



PLANN

10 SOCIAL MEDIA WORKFLOW HACKS

THAT WILL SAVE YOU HOURS OF TIME



Have you ever wished that 'past you' had looked out for 'future you'?

Maybe you've cursed yourself for waiting until your milk carton was empty before replacing it...leaving yourself with nothing to put in your morning cereal. Or, perhaps you saw no point on creating a filing system for your documents... until the time came when you needed to fish out that tax return from five years ago!

Ironically, we often put off these things because we think we 'don't have time to do them.' But, if we had of just taken just a few minutes to do those things in the first place, we would have saved ourselves hours in the process!

This applies to social media content creation, too! By carving out even one hour to streamline and systemize your workflow, you can save future you literal hours throughout the year. The result? You'll feel less like "Argh, where the heck did I save that image??" and more "Ahhh, that's better!"

From uploading and sorting your images and videos to streamlining your content creation, here are 10 social media workflow hacks that will save you oodles of time.



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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**HAVE YOU TRIED ALL
THESE STRATEGIES?**

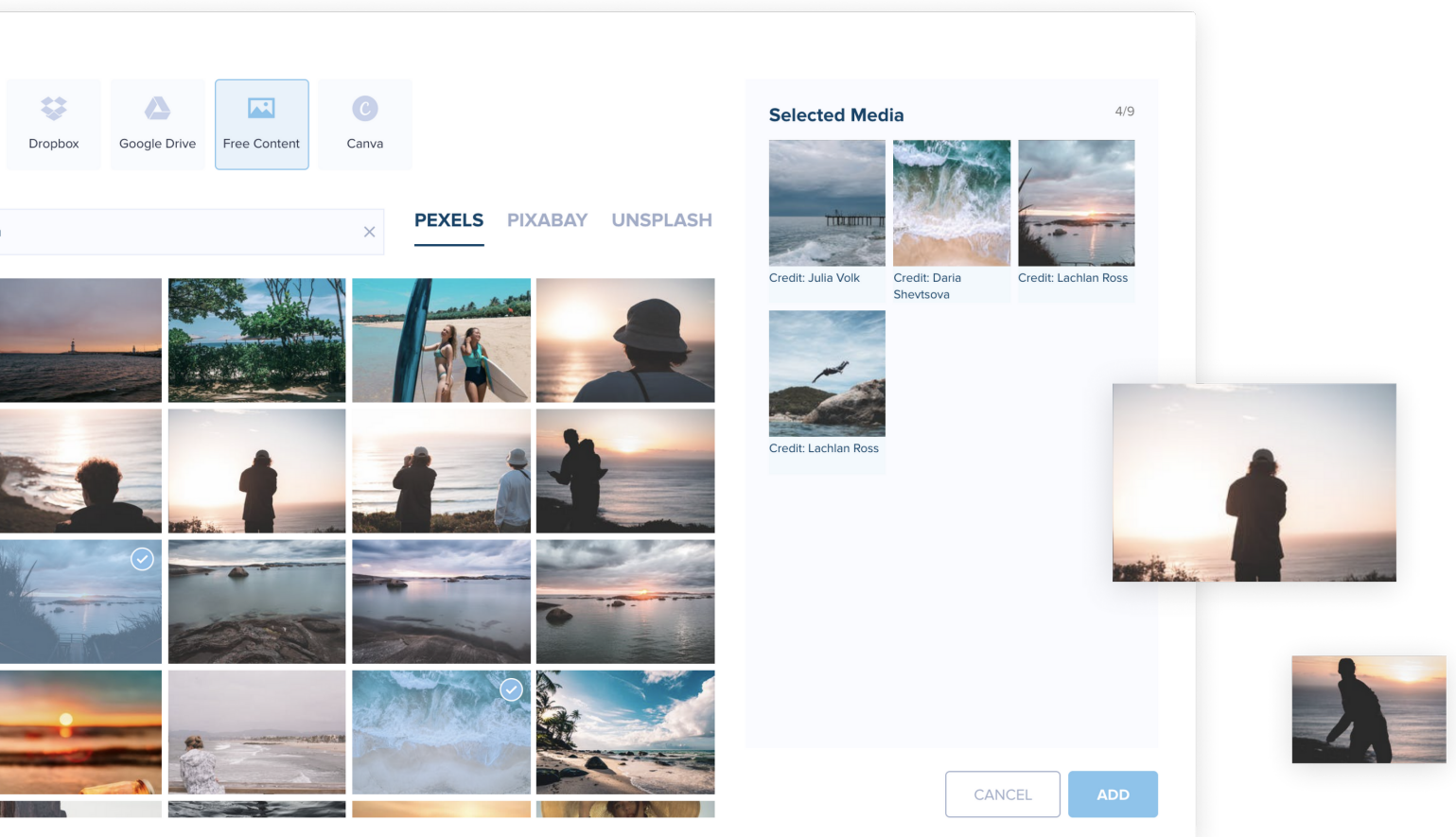
Import like a pro

IMPORT LIKE A PRO

Ain't nobody got time for saving images and videos to your desktop, then individually importing them into Plann. Not only is it time-consuming as heck, but it will likely clog up your computer with huge images that you'll have to sort through later!

The far more efficient way is to organize your favorite images (such as shoots) in folders in a cloud-based storage solution, then import them straight into Plann. We currently support uploads from Dropbox, Google Drive and our newest addition, Google Photos! You can also source free images directly from Unsplash, Pexels and Pixabay.

Oh, and here's another importing hack that might not be on your radar! If you edit your images in external apps like Lightroom Mobile, VSCO or even Lightroom, you can click 'send to app' when exporting, and send it straight to your Plann app. Gamechanger!



Create your collections

CREATE YOUR COLLECTIONS

Once you've got all your images and videos inside Plann, it's time to get organized.

That's where our new and improved media collections tool comes in! Think of this like your very own cloud within Plann. You can create unlimited collections of images and videos and sort them by themes.

For example, if you're a lifestyle blogger, you might have a designated folder for a recent shoot you did, another folder for outfit photos, another folder for interiors shots of your home and so forth. This makes it super easy to find the exact right image to post, whenever you need it.

We've also recently upgraded Collections with three brand new way to organize, categorize, and search for your content. So, keep reading for handy hints on how to get the most out of those!



The screenshot displays the Plann Collections interface. At the top, there's a 'Sort By: Your Choice' dropdown and a search bar labeled 'Search collections...'. A blue button labeled '+ ADD COLLECTION' is on the right. Below this, a collection titled 'Holiday' is shown with tags 'beach, holiday, vacation, ocean, waves' and a count of 16 items. A note box prompts the user to 'Use notes if you'd like to add caption details to every post from this collection, i.e. tagging a supplier, photographer or model...'. The main area features a grid of 16 beach-themed images. To the right, a 'Drag & Drop' area with a cloud icon and a 'SELECT FILES' button is visible. At the bottom, a 'Collection Tags' panel shows tags like 'beach', 'holiday', 'vacation', 'ocean', and 'waves', along with a 'Manage All Tags' section and a '+ Create new tag' button.



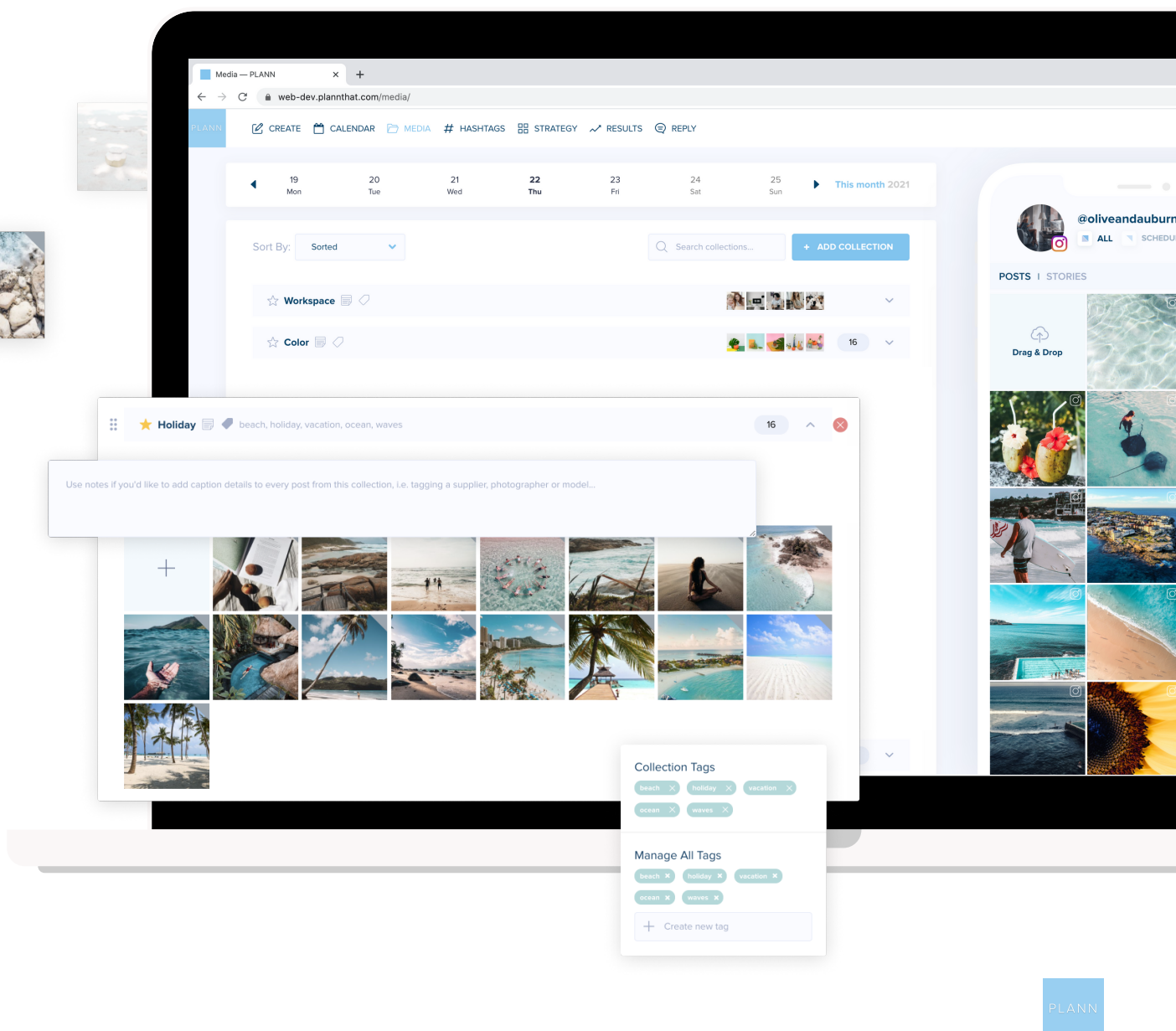
Tag your collections

TAG YOUR COLLECTIONS

With our latest update, we've added brand spankin' new ways to categorize your collections.

You can now tag media collections by content themes, colors, dates or social media platforms. So, if you're someone who likes to have a bright and colorful Instagram feed, you might choose to group together all your pink images, all your green ones etc. Or, you might choose to create collections of content that is specifically appropriate for a certain platform, such as LinkedIn or Facebook.

However you want to organize your collections, the sky is the limit! And, the best part is, it's all completely searchable — so you can locate the exact image you need within seconds!

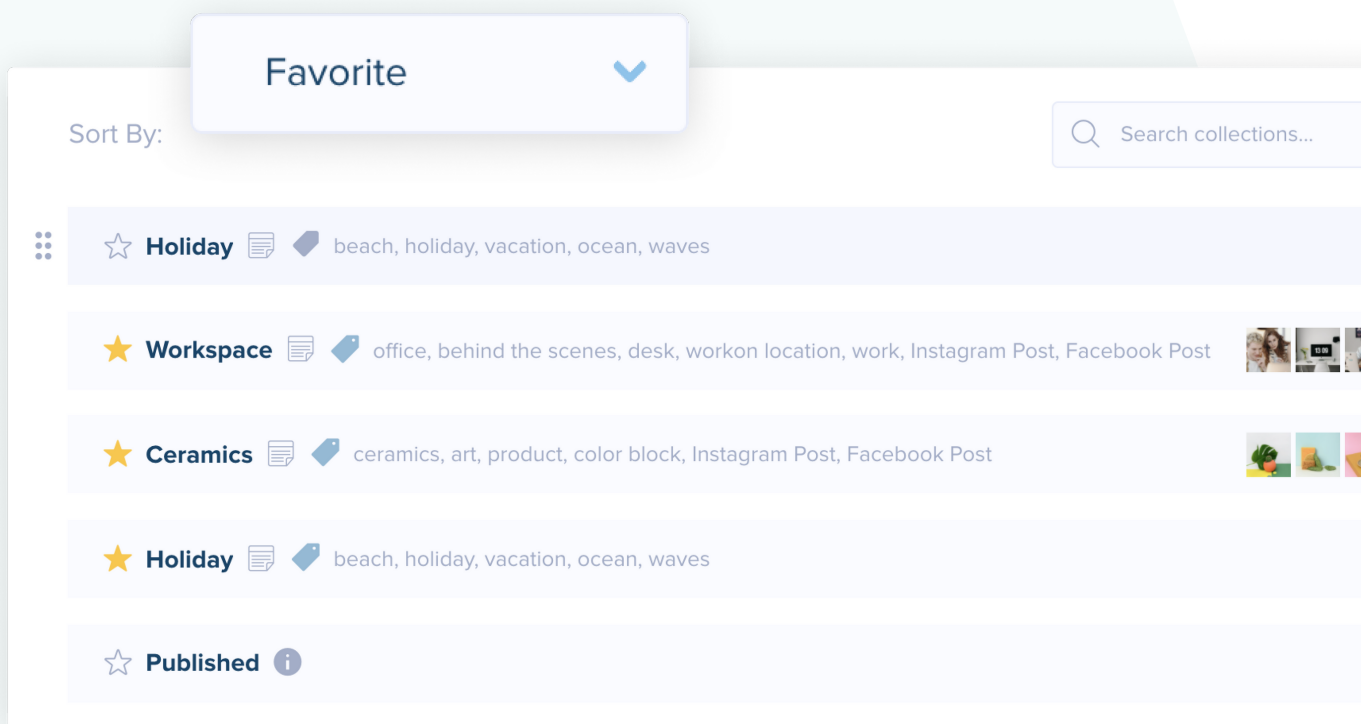


Pick your faves

PICK YOUR FAVES

We all have those photos where we're like "Ooh yep, THAT'S the shot!" But, when we're uploading entire albums of images, it's easy to lose track of those top picks.

But, with our media collections update, it's now much simpler to flag your faves. Just star your images and folders and they'll show up in your favorites hub. That way, they're ready for when you need to pull out the big guns for your content — such as for major announcements!



Add notes

ADD NOTES

There's nothing worse than when you go to post an image, but completely forget who took the shot, where it was taken, or the details of the product features. Influencers, creators and photographers, we know you'll feel us on this one!

That's why we've recently added 'notes' to our media collections. Now, you can add location notes, suppliers, friends or collaborators who were involved in the creation. Then, when you go to create a post, we'll remind you in your caption what you wanted to say or who you wanted to include.

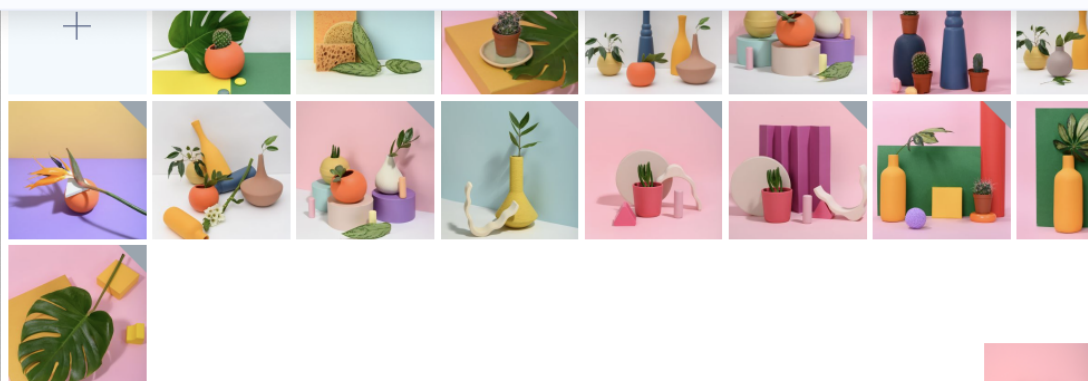
No more frantically looking through the notes app on your phone!



★ **Ceramics**   ceramics, art, product, color block

16

Fantastic product shoot, shot by @photographerhandle, styled by @stylisthandle, at wonderful studio location @studiohandle



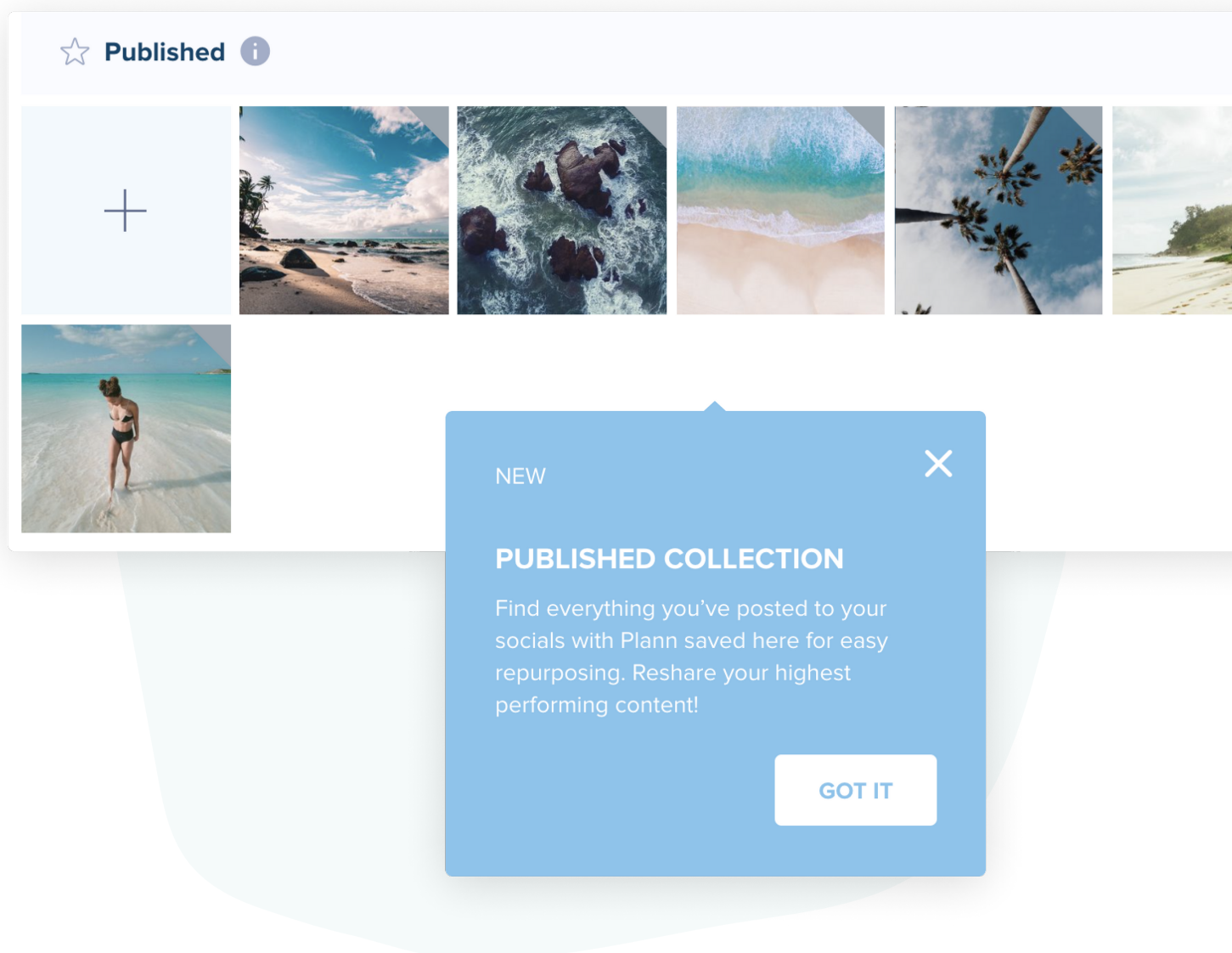
Repurpose from the archives

REPURPOSE FROM THE ARCHIVES

“I love archiving images”.... said nobody, ever. But, we think you’re going to be a fan of it after you hear this (especially because we’ve taken all the work out for you!)

Now, after your posts go live, we’ll save your work into a new ‘Published’ folder, neatly tucked away at the very bottom of all of your media collections.

This means you can re-post some of your top performing content or repurpose it across some of your other platforms with just the click of a few buttons. Talk about working smarter, not harder!



Pre-select your content pillars

PRE-SELECT YOUR CONTENT PILLARS

If you're still wondering 'what should I talk about?' each time you sit down to post on socials, you're likely losing loads of valuable time. While it's a common struggle, it doesn't have to be like this! We created our content prompts inside Plann to eliminate this very problem.

Inside our strategy tool, you can find content prompts for more than 50 different industries and occasions. Think of these as your content strategy in a box, with 9 different content ideas tailored to your needs. You can also mix and match these as you please.

Drag these onto your Instagram grid and stories, and you'll always know exactly what to talk about on socials, when. All you need do is add in your images from collections, your hashtags from sets (more on that later!), chuck on a caption and you're good to go!

CONTENT PROMPTS×

Outfit of the day	Hair inspo	Up-close photo
Sponsored post	Flatlay	Outfit of the day
Up-close photo	Hair inspo	Sponsored post

Influencers

SELECT

Product feature	Influencer post	Styling tip
Sale / offer	Behind the scenes	Product feature
Styling tip	Influencer post	Sponsored post

Online Stores

SELECT

Personal story	Flatlay	Client story
Offer	Funny quote	Behind the scenes
Client story	Offer	Flatlay

Small Businesses

SELECT

SET UP GRAPHIC TEMPLATES

This means you can set up graphic templates for everything from Instagram carousels to stories and Facebook. You can even sort these into themed folders, if you feel like being super organized!

Seriously, if you're not already using this feature, we highly recommend you get on it ASAP. It will save you literal hours of time each week.



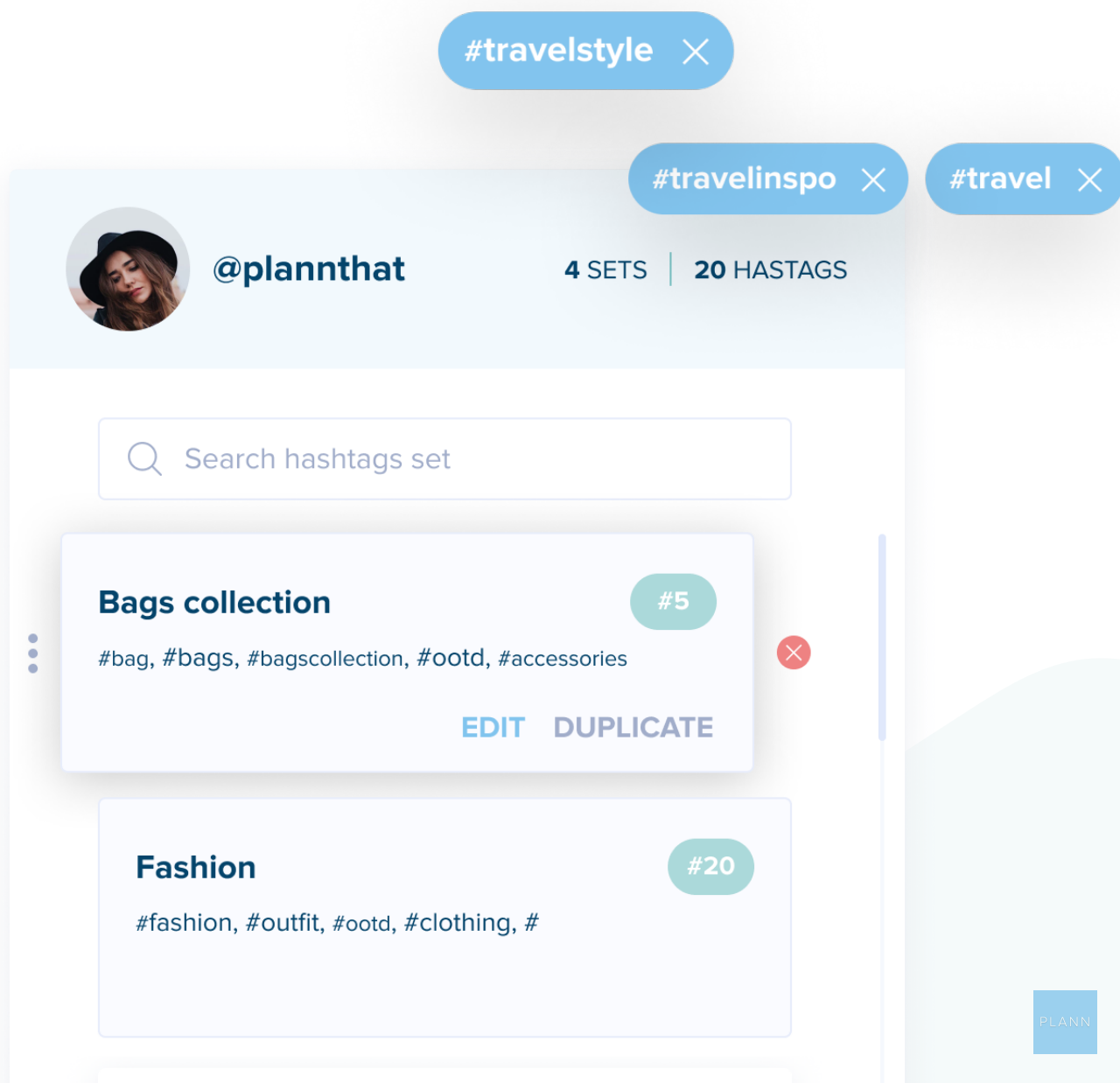
Save hashtag sets

SAVE HASHTAG SETS

We've said it once (okay, definitely way more than once), but we'll say it again. If you're coming up with new hashtags every time you post on socials, you're likely adding HOURS onto your content creation process.

A much more effective use of your time is to spend an hour or so every few months researching new hashtags to use. Try to find a mix of niche, medium and popular hashtags. Then, save these into small sets (think, around 10) in our hashtag sets, and you can mix and match these as you please!

Not only will you save yourself time, but you'll likely skyrocket the visibility on your posts with this approach!

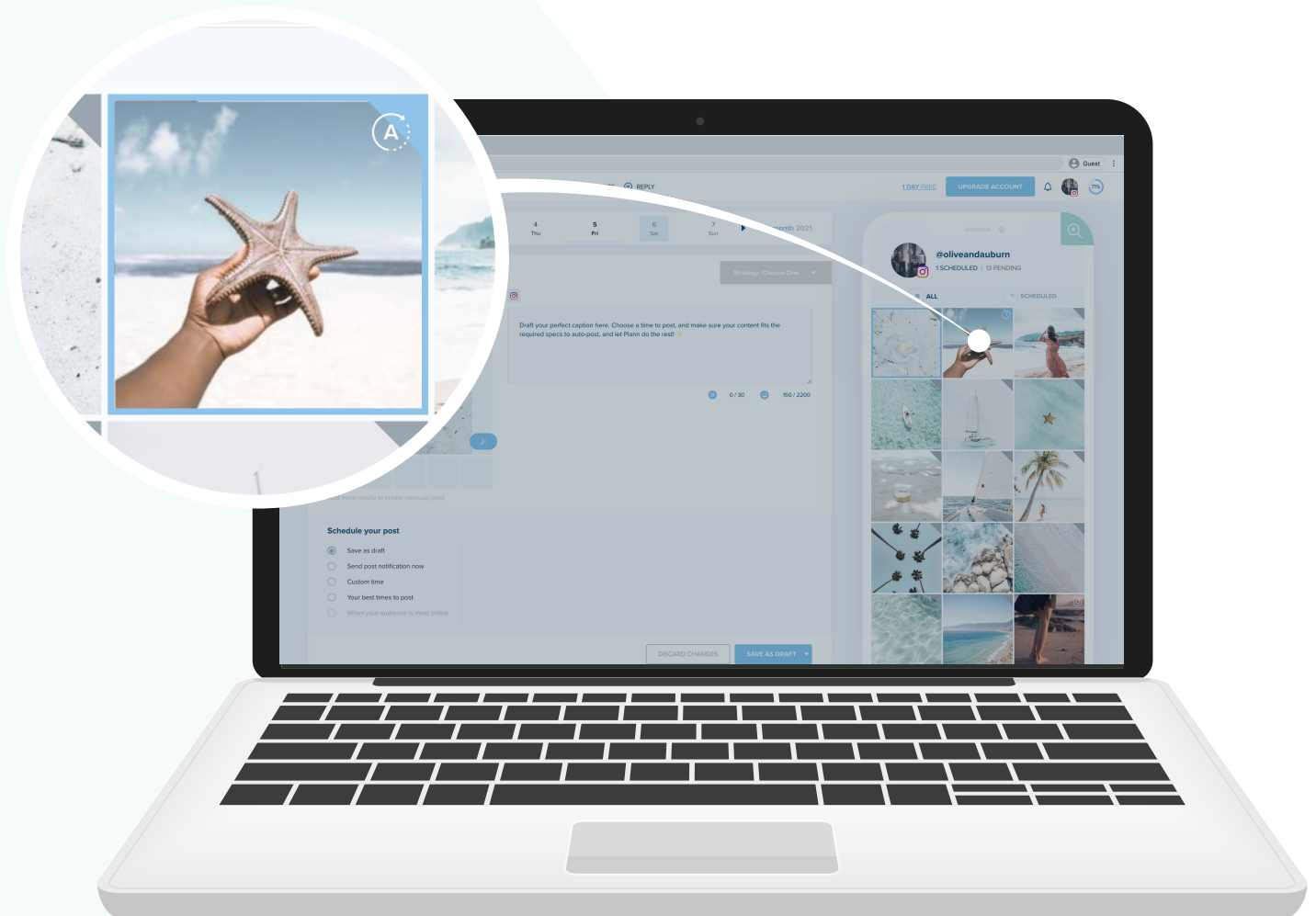


Post on autopilot

POST ON AUTOPILOT

That brings us to the ultimate time-saving hack: stop manually posting your Instagram content! While there's a time and place for doing it the old-school way (such as when you have a big announcement and want to do engagement around it) there's now no reason NOT to auto post.

We recently launched Instagram auto posting on Plann through the official Instagram API, so it's completely safe and there's no evidence to suggest it negatively impacts your reach. Plus, we now even support auto posting for your first comment, so you can put your entire posting process on auto pilot. Bliss!



Ready?

TO SMASH YOUR SOCIALS?



By taking the time to implement these 10 workflow hacks, you can achieve next-level organization with your social media in the future. Oh, do you hear that? It's the past version of you calling to say "thank you!"

[Log into Plann](#) or [start your free trial](#) to start trying these time-saving tips!

