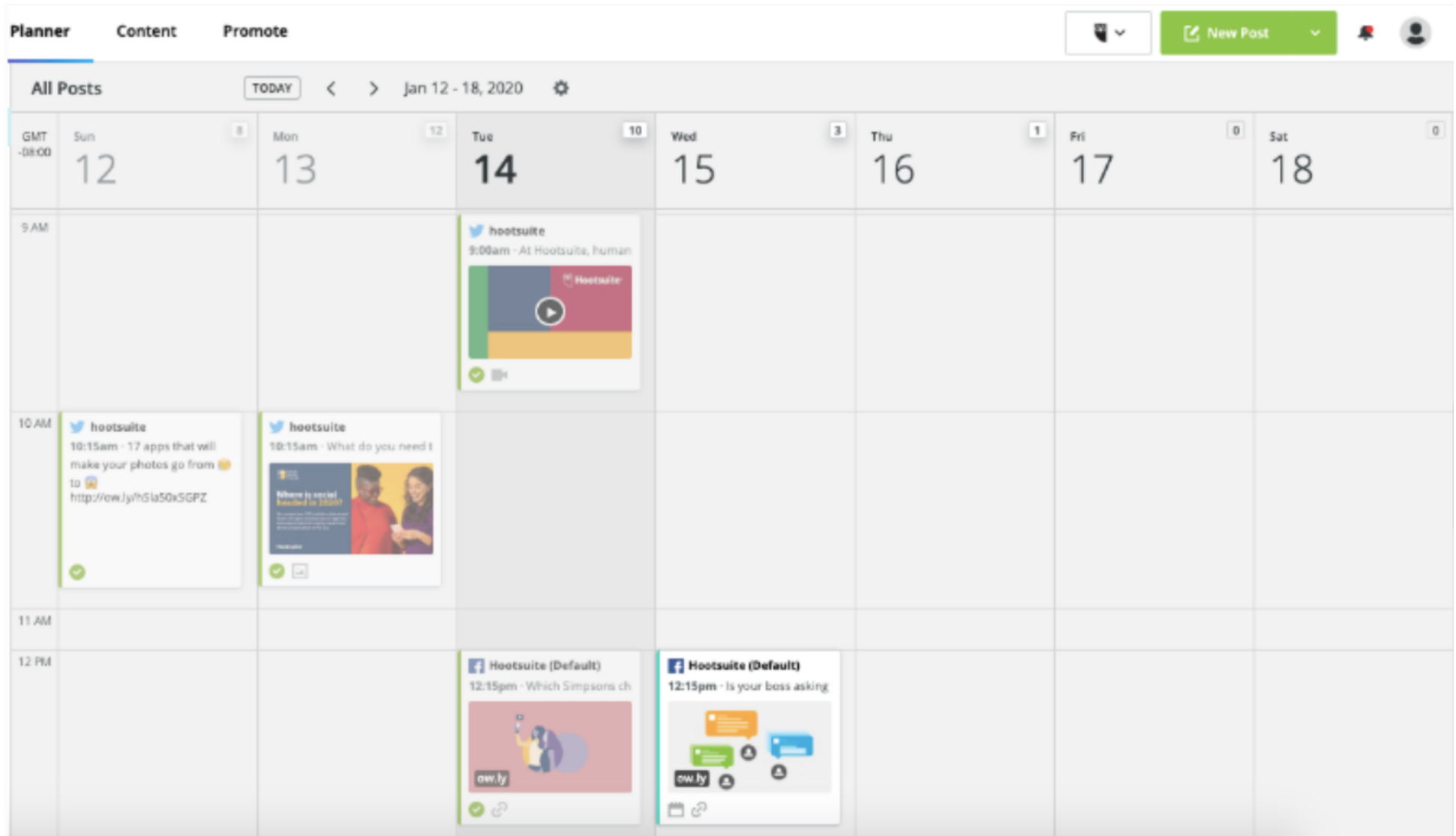
We’re going to break down some of these tools’ essential features and outline what audience feedback to look out for.

## Calendar Scheduling

Hootsuite, Sprout Social, and Buffer’s most useful function is that they let you schedule all your Twitter, Facebook, LinkedIn, and Instagram content on a single calendar. Of the four largest social networks, only Twitter and Facebook allow users to schedule content directly. Other platforms don’t permit advance scheduling without third-party softwares. Calendar scheduling’s benefits are two-fold: it allows you flexibility in your own work, and it ensures that you have a steady flow of content posting over weekends and holidays. It also allows you to have content pre-loaded well in advance, if the unexpected strikes.

## How to schedule your posts

While all these softwares are technically different, their base designs are relatively similar. You click a day on their calendar, input what you’re going to publish, specify what platform you’re publishing on, specify what time you want to publish, and save.



(Courtesy Hootsuite)

Above is a picture of the Hootsuite Calendar, which showcases the calendar layout most scheduling softwares use. [Hootsuite](#), [Sprout Social](#), and [Buffer](#) utilize calendars to publish on Twitter, Facebook, LinkedIn, Instagram, Pinterest, and Youtube. [Planoly](#) and [Tweetdeck](#) only work for Instagram and Twitter, respectively. But unlike the first three softwares, [Planoly](#) and [Tweetdeck](#) are free—which makes them good tools to practice with.

## When to schedule

Each platform has its own culture, which should guide what and when you post on it. As per user data, Twitter users log in the earliest to catch up on the day's news. Facebook users log in later to keep in touch with friends. And most people check Instagram in their down-time. But certain trends persist across platforms. According to Sprout Social's aggregated data, the best times to publish on social platforms are:

- 8am, when people wake up for work
- 12pm, when they're eating lunch
- 8pm, when they're checking social media at the end of the day

As of early-2020, Wednesday afternoon social posts netted the highest aggregate engagement. Posts on Sunday netted the lowest. Most brands perform at their best during weekdays from 10am-5pm, and nearly all brands perform at their worst between 10pm-5am.

Sprout Social's data set also includes industry-specific data sets for tech, consumer goods, media, education, healthcare, finance, and others. You can use these to plan the right social strategy for you. It's also worth noting that successful social strategies rely on keeping up-to-date on this data, as platform algorithm shifts can seismically change your engagement overnight.

## How much content should I post with my scheduler?

Due to user volume, some platforms require more content to maintain brand visibility than others. Each post on a platform has a specific "lifetime," or an amount of time before the platform's algorithm pushes it to the bottom of your followers' feeds. Platform post lifetimes should guide how often you use your scheduler to post on them.

- Twitter: 20-30 minutes

The short lifetime of tweets means that you can effectively post every half-hour to maintain visibility, without overwhelming your followers with content.

- Facebook: 5-6 hours

Facebook posts' longer lifetime mean that you can post 3-4 times a day without sacrificing visibility. As mentioned above, 8am, 12pm, 5pm, and 8pm are optimal times for Facebook posts.

- Instagram: 24-48 hours

Instagram is one of the slower sites, as its "Stories" feature separates short-term and long-term content. As such, you can post once a day on Instagram for maximum engagement. You can also post one Story per day at 8am to maximize engagement in the story's 24 hour lifespan.

- LinkedIn: 24-48 hours

Although LinkedIn's layout looks like Facebook's, its post lifetime is similar to Instagram's. People are more likely to engage in conversation beneath LinkedIn posts than on other platforms, though, so it's a good idea to post at least once a day.

- Pinterest: Up to 3 months

Pins are the "stickiest" form of post, so to speak, in that they last the longest before the algorithm buries them. You should post once a day or less on Pinterest. People also go on Pinterest with a higher "purchase intention" than other sites, although their net user base is lower than the other sites listed.

It's also very important not to post too much on these platforms, as engagement sharply drops when people feel they're being spammed.

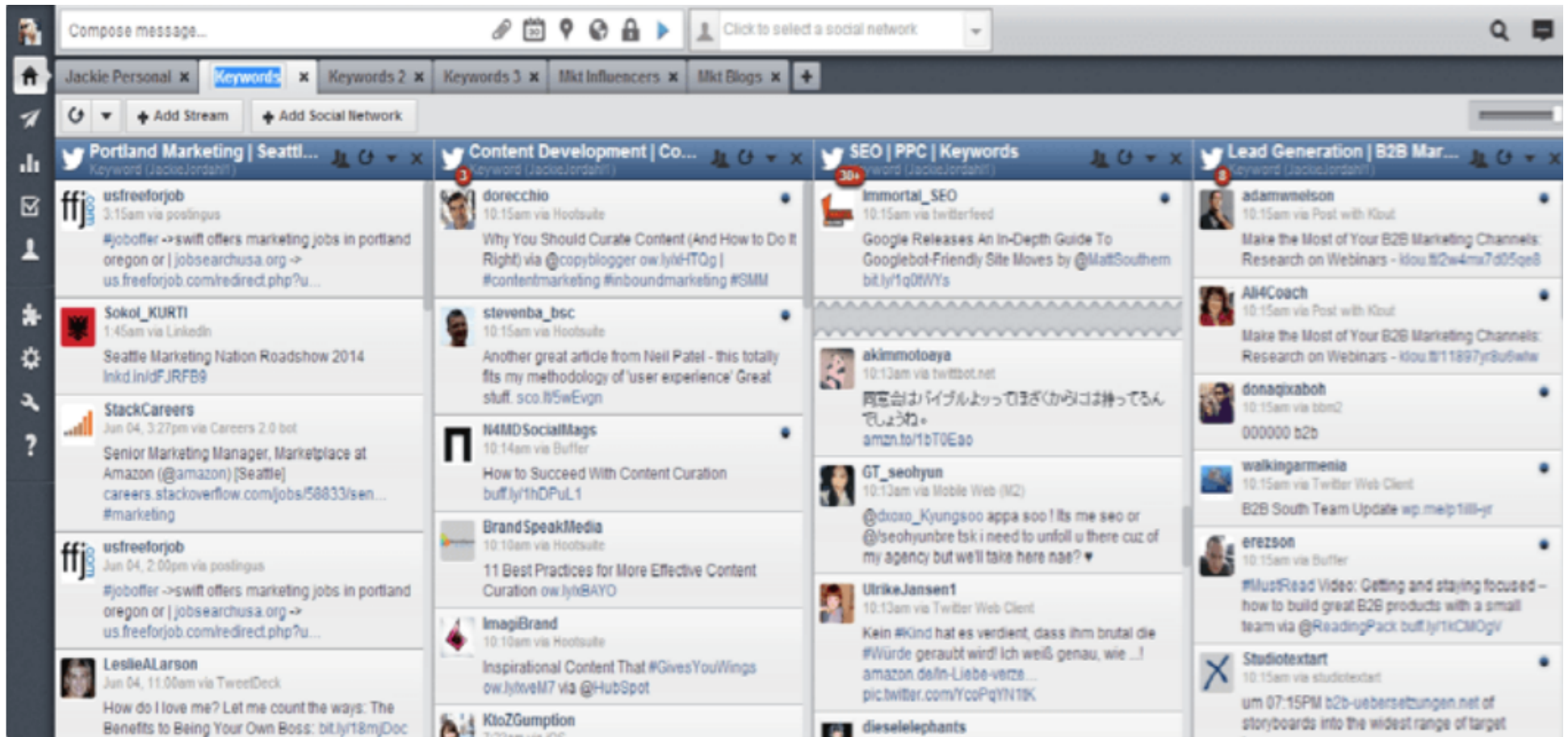
## Using a Scheduler to Manage Comments

Quick, respectful, and helpful customer engagement is key to modern brand management. In a [report](#) for German media outlet Krautreporter, a local scientific expert described why he enjoyed being called for comment. "It is just nice to feel like a contributing member of a community. In the end, isn't that what we are all looking for?" he said.

The same principle should guide how you engage with your brand followers: you want to make them feel like contributing members of a community. The best way to do that is through timely comment response and moderation.

## How to manage comments with schedulers

[Hootsuite](#) and [Sprout Social](#) offer the most comprehensive comment-management and feedback systems of the softwares listed above. Hootsuite allows users to separate channels into "streams" and "tabs," through which they can arrange social channels by platform, topic, and product. Hootsuite also lets you "share" these tabs with other members of your team.



(Hootsuite Streams and Tabs, Courtesy Rival IQ)

Sprout Social, comparatively, uses a unified “Smart Inbox” that redirects all your social messages and comments into a single page, where you can respond to them as they arrive. Both Hootsuite and Sprout Socials’ most useful feature is their common page, which allows them to engage with users on multiple platforms at the same time.

## How to moderate comments with schedulers

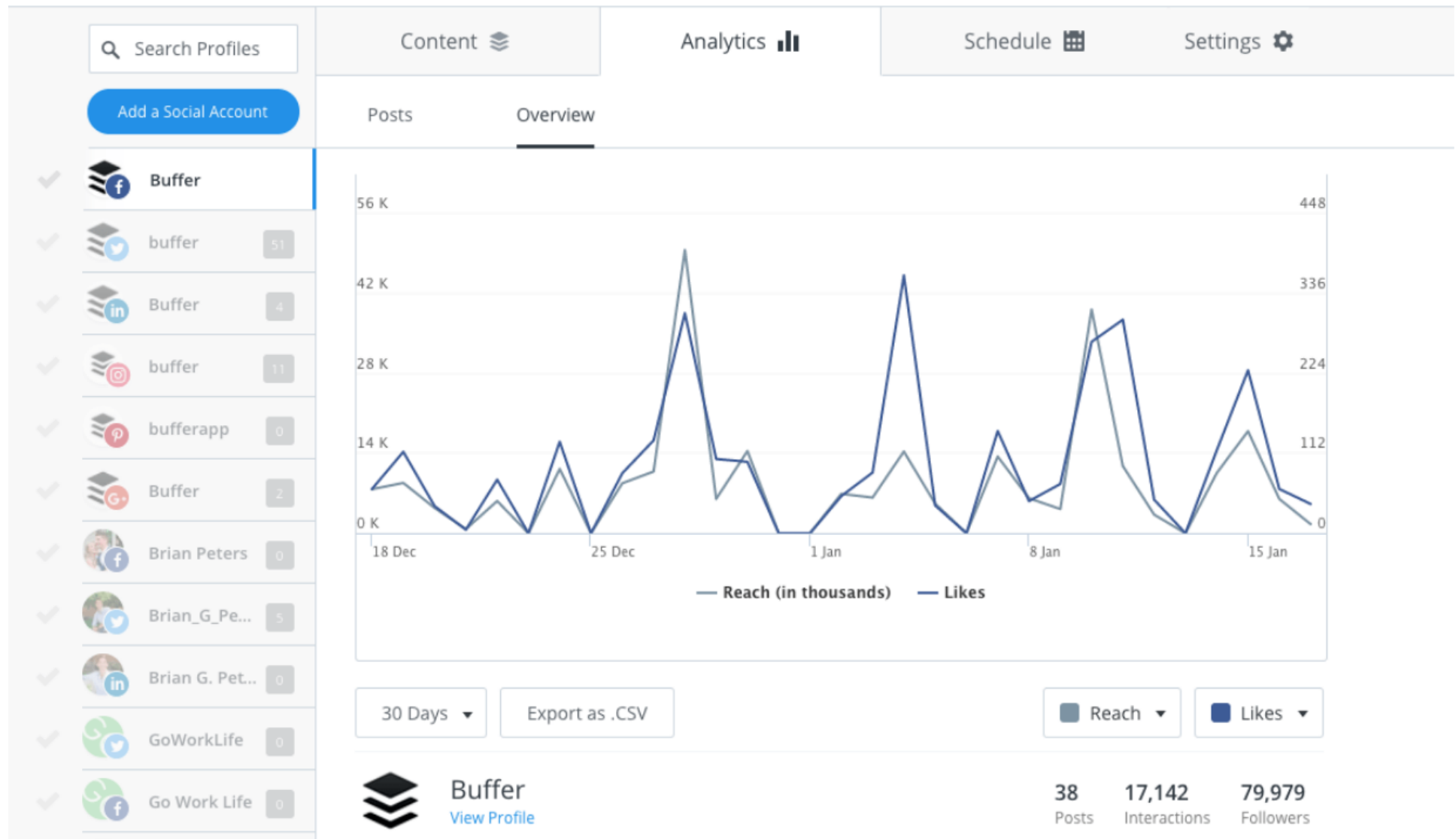
Unfortunately, bad commenters are a fact-of-life on the internet. Hootsuite, Buffer, and Sprout Social offer expedited versions of the same tools to report abuse that Facebook, Twitter, Instagram, and LinkedIn offer their users.

## How quickly should the brand respond to comments?

According to a 2018 survey, 83 percent of social media users expect brands to respond within a day or less. This mirrors the speed at which most people on social platforms respond.

## How to Use Schedulers' Audience Analytics Tools

Audience analytics software is the most powerful tool in modern advertising. It allows you to see what works, what doesn't, and can help you plan your social strategy with unprecedented detail.



(A Buffer Social Media Analysis Page, Courtesy Mike Khorev)

Most analytics softwares, like Buffer, divide engagement into “impressions,” (also known as “reach”) and “clicks.” “Impressions” count the number of times your post appears on users’ screens. “Clicks” tracks how many times they’ve clicked your post to further engage with it. This can take the form of likes, reactions, comments, and more. You can use this data to test new social strategies and adjust them in real-time.

## How to use your scheduler's audience analysis data

Audience data can't tell you how to run a successful social campaign. But it can show you what doesn't work. You should periodically check your social campaign performances and triage 20-30 of your highest-performing and lowest-performing posts into a document or spreadsheet.

Once you've done that, look for similarities and differences. Are the highest-performing posts oriented towards a general audience, rather than a specific one? Do the lowest-performing ones use too much passive voice? Use this information to adjust your social strategy and more keenly hone your "brand voice" moving forward.