

how-to PostBeyond.

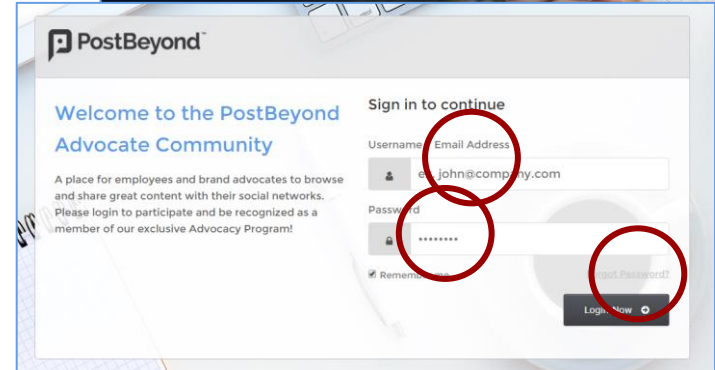
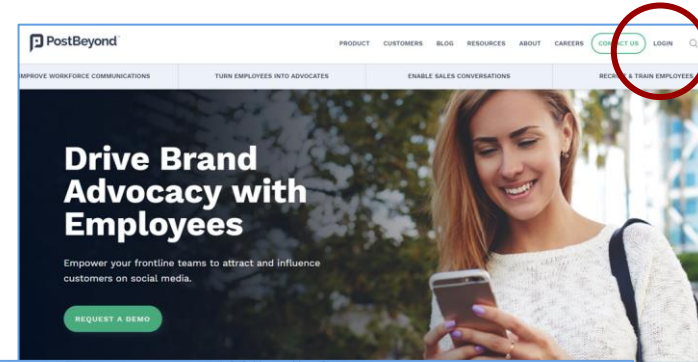
welcome to PostBeyond.

If you added your name to the “[PostBeyond - Request access](#)” worksheet and were notified that you have been invited by email:

1. Please check your email (Social, Spam folder, too) to accept the email invitation and register.
2. Click the big, blue “Register Now” button in the email to access the tool, and create a password for yourself

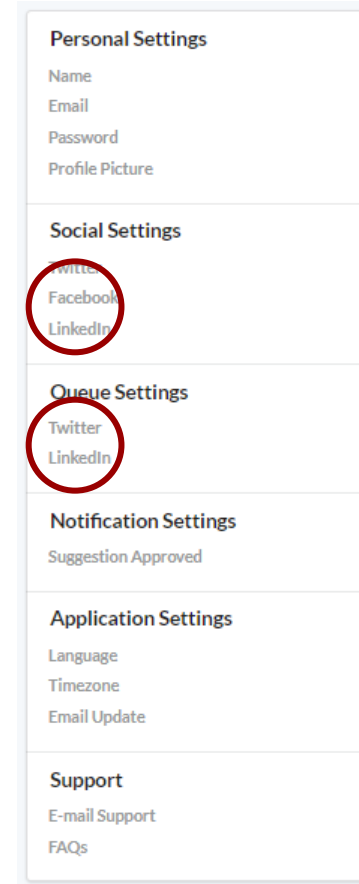
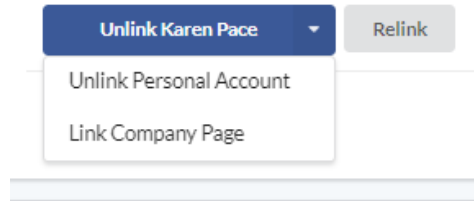
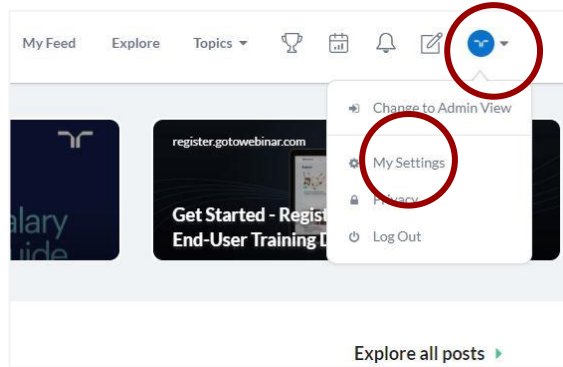
If you are already a user and you have forgotten your password:

1. Please use:
<https://randstadusa.postbeyond.com/element/#/sign-in> (regular postbeyond.com won't work for this)
2. Enter your email address
3. When prompted, click “forgot password” to receive an email to reset your password
4. This path will not work if you are not already a user, or have been invited but haven't registered through the email invite mentioned above



view settings.

1. Once logged in, view Dashboard
2. Click the arrow next to the user name for a dropdown menu
3. Choose My Settings
4. Scroll down to "Social Settings"
5. Click to link user personal accounts
6. Required for initial set-up only, though editable



view settings.

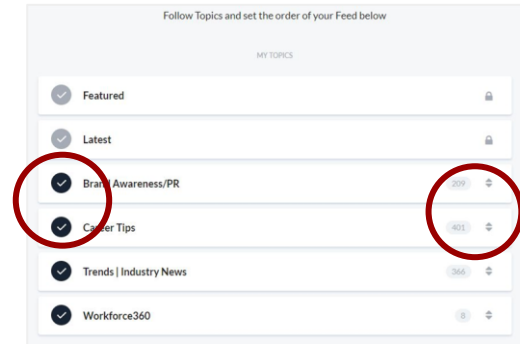
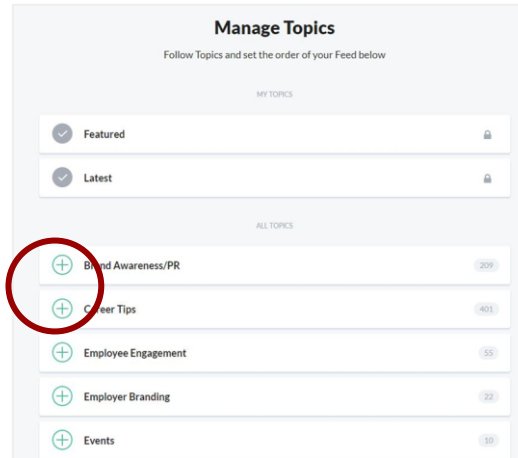
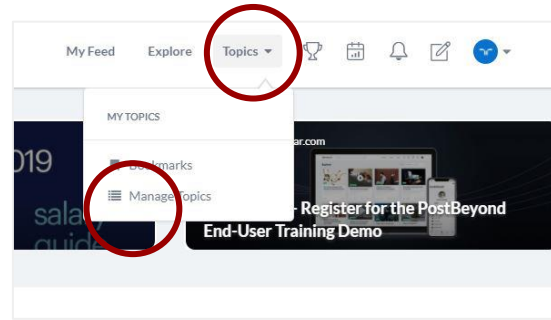
1. Once logged in, view Dashboard
2. Click the arrow next to the user name for a dropdown menu
3. Choose "My Settings"
4. Scroll down to "Queue Settings"
5. These settings define when posts that users add to the queue are scheduled
6. For ex: De-select Saturdays for LinkedIn posts
7. Required for initial set-up only, though editable
8. Set notifications for alerts based on your Suggested Content

The screenshot displays the 'Queue Settings' interface. It features three sections for different social media platforms: Twitter, Facebook, and LinkedIn. Each section includes a weekly schedule grid with checkboxes for days of the week (SUN, MON, TUE, WED, THU, FRI, SAT) and time slots (09, 12, 05) with AM/PM indicators. A blue button labeled 'Add Another Time' is present below each platform's settings. Red circles highlight the 'Add Another Time' button for Twitter, the PM indicator for Facebook at 12:01, and the SAT checkbox for LinkedIn.

The screenshot displays the 'Notification Settings' interface. It includes a section for 'Suggestion approved' with two toggle switches: one for email (indicated by an envelope icon) and one for mobile (indicated by a smartphone icon). Both toggle switches are currently turned on. A red circle highlights the email toggle switch.

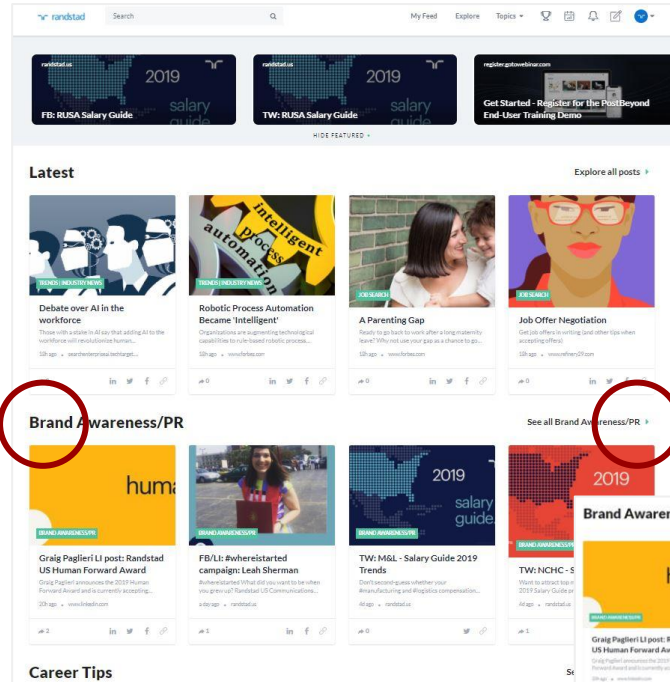
Topics.

1. Once logged in, view Dashboard
2. The content that you see initially is determined by your Group. Your Group is determined by your LoB upon Activation
3. To customize your Dashboard, Click "Topics" and select "Manage Topics"
4. Go ahead and add all five Topics to your dashboard
5. "Featured" is determined by Admins
6. "Latest" is the latest content added to your Group
7. A user can prioritize the Topics on the Dashboard



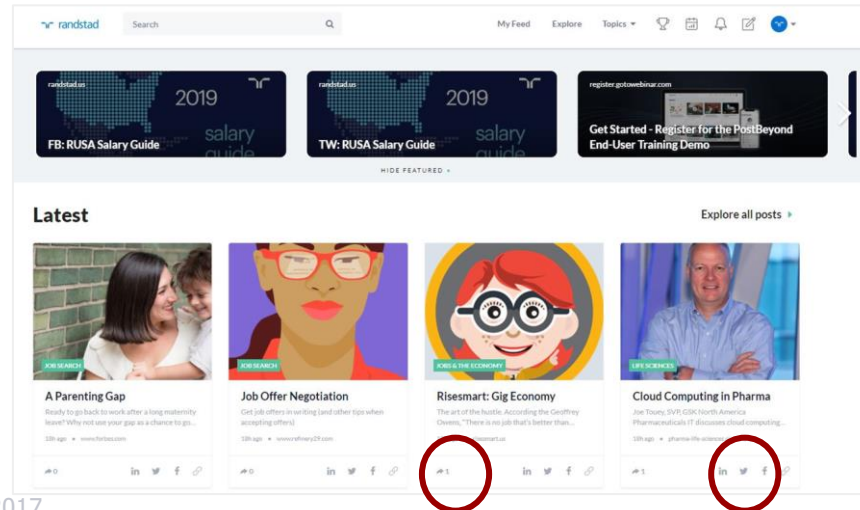
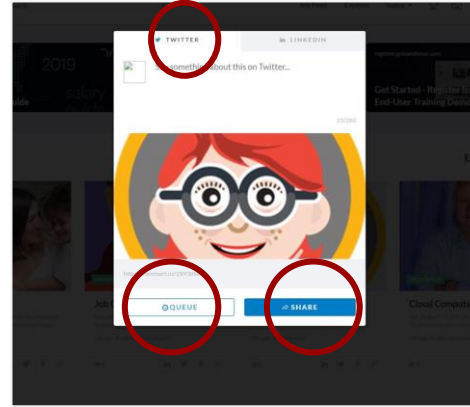
Topics.

1. Once Topic bars are added, to see more content click "See All/Topic"
2. From "See All/Topic," a user can see all posts in that Topic, and order by recency



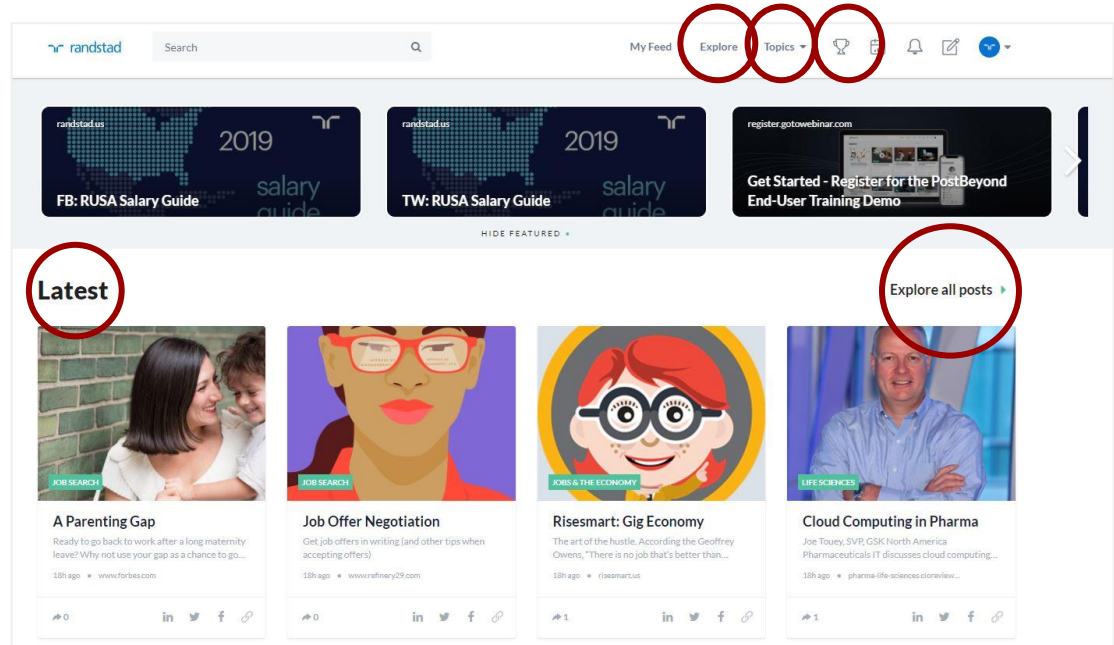
customize posts.

1. Click the icon of the channel to which you want to share a post
2. Click "SHARE" or "QUEUE"
3. For Twitter, you must customize the post copy for your audience.
4. For Facebook, you must use the Facebook Share box (allow pop-ups)
5. For LinkedIn, the post copy is made available for you to use. Ask questions or incite conversation to increase engagement
6. The number by the arrow displays how many times the content has been shared



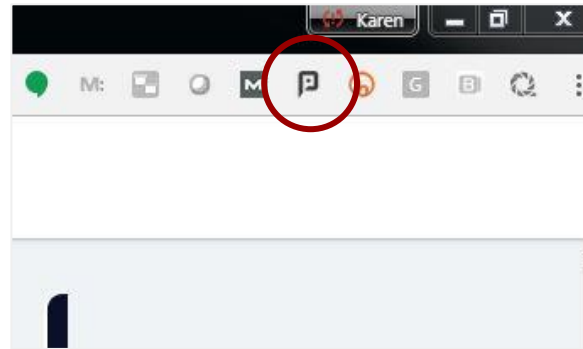
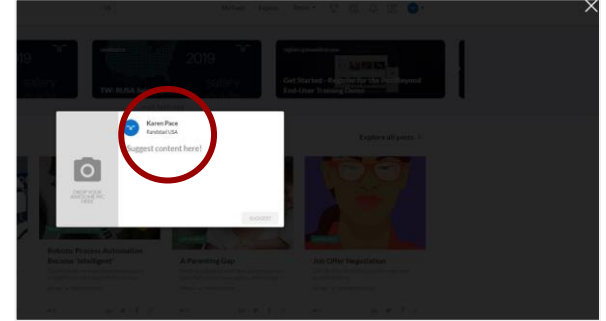
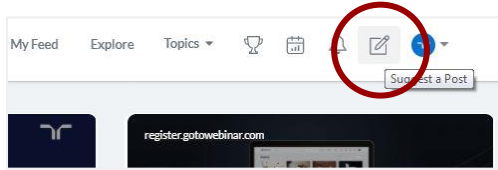
view dashboard.

1. Once logged in, view dashboard
2. The visible content is based on the user Group, AND the user-determined Topics.
3. Other content can be viewed by choosing "Explore" in the top navigation or clicking "Explore all posts" in the Topic bar
4. "Award" symbol shows top users by activity level
5. The top bracket are "Featured" posts as determined by Admins
6. The next bracket "Latest" post for recently added content for your Group



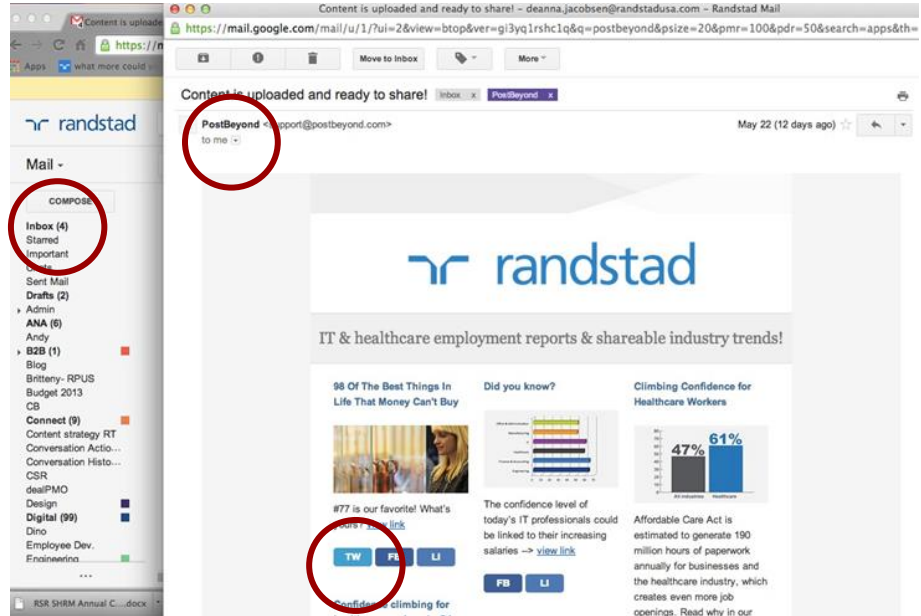
suggest content.

1. Once logged in, view dashboard
2. "Suggest Content" allows users to suggest content to be shared with all
3. Suggested content is strictly reviewed by RUSA's Social Team
4. Go to <https://chrome.google.com/webstore/detail/postbeyond/jjiippkloliacpmijldpcbijmpnmlnnl?hl=en> to download a Chrome extension bar to make suggesting content easier



email updates.

1. Email updates can be delivered to user Inbox
2. Click social icons to share directly from email



groups.

Groups

- Marketing/PR
- Randstad Professionals
- Randstad Life Sciences
- Randstad Healthcare
- Randstad Engineering
- Randstad Technologies
- Randstad Federal
- RGS M & L
- RGS O & A
- SANA
- Tatum



topics.

Topics

- Brand Awareness | PR
- Enterprise Insights
- Events
- Job Search | Career Advice
- Trends | Industry News



user best practices.

1. review available posts once per week
2. schedule posts in the queue
3. post to LinkedIn 2 - 3 times per week
4. post to Twitter 5 - 10 times per week
5. use the post copy area to write personalized post copy, ask your audience questions, look for opportunities to create engagement
6. watch your social channels for comments and engagements on your posts
7. thank and engage with users who engaged with your content
8. suggest content that would be valuable to your LoB and others at Randstad
9. suggest content from clients or potential clients with whom you would like to connect