



HEY, SOCIAL MEDIA MANAGERS? IN CASE NOBODY HAS TOLD YOU THIS TODAY, YOU'RE FREAKIN' AWESOME!

You creative powerhouses are truly the unsung heroes of the modern business world. From dreaming up new content to engage your clients' audience to deciphering all the data, the SMM is an incredibly important role at any company. Because, social media channels are now often the first port of call for customers discovering new businesses — sometimes even before their website! So, without having these channels optimized, it's nearly impossible for businesses to attract new people, or convert those into customers.

But, let's be real — people often underestimate just how busy social media managers are. Very rarely are SMMs running just one account. Whether you're a freelancer or work for an agency or organization, you're likely juggling an array of different channels. Oh, and making time for your own social media account? Forget about it!

The good news is, managing multiple accounts doesn't have to be a chaotic clusterfudge of forgetting passwords, accidentally posting on the wrong account (we've all been there!) and spending appropriately 24 hours per day glued to your screen. There are tools and strategies out there that can help you seamlessly and confidently manage multiple accounts. Not only will you majorly impress your boss and clients, but it will even free up time to grow your own personal brand, too!

READ ON FOR OUR SOCIAL MEDIA MANGER'S GUIDE TO MANAGING MULTIPLE ACCOUNTS, WITHOUT GOING CRAZY!



STAY IN TOUCH
THROUGH INSTAGRAM

Contents

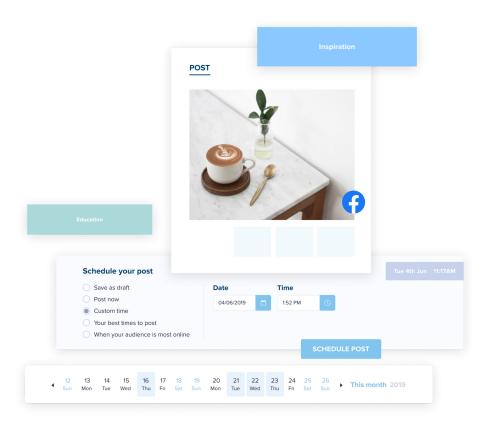
p	_
Pick the right toolsp	4
Streamline your strategyps	5
Get a birds-eye viewpe	6
Put your posting on auto pilotp7	7
Stay calm and collaboratep	8
Crush your community managementp	9
Ace your analytics n10	\cap

HAVE YOUT TRIED ALL THESE STRATEGIES?

PICK THE RIGHT TOOLS

Just like any trade, a social media manager is only as good as their tools. If you're trying to manually manage and schedule your clients' content without planning your content out first, you're just setting yourself up for major headaches and heartbreak.

But at the same time, using clunky and cumbersome accounts that make it hard to toggle between different accounts is just as bad! You need a powerful social media scheduling suite that is set up to support multiple accounts.



Not to brag, but Plann is the social media tool of choice for many social media managers (not to mention, some of the world's biggest brands and influencers) Why? Because we actually understand the pain points of SMMs, and have optimized our tools to make YOUR life easier.

With our Build (2 accounts within a team of 2 people), Grow (5 accounts for 4 people) or Play Big (10 accounts with a team of 8 people), we support your workflow, no matter how clients you have (we even have custom plans for if you need more, you busy bee, you!)

You can quickly and easily toggle between accounts, use our drag and drop functionality to plan out content, store all hashtags for easy access, view supercharged analytics, plan Instagram, LinkedIn and Facebook from one place and so much more. Oh, and just you WAIT until we tell you about our Canva integration! It's a social media manager's dream

STREAMLINE YOUR STRATEGY Strategy

Despite what some uninformed people may believe, social media management is about so much more than just posting pretty pictures. You need to have a strong strategy in place to help businesses achieve their objectives — and that can be completely different for every client.

One of your clients may have a brand new account and just want to achieve their first 100 followers, while another might already have 10,000 but want to turn those into paying customers. It can be a lot to keep track of, especially if you're just trying to hold all of that info in your head!

We've got just the thing, that will not only help you keep your strategy handy at all times, but will also help create the strategy FOR you. Inside our strategy tool, you'll find content prompts for more than 50+ different industries and occasions — from fashion and finance to festive holidays and flash sales. It's basically like a social media strategy in a box!

Just select the content prompt that best suits your clients's needs, and drag it onto your grid. It will tell you exactly what type of content to post when — all you need to do is add your own images, captions and hashtags. But, because you know your clients better than anyone else, you can also create your own custom strategies.

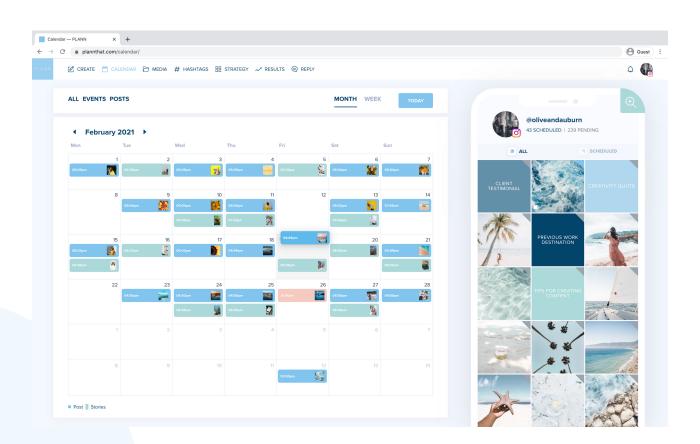
Personal Flatlay Clic story sto	Styling tip	Influencer post	Product feature		Up-close photo	Hair inspo	Outfit of the day
Offer Funny Behin sce	Product feature	Behind the scenes	Sale / offer		Outfit of the day	Flatlay	Sponsored post
Client Offer Flat	Sponsored post	Influencer post	Styling tip		Sponsored post	Hair inspo	Up-close photo
Small Businesses	Online Stores			Influencers			
	post	tip post post			post		photo

GET A BIRDS-EYE VIEW

Calendar view is a social media manager's best friend! Sometimes, you just need to see the big picture of everything that's coming up. You can use the calendar tab in Plann to get a birds-eye view of what you've got planned for each client over the next week or month.

And because we know that digital marketing is more than just what's coming up on your social media channels, you can even add custom events to your calendar. Think, blog posts, podcasts, email newsletters and online and offline events.

Another cool way to use the custom calendar events is to use it to roughly plan out your content for all of your client accounts in one place. As the custom events are read-only (ie. they won't actually post), you can use them to jot down notes in your initial content brainstorming/planning stage.



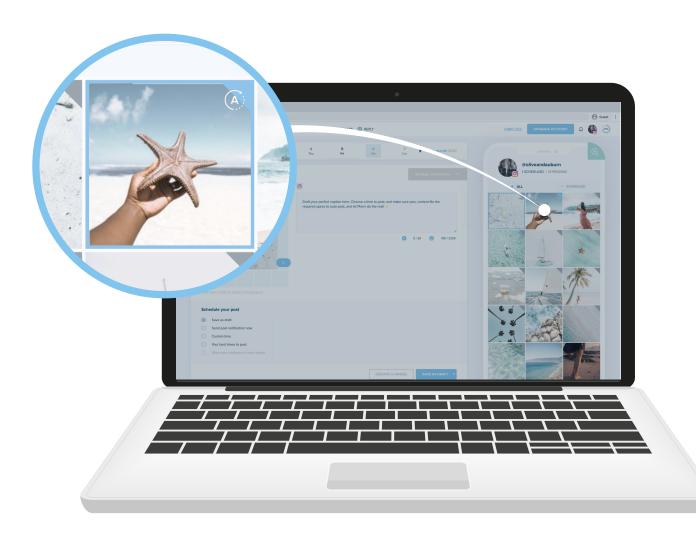
PUT YOUR POSTING ON AUTO PILOT

Do you find yourself manually posting your clients' content at all hours of the day? Wake up? Post. Having breakfast? Post. Watching TV after dinner? Post, post, post. Well, that sounds pretty exhausting — and you don't need to live like that anymore!

Thanks to the wonders of auto posting, you can now plan ahead your clients' socials and it will go up without your manual involvement. Yep, that's right, Plann now officially has Instagram auto posting (for business accounts), as well as LinkedIn and Facebook! That means you can work ahead and set and forget your socials.

Of course, your clients' posts are always going to perform best when you engage around them. So, for important posts like big launches and announcements, you may still choose to post manually (just be sure to toggle off auto posting) But for your usual day to day, this can help make sure you actually, you know, have a life!

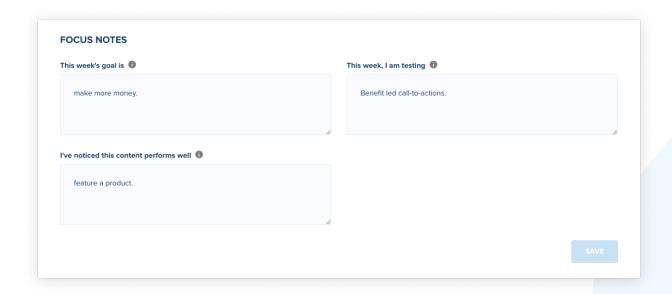
You can learn more about setting up auto posting in Plann here.





Running social media accounts is rarely a completely solitary job. Chances are, you have people you need to collaborate with — whether that's a graphic designer whipping up designers, a copywriter writing captions or your client or manager giving feedback.

If you don't have your system own pat, it can sometimes feel like too many chefs in the kitchen. But luckily, there are tools that can help make sure everyone is on the same page!



Firstly, you'll want to make sure you have a clear workflow for creating content. Often, content creation starts with the visuals. So, make sure you have your Canva account hooked up with your Plann account, so you can access and customize your templates without leaving the app. You can also use Canva Team's feature to collaborate, edit and leave feedback in real-time during the initial content creation phase.

It can also be helpful to have media collections set up for each of your accounts, filled with images and videos pre-approved by your client. You can access this in Plann in our 'collections' tool, then add in images from your clients' Dropbox and Google Drives, or from our extensive collection of free stock images. Then, once the client gives you the goahead, you'll know you can quickly pick and choose from any of these visual assets.

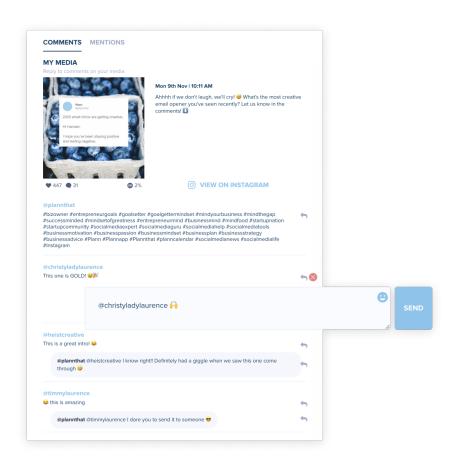
Another important part of social media collaboration is making sure everyone's roles are clearly defined. There's nothing worse than writing an epic caption, only to find that Jenny in accounts has gone in and decimated it — or worse yet, that the post has gone missing! In Plann, we have three levels of authority — view, edit and admin access. This means your client can preview your content and leave feedback without changing anything. This can help to eliminate any unnecessary meddling!

CRUSH YOUR COMMUNITY MANAGEMENT management

Community management (responding to comments and DMs, resharing customer posts, commenting, liking and following) is one of the most important parts of a SMM's job. But, it's also one of the most time consuming — particularly if you have loads of different clients!

While unfortunately, there's no way to completely automate this (because it needs the human touch!) the good news is there are ways to streamline it. One of the best ways to speed up your community management while also giving a great customer experience is by having saved responses.

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 'inquiry' Then, in your DMs, you will be able to type in 'inquiry, tap the little blue speech button and the message will automatically populate with that response.



Another great way to cut down your community management time is to monitor and respond to mentions inside Plann! On Instagram, there's only so many of these you can see before they disappear from your notifications — which makes it tough to respond to all of them! But in our 'Reply' tab, you can see all of your comments and posts you've been tagged in, so you can swiftly respond to them!

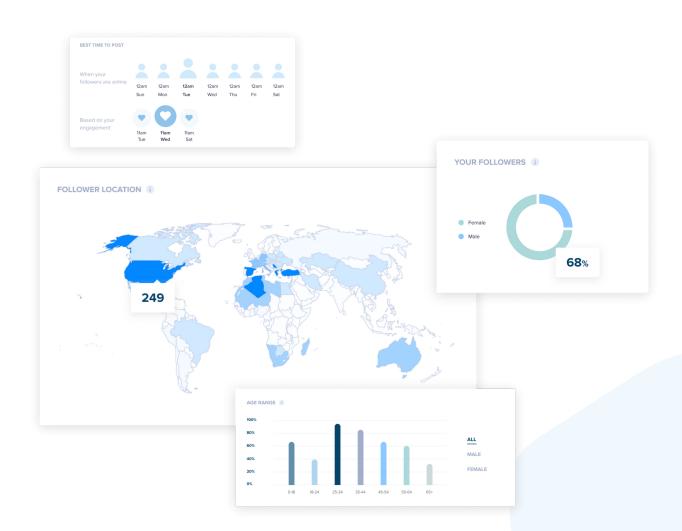
ACE YOUR ANALYTICS

Let's be real — analytics are by far the least sexy part of a social media manager's job! But, they're important, in order to give clients an insight into your ROI and identify potential improvements that can be made going forward.

There's nothing worse than trying to take screenshots of all the different screens in Instagram analytics for multiple clients. That's where having a social media scheduling app with built-in analytics is a huge help!

Plann's results dashboard is intuitive for even non-numbers people to understand and interpret. It gives you insight into everything from the accounts' engagement rate, follower growth, website clicks and even your best-performing color scheme. Best of all, it's super easy for your client to just log into their Plann account and check on their analytics, rather than you having to put together a boring report every week.

That said, if your client is old school and does like to see a report, you can use <u>handy</u> <u>social media goals tracker</u> to keep track of your clients' performance — just duplicate the tabs in the spreadsheet for each of your clients.





Now you know how to juggle multiple social media accounts without feeling like you're being pulled in a million different directions, or spreading yourself too thin. It's time to start creating and scheduling that results-driving, praise-winning content!

<u>Log into Plann or start your free trial</u> to see how Plann can save you time and make your life and job easier!

