

PLANN

The **'SLAY WHILE YOU SLEEP'** *Guide*

HOW TO PUT YOUR SOCIAL
MEDIA ON AUTOPILOT



Introduction

In many ways, you are your online brand — especially if you run a service-based business or are a public figure. People buy from people, and often they need to connect to you, your story and your message in order to hit the ‘buy’ button.

But, does that mean you have to be so deeply intertwined with your socials that you spend every spare second online, posting, commenting and engaging? Heck no! Your social media presence is a tool to help you achieve business success. It should fit into your lifestyle, not the other way around! Otherwise, it can easily become a full-time job (and we’re willing to bet you already have more than enough on your plate!)

The good news is, you don’t have to be a slave to your socials in order to achieve your goals. With a few simple tools, strategies and shortcuts up your sleeve, you can essentially put your social media content on autopilot. With minimal involvement from you, you can keep your socials chugging along nicely, even when you’re sleeping, on vacay or just taking a hard-earned rest.

Read on for our guide to slaying (and selling!) on your socials while you sleep, and gain yourself hours of valuable time back!



Without Plann, I definitely wouldn't have the business that I do now.



Nicola Jane Creative - 26k



STAY IN TOUCH
THROUGH INSTAGRAM



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TAKE ADVANTAGE OF



Auto Posting

This new (and HIGHLY requested) feature puts the auto in autopilot! You can now use Plann automatically post your images and videos to your Instagram grid (so long as you have a business account, as creator and personal accounts currently aren't supported) This means you can schedule ahead about your posts, and they will automatically go up at your time of choice — no manual posting required!



AUTO POSTING ON INSTAGRAM, FACEBOOK, AND LINKEDIN

Here's how to get your auto posting set up. If you've been with Plann a while, we'll ask you to turn on auto posting. When you open your account on Plann desktop, you should see a pop-up asking if you want to turn on auto posting.



Missed the pop-up? No problem. Head to 'Settings' and then 'Your Brands.' If your Instagram account is eligible (remember, it needs to be a business account), you'll see an option beside your Instagram account name to toggle auto posting on and off.

Auto posting is also available for Facebook and LinkedIn, which means you can set and forget your socials for three of your key platforms.

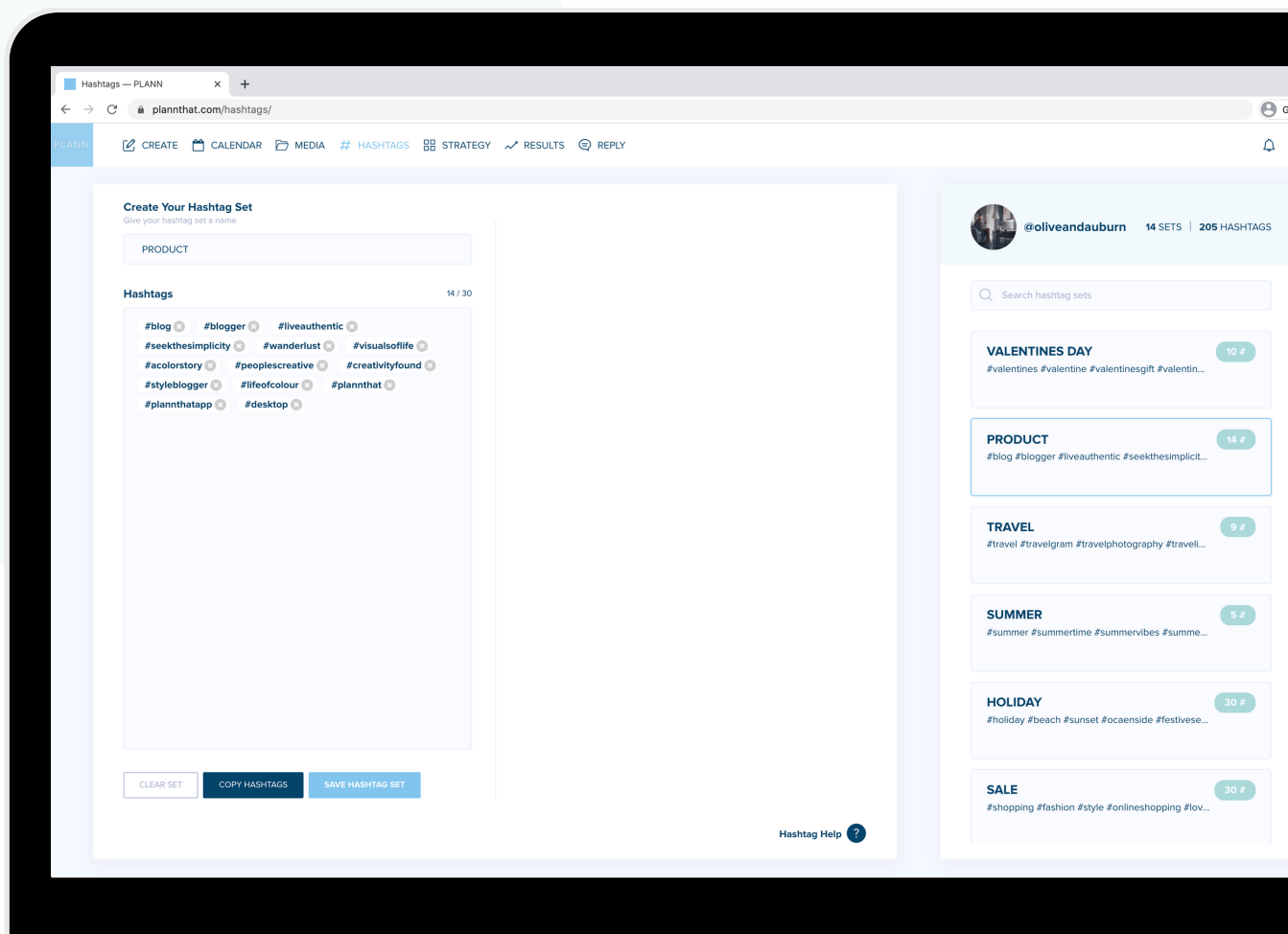
You can learn more about how to set yourself for auto posting success [here](#).

PRE-SAVE YOUR HASHTAGS

Hashtags are super important to maximise the reach and visibility of your posts, especially on Instagram. But if you're researching and adding these to your posts manually every time, that's basically the opposite of autopilot!

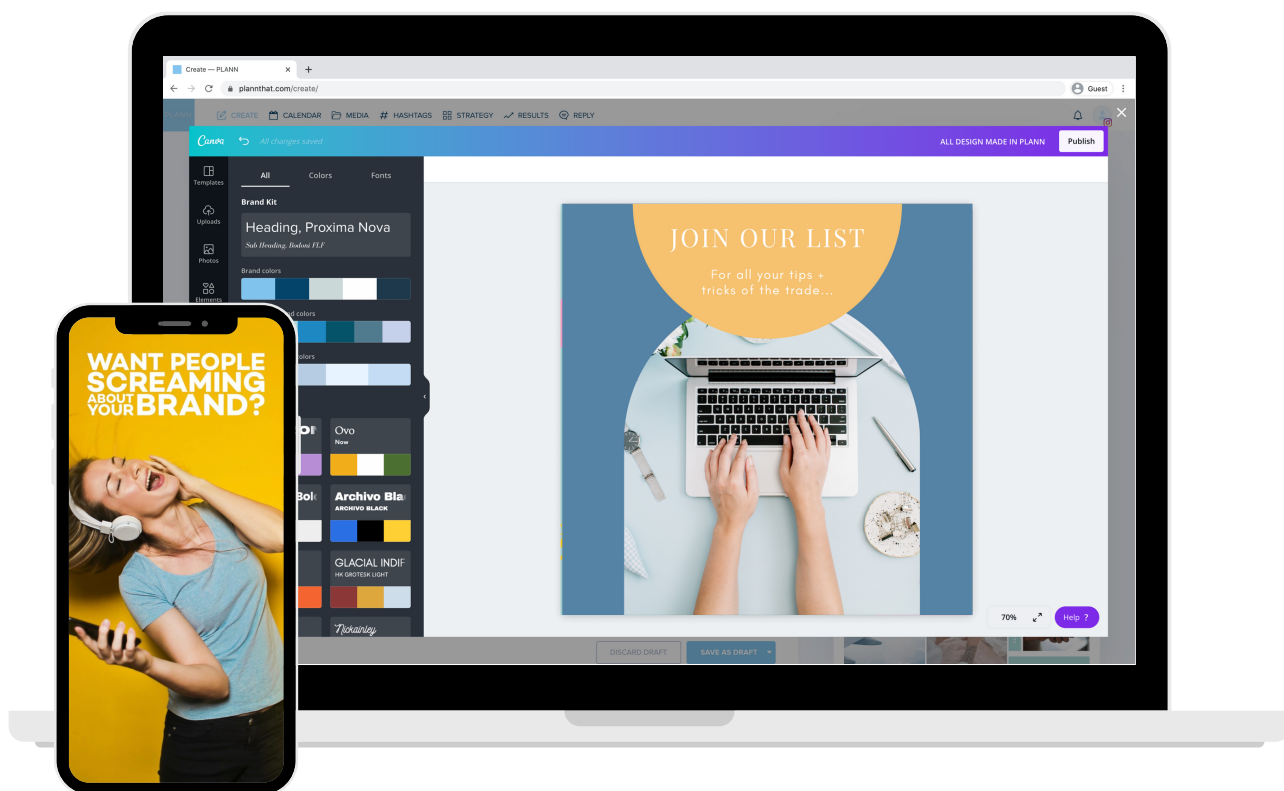
Don't worry, we've got the answer! In Plann, you can pre-save unlimited sets of up to 30 hashtags. We recommend separating these into themes (for example, if you're a travel blogger, you might have one for specific destinations, general travel inspo etc) and creating smaller sets, so you can easily pick and choose from these.

Once you have these, you can add them to your captions, where they will automatically post with your content (so long as you have auto posting on) Plann will magically import in the hashtag set into your caption (and add space so it's not glued to your amazing caption)!



TAKE TIME BACK WITH TEMPLATES

One of our coolest features (if we do say so ourselves!) is our integration with design tool, Canva. Not only does this make it super easy to post beautiful, on-brand content, but it's also amazing for automation. By linking your Canva account to your Plann, you will be able to instantly access your entire account.



You can use this to your advantage by already having branded templates set up and ready to go in Canva (you can use one of their thousands of templates as a starting point) If you have a Pro Canva account, you can also save your brand kit, so you can instantly change to your brand font and colors with the click of a button. This means that you can export gorgeous graphics to your grid (almost) instantly.

CUT DOWN YOUR CREATION TIME

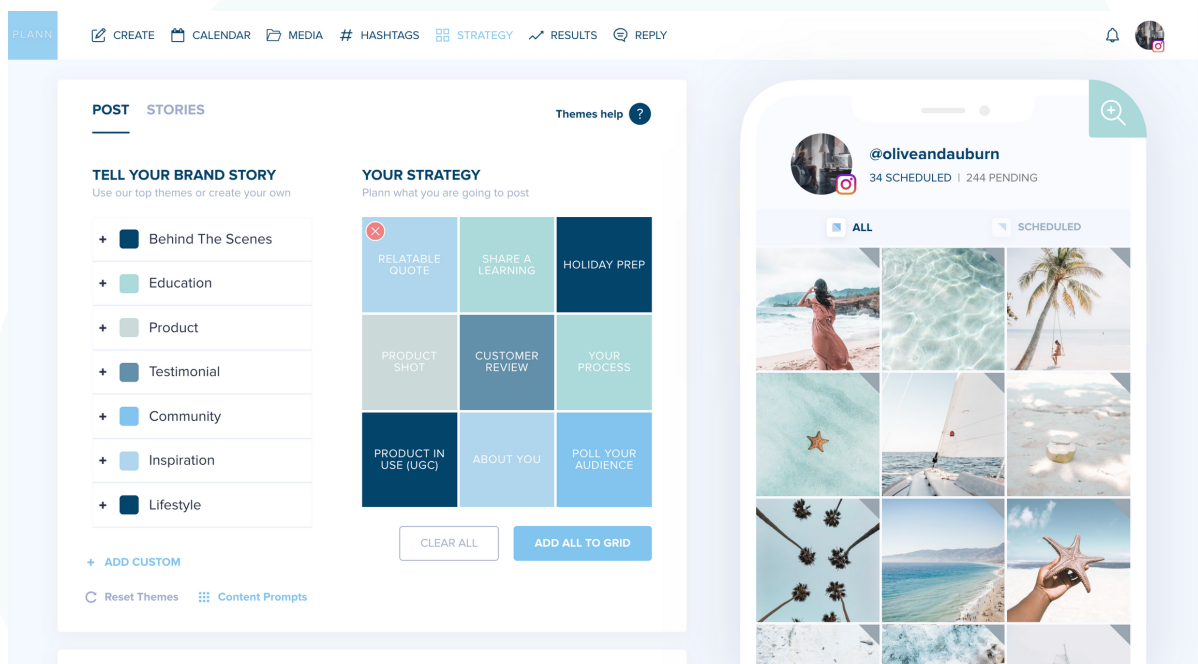
Unless you hire someone to manage your social channels, you likely won't be able to step 100% out of your content creation process. But, using Plann's tools, we can get you as close as possible with a plug-and-play strategy!

This starts with taking advantage of our strategy tool! You can pick from our suggested themes, or you can choose your own and add it as a custom strategy

For example, you might have 5 different content themes — inspiring quotes, educational posts, customer testimonials, product photos and behind-the-scenes snaps. You can drag these themes right onto your planning grid, so you know exactly what kind of post needs to go where. Not only will this ensure you have a great mix of content, but it will stop you from having to reinvent the wheel every time you post.

Once you have your strategy picked, you can take it a step further with content prompts. You can also take your strategy a step further, and use our amazing content prompts to spark your inspiration! Tailored to over 50 different industries and occasions (such as Easter or Christmas), these create a strategic brand story for social media.

So, say you're an artist who wants to get the word out about your work — the content prompts would suggest a variety of content themes, like showing off your workspace or sharing a work in progress. By dragging these onto your grid or stories, all you need to do is fill in the blanks with your own content!



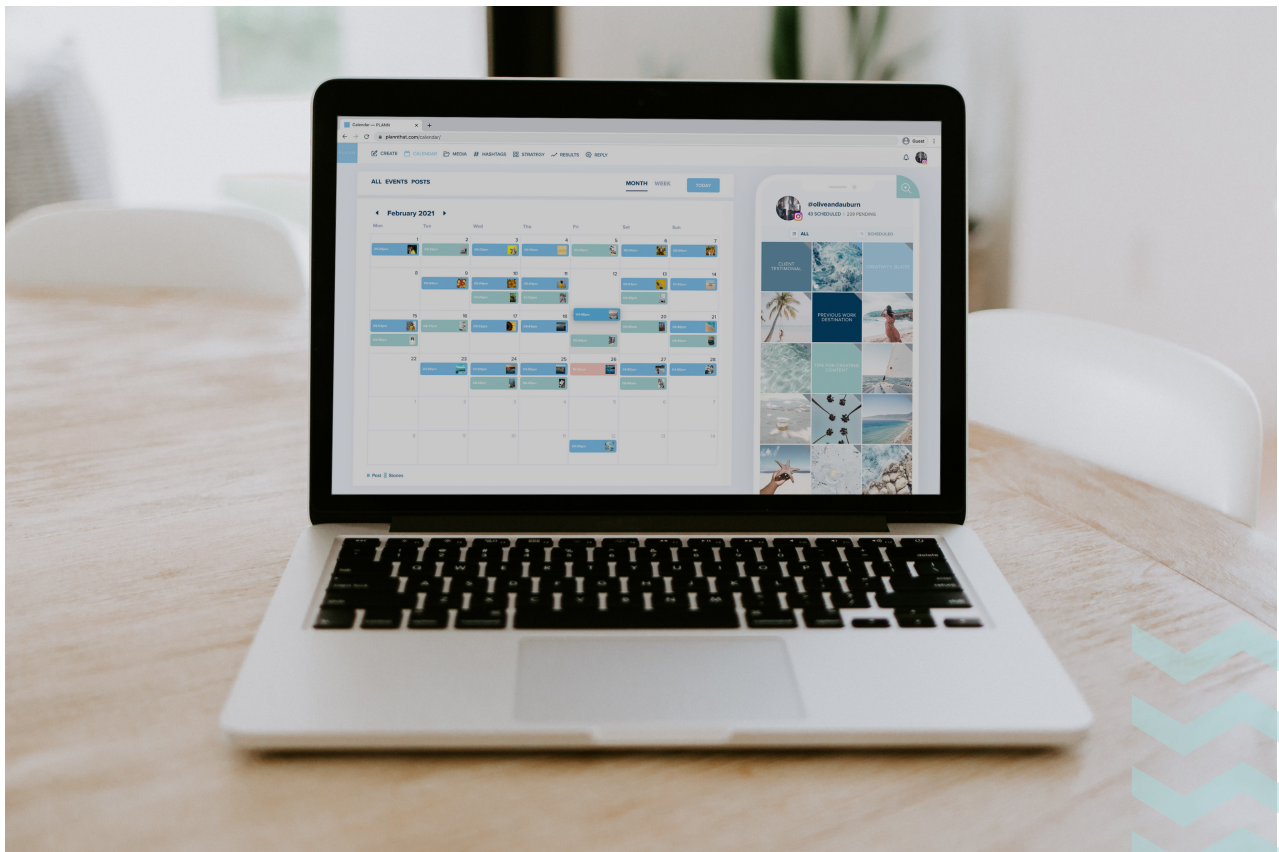
Need more content inspo? Check out our [free library](#) of monthly content calendars to get that creativity flowing.

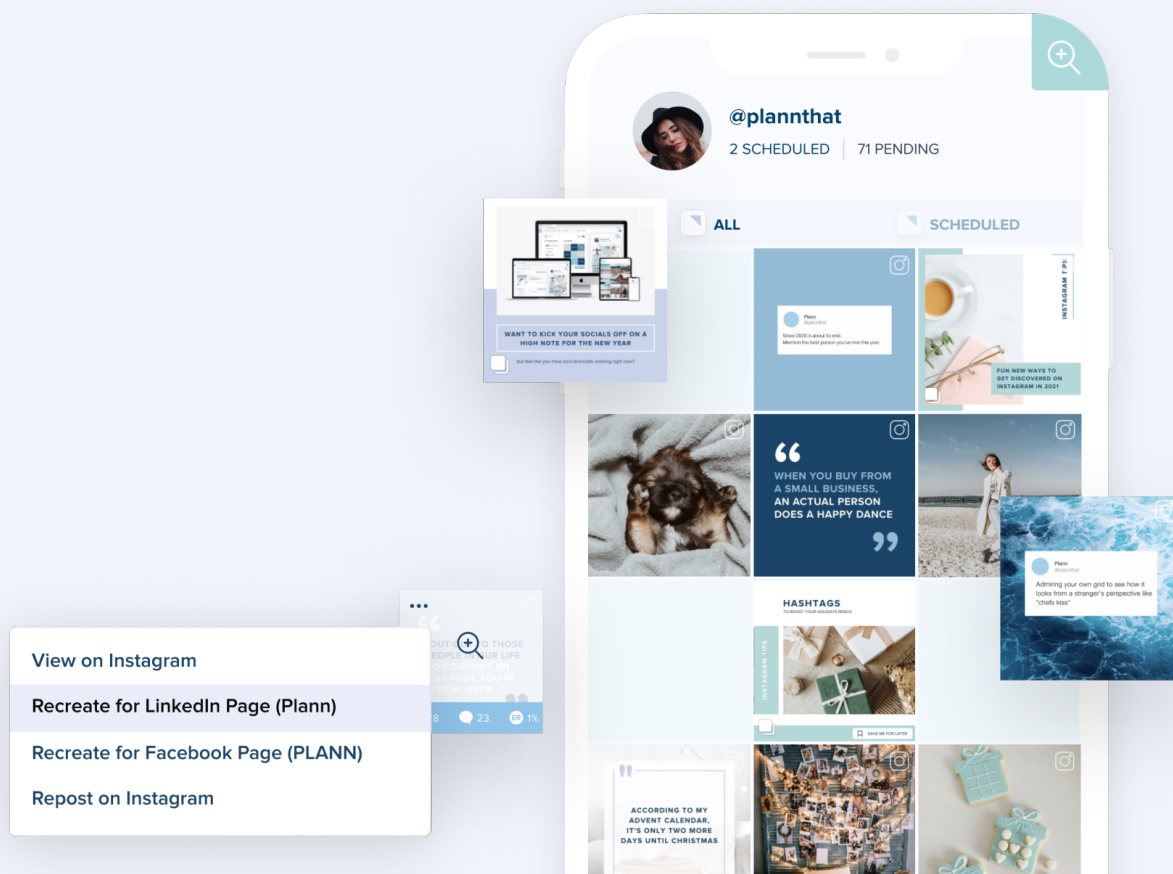
AUTOMATICALLY SCHEDULE AT OPTIMAL TIMES

Now that auto posting is here, you may find yourself wondering what the best time to schedule your content is. After all, you've just opened up a world of options beyond just 'when I have time!'

We've taken the guesswork out of finding the best to post with our automatic scheduling options. When you go to schedule a post in Plann, you'll see two, AI-powered options (as well as 'post now' and 'custom time') These are 'your best times to post' and 'when your audience is most online.' The first option is based on data about your best-performing posts, while the second is based on data about when your audience is active

By choosing one of these, you can optimize the performance of your posts — even while you're fast asleep!





REPURPOSE, RECYCLE, REUSE

If you're only using your content once on one platform, you're likely missing out on major opportunities for automation (not to mention, visibility and engagement!) With our 'recreate post' feature we allow you to duplicate your Instagram draft across Facebook and LinkedIn (or vice versa). From here, it will appear in the 'create' tab for that platform.

From here, you can quickly edit the caption if needed (such as removing those irrelevant Instagram hashtags for Facebook), so you can auto post it on another platform.

Another bonus of this is, you won't have to separately upload your content for each of these platforms and clog up your desktop with files. They'll be sitting right there in your handy Plann cloud!

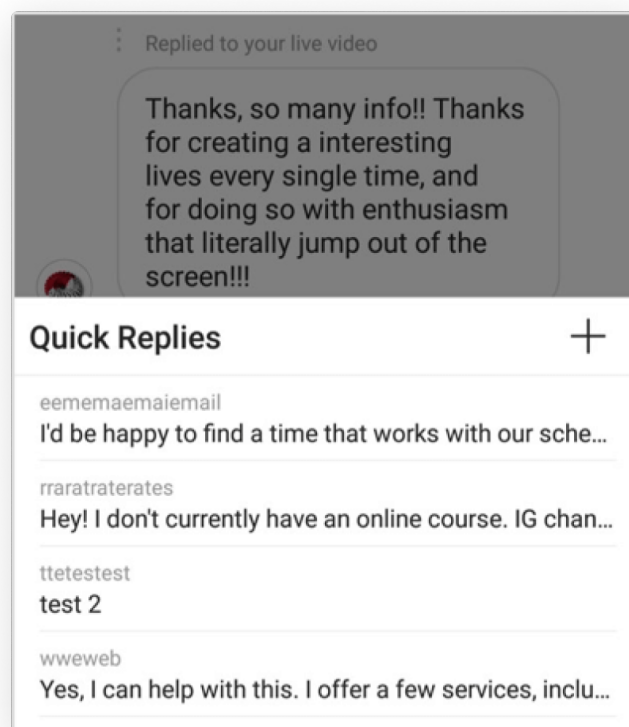
AUTOMATE YOUR RESPONSES

For many businesses and brands, responding to comments on social media can be almost as time-consuming as creating the content in the first place. As much as it's important to be having these direct conversations with your audience, it's not the most effective use of your time if you're doing it manually from scratch.

The good news is, you don't have to reinvent the wheel every time you respond in order to provide a great customer service experience. By setting up automated responses for FAQs, you can quickly respond to messages with one click of a button!

You can do this within Instagram with Quick Replies. Head to settings, then select business/creator then quick replies. Then, type in your desired response, and save it with a shortcut like 'enquiry'. Then, in your DMs, you will be able to type in 'enquiry', tap the little blue speech button and the message will automatically populate with that response.

You may even choose to take this one step further by setting up a chatbot for your social media channels. No, don't worry, this isn't like one of those skeezy engagement bots that comment 'wow, nice pic!' on random people's photos. Instead, it's an automated solution that allows you to have highly targeted, personalized conversations at scale. You can learn more about automating your customer service and marketing with chatbots in [this guide](#).



Ready?

READY TO PUT YOUR SOCIALS ON AUTO PILOT?

Whether you want to experiment with posting on different time zones, take a break from your social media platforms or are preparing to go on vacay (lucky you!) Plann's auto posting feature will do all the hard work for you. We now have auto posting for Instagram, LinkedIn and Facebook, so you can set and forget your socials across your three key platforms. All you need to do is schedule and sit back and watch the likes roll in (or, don't — go and live your life!)

[Get started with Plann's free 7-day trial!](#)

