Curating and scheduling successful social media posts
Curating posts

1. Where do we find our content?

1. How often should we post?
Facebook and Instagram posts

1. Directly from the account

1. From a social media management platform
Creating a post on Facebook

● Using an image
● Using a live link (when to use bit.ly)
● Customize text to your location
● Tagging
● Hashtags
Creating a post on Instagram

- Using an image
- How to use a link
- Customize text to your location
- Tagging
- Hashtags
Social Media Recruiting Toolkit 101
Curating and scheduling successful social media posts

Social media management platforms

- Hootsuite
- Spark Social
- Later
- Loomly
- AgoraPulse

- Cloud Campaign
- Social Champ
- Buffer
- Creator Studio
Tips for using #hashtags

A hashtag—written with a # symbol—is used to index keywords or topics. This function was created on Twitter, and allows people to easily follow topics they are interested in.

Helpful links:

Hashtag Tips from Twitter
Ad Council Hashtag Article
Join us for
*Facebook and Instagram ads & boosted posts*
next Thursday, April 29 at 10am

Contact [Melissa.Hook@sparkspacecreative.com](mailto:Melissa.Hook@sparkspacecreative.com) with questions!