

## **Social Media Content**

Posting consistent social media content is essential for creating a vibrant and engaged online community.

Students won't know what you're up to unless you share posts with updates and events!

### **Creator Studio**

Creator Studio makes it easy for you to schedule content!

Set aside time once a week to schedule your weekly content and it will publish itself when the time comes so you can focus on posting pictures of events, memes and activities as they happen knowing that your base content is covered.

Please note that Creator Studio is available for Facebook and Instagram pages, not for Facebook groups.

[Link to Creator Studio](#)

### **Linking your Facebook and Instagram accounts**

Your Facebook and Instagram accounts will need to be linked for you to schedule posts on both platforms at the same time.

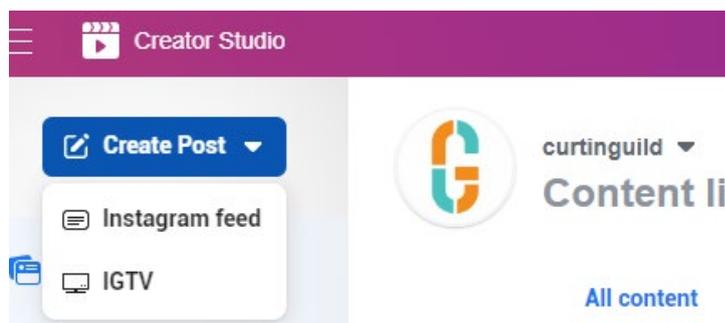
On Instagram go to: Settings / Account / Linked Accounts and select your Club Facebook page.

You will require admin access to the Facebook page for this to work.

# Scheduling posts for Facebook and Instagram at the same time

1. Open [Creator Studio](#) on a laptop or computer, click on the Instagram logo on the top panel

2. Click **Create Post** and then **Instagram feed**



3. Type your post and add emojis

4. Add your visual content (images and graphics) and crop size to vertical, square or horizontal

**Vertical** (1080x1350px) - Recommended.

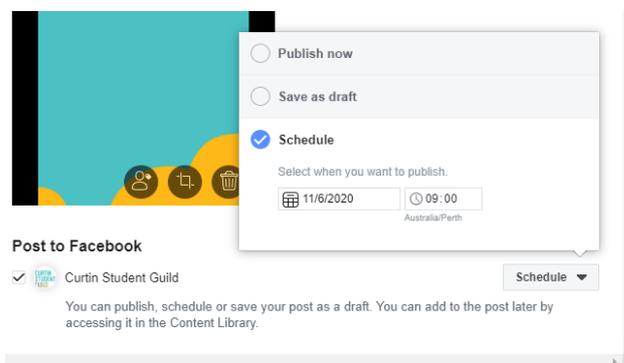
Takes up the most space on a phone screen

**Square** - neutral ground

**Horizontal** - avoid if possible



5. Tick the **Post to Facebook** box and set a schedule date and time to post to Facebook



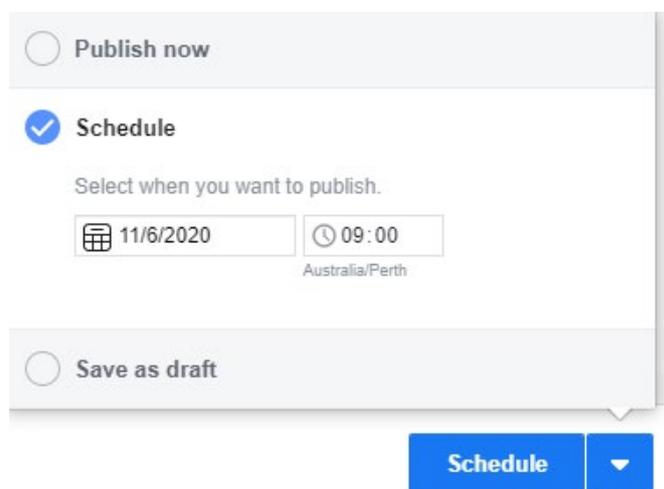
6. Click the blue down arrow in the bottom right corner and select **Schedule** from the drop-down.

Set a schedule date and time to post to Instagram. Recommend to use the same time you chose for Facebook.

Once you have set a date and time for both Facebook and Instagram, click the big blue **Schedule button** in the bottom right corner.

Your post is now scheduled for Facebook and Instagram!

**NOTE:** You can also publish posts immediately or save them as draft if you're not quite ready to post.



# Sharing an an Instagram post to Facebook immediately

To share your Instagram post to Facebook if you are publishing on your phone.

Once you have selected your image and typed your caption, before clicking Share, scroll down to the option Facebook and tap the slider to make it's blue.

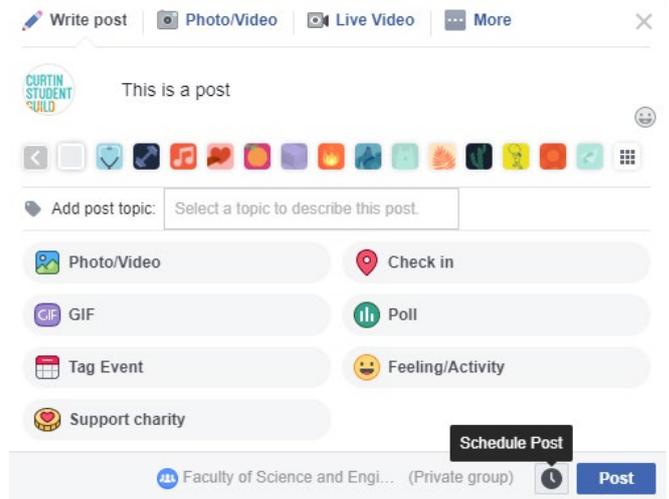
This way your post will automatically be shared to both platforms!

You are not able to schedule posts with this technique so using Creator Studio is advised so you can plan posts ahead of time and reduce stress around creating content.

## Scheduling posts in Facebook groups

1. Write a post, attach images, a poll or GIF - whatever you want to do!

2. Instead of clicking Post, click the clock symbol next to it to **Schedule Post**.



3. Choose the date and time you want to schedule your post.

4. Click **Schedule** and you're done!

