



*The*  
**SOCIAL MEDIA  
MANAGER'S** *Guide*

To Managing Multiple Accounts  
(Without Going Crazy!)

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PLANN



# Introduction

**Hey, social media managers? In case nobody has told you this today, you're freakin' awesome!**

From dreaming up new content ideas to engaging with your clients' audience, there's no denying that being a social media manager (SMM) means wearing all the hats. The work you do has a huge impact on your client's business, from boosting brand awareness to moving potential customers all the way through the sales funnel.

With a cohesive and strategic social media presence, it's nearly impossible for businesses to attract new audiences, let alone turn these followers into paying customers.

As a social media manager, you're likely running multiple accounts for a whole range of clients. That means you need to have your finger on the pulse of the latest social media trends, platform features and handy hacks to help you work smarter, not harder.

The good news is that building a successful social media management business doesn't have to be a headache. With the right tools, support and strategies up your sleeve, you can seamlessly and confidently manage multiple accounts for your clients.

To help you out, we've curated the social media manager's guide to managing multiple accounts (without going crazy), packed with a bunch of handy tips and tricks, and features to make your life that much easier.

**Read on for our Social Media Manager's guide to managing multiple accounts, without going crazy!**



**STAY IN TOUCH**  
**THROUGH INSTAGRAM**



A background image of a desk with a laptop, a mouse, and a coffee cup on a wooden stand.

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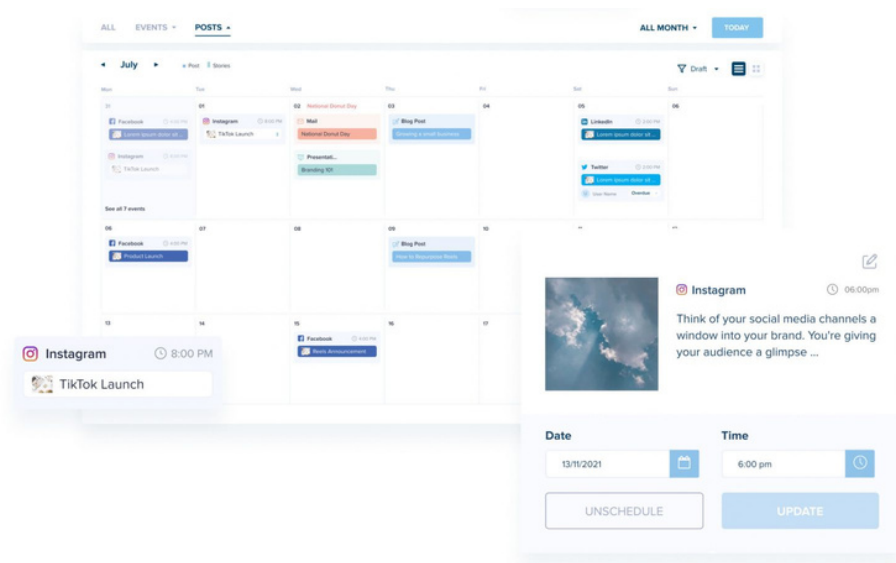
**HAVE YOUT TRIED ALL  
THESE STRATEGIES?**

# Pick the right tools

## 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 calendar ahead of time, you're just setting yourself up for major headaches and hassle.

In the early days, you might use clunky, manual spreadsheets to plan and prepare your client's social media content. But pretty quickly, you'll notice how much time it takes to input every post, caption and hashtag into a complex offline spreadsheet.



If you're ready to take your services to the next level and shave hours off your content creation workflows, you need to be using a powerful social media scheduling suite, like Plann.

Plann has built a purposeful social media tool with SMMs in mind, understanding your pain points and what you need to perform at your best.

With three-tiered [pricing plans](#), you'll be able to find the perfect Plann package to suit your needs:

- Solopreneurs, get started with our Power Use package (\$12 per month, billed annually)
- Early-stage agencies, try out Build Package (\$24 per month, billed annually)
- Scaling teams, take advantage of our Grow Package (\$60 per month, billed annually)

No matter what plan you pick, you'll score access to our top social media management features. Score 1000+ caption starters, 5000+ suggested hashtags, 200k+ Royalty-free stock videos and images, along with easy cross-posting across all platforms (including Instagram, Facebook, LinkedIn, TikTok and Pinterest).

Plus, our [Canva integration](#) allows you to access thousands of customizable templates, designs, and your own branded content directly from Canva and import them straight into your Plann workflow.

# Streamline your strategy

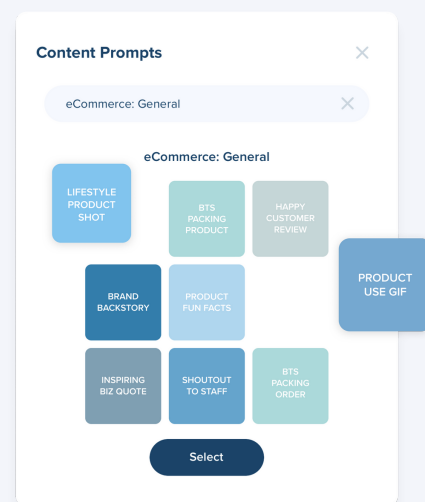
## STREAMLINE YOUR STRATEGY

You know that social media marketing is about so much more than posting good-looking content. You need to have a strong strategy in place to help businesses achieve their objectives — and that can be completely different for every client.

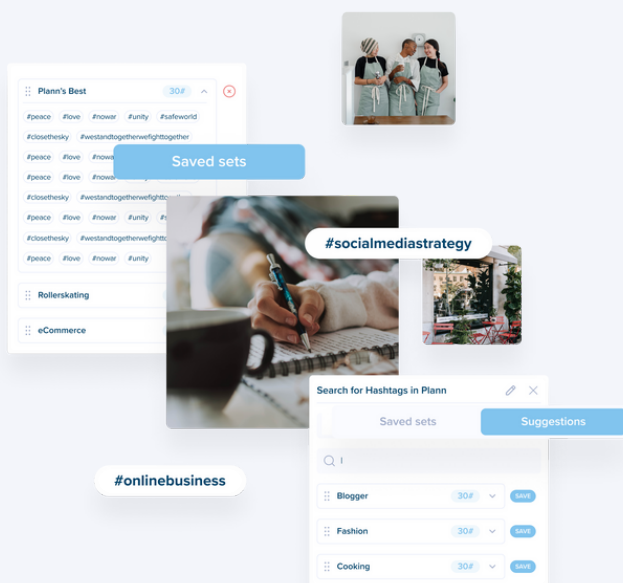
One of your clients may have a brand new account and just want to achieve their first 100 followers, while another might already have 10,000 but want to turn those into paying customers. It can be a lot to keep track of, especially if you're just trying to hold all of that info in your head!

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 client's needs, and drag it onto your grid. It will tell you exactly what type of content to post and 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.



If you need some extra help with your hashtag strategy, we've got ready-to-use high-performing hashtags for over 300 content ideas so you don't have to spend even more time doing your own research. Browse thousands of handpicked hashtags, mix and match topics and save your own sets for each client (talk about the easiest way to create social media content at scale).



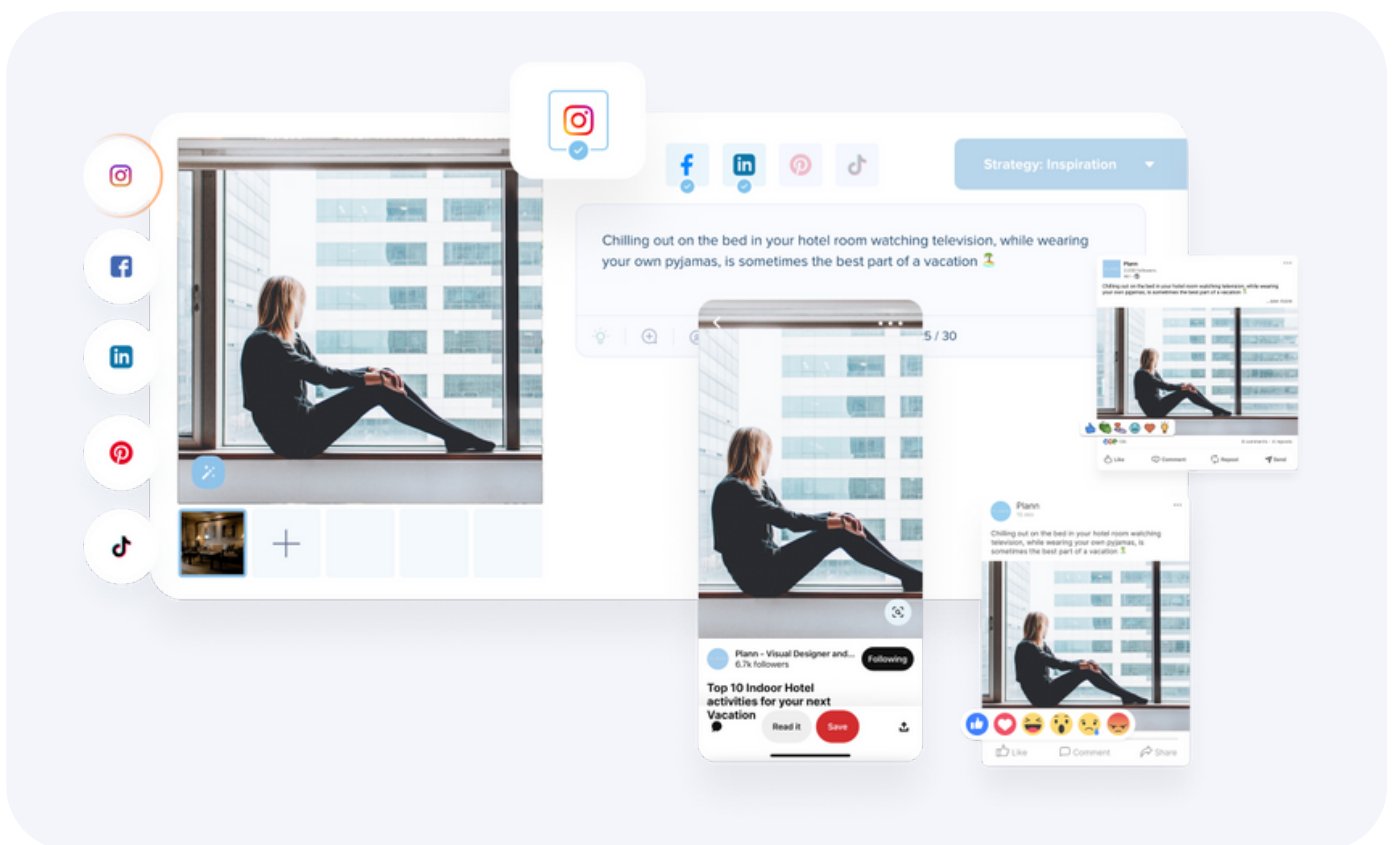
# Repurpose your content

## REPURPOSE YOUR CONTENT

SMMs will know the importance of getting your client's brand and content out there across multiple platforms. By now we all know the importance of video content and if you're posting on Reels you'll definitely want to post on TikTok. This can help you build brand awareness for your clients, maximize reach and boost engagement.

With that said, you don't need to come up with new social media posts for each specific platform. Instead, you can just re-purpose your content. For example, you can easily translate your Instagram Posts to Facebook, LinkedIn, and Pinterest content too. Your Reels videos can easily be repurposed on TikTok and vice versa.

Plann makes it easy for you to create your content and share it across multiple social platforms for top-notch results. With just one click, Plann helps you repurpose content including video content on Reels and TikTok which are essential to boosting engagement for your clients.



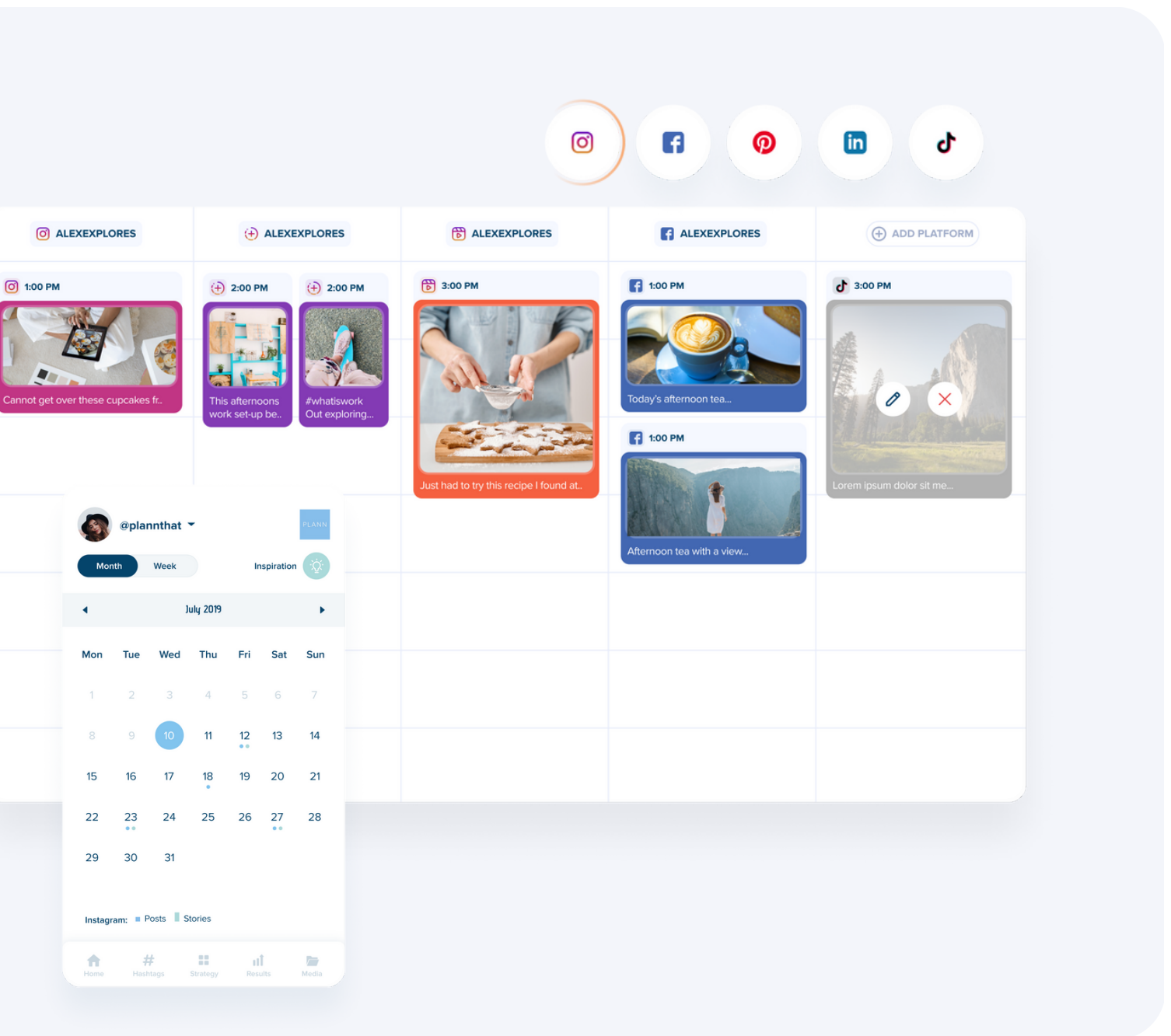
Plus, our trending audio guide (updated weekly!) will help you figure out what sounds to use on both Reels and TikTok to maximize the chances of your client's video content showing up on the Instagram Explore Tab and TikTok's For-You Page.

# Get a birds-eye view

## GET A BIRDS-EYE VIEW

A calendar is a social media manager's best friend! Sometimes, you just need to see the big picture of everything that's coming up.

That's why we've revamped our home page when you first log in to your Plann workspace on your Desktop. Your Social Home allows you to see everything that's on the agenda for the day with an overview of what's scheduled across all your client's accounts. Plus, you can organize your own to-do list and spot any gaps in your schedule.



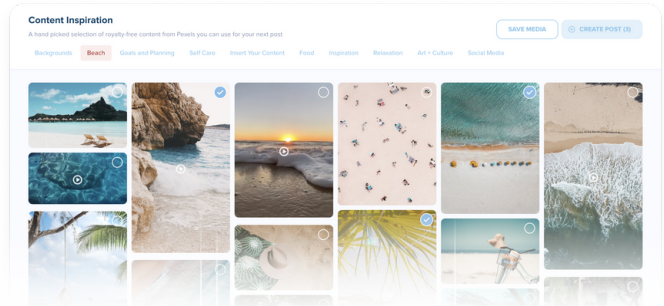


# Get a birds-eye view

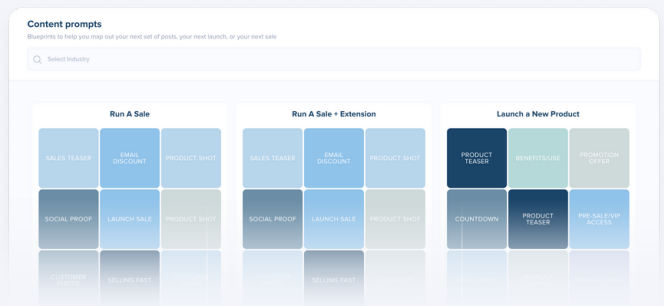
## GET A BIRDS-EYE VIEW CONT.

Your Home tab also reveals some other cool features that help optimize your workflow and provides some inspiration when you need it, including:

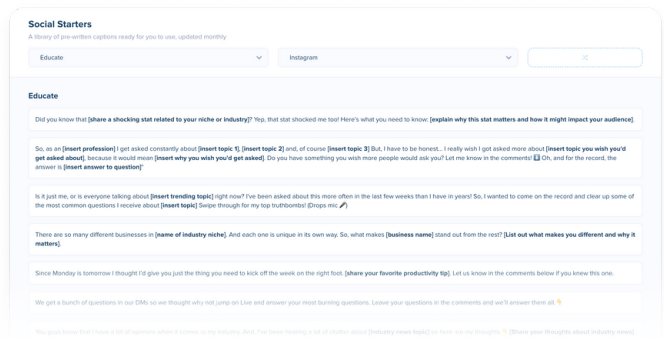
- **Content Inspiration:** running out of Reels videos? We've got you covered. We've partnered with Pexels to help you find royalty-free images and videos to use in your content, whether that's Reels videos, TikToks, Instagram Posts, and more.



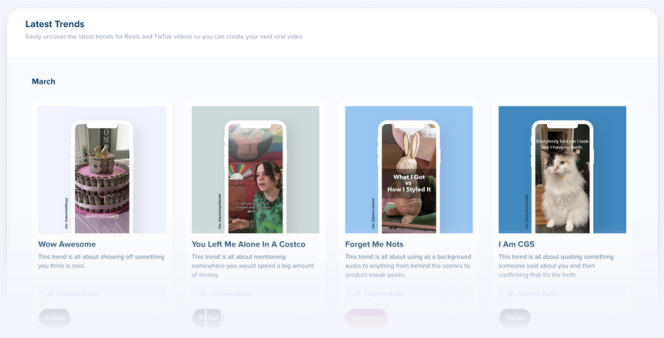
- **Content Prompts:** coming up with social media posts for various platforms can be a challenge. That's why we've got introduced Content Prompts, designed to help you figure out what your next few days or even weeks look like. We've got ideas from over 50 industries, flash sales, launch strategies and so much more.



- **Social Starters:** social media management is so much more than just posting content. It's writing captions too. And, caption writing can be a real headache if you're out of ideas. That's why we've made caption writing even easier for you with our caption library, meaning you don't even have to waste time googling ideas.



- **Trending Audios:** from Reels to TikTok we want to help your videos trend, show up on the explore page and deliver killer engagement. Plann's Trending Audio feature helps you find trending audios with ease and it's constantly updated and regularly sourced so you're never missing a beat.





# Put your posting on auto pilot

## PUT YOUR POSTING ON AUTO PILOT

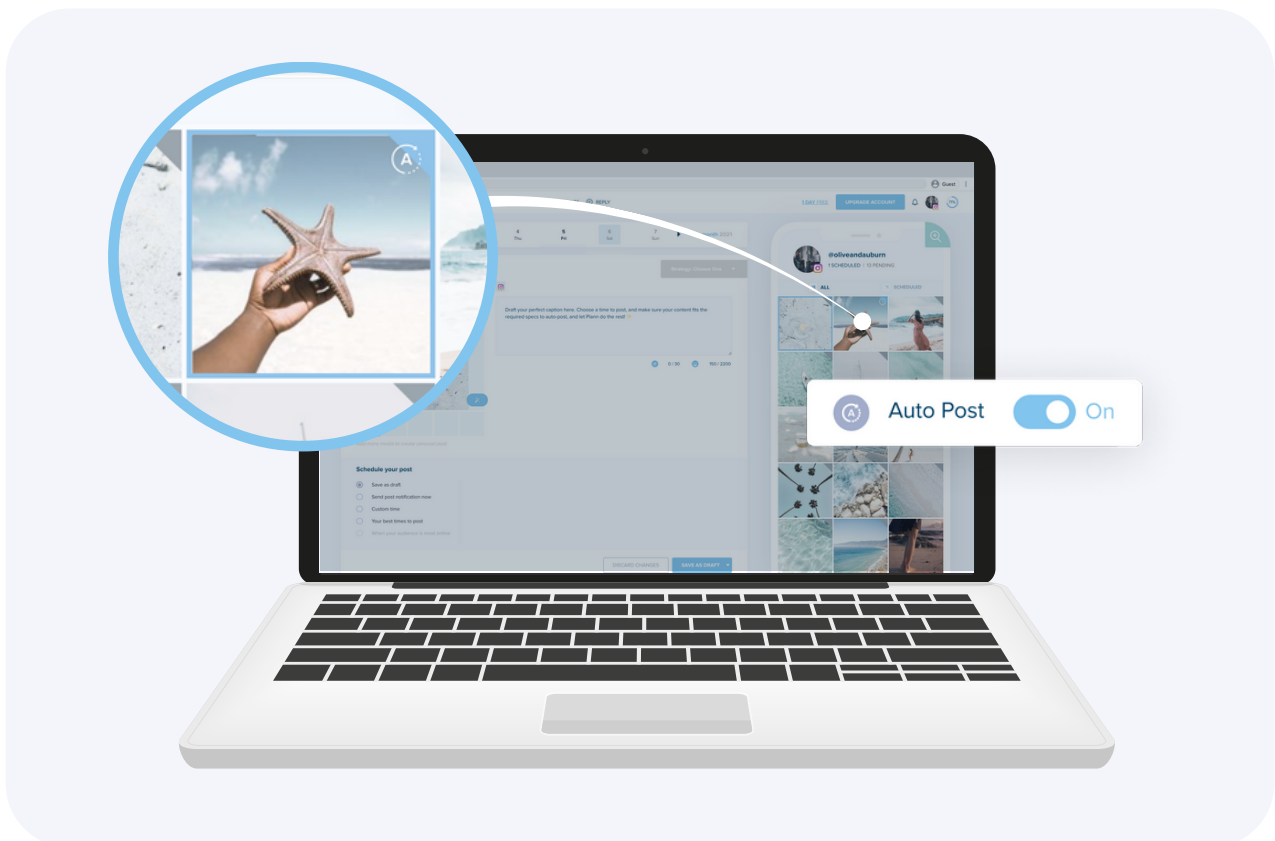
Do you find yourself manually posting your clients' content at all hours of the day? Wake up? Post. Having breakfast? Post. Watching TV after dinner? Post, post, post. Well, that sounds pretty exhausting and pretty disruptive, too.

Thanks to the wonders of auto-posting, you can plan your client's socials ahead of time without your manual involvement. Plann supports your Instagram, Facebook, Pinterest, TikTok, and LinkedIn so you're getting an extra set of hands, work ahead and you can 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!

We've introduced auto-posting for Instagram Reels and Instagram carousels as well as allowing you to add product tags to all your Instagram posts (Reels included!) with auto-posting to increase conversions for your clients.

And since you're likely on the run, the Plann app makes it super easy to manage and schedule content for all your accounts from your mobile phone. Whether you're on the go or just prefer a handy app, you'll still get seamless content creation and social media management from your mobile phone.



# Stay calm and collaborate

## STAY CALM AND COLLABORATE

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

If you don't have your system down pat, it can sometimes feel like there are 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 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.

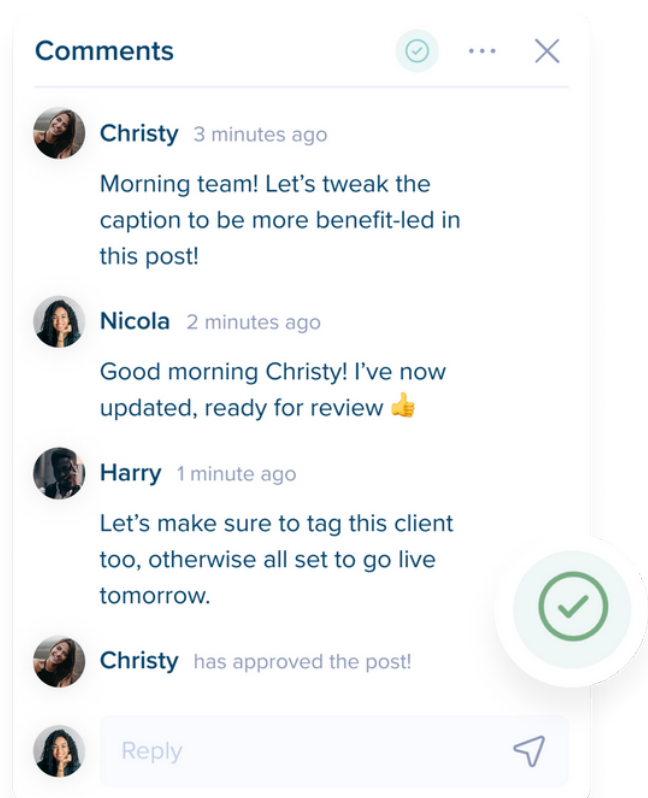
It can also be helpful to have media collections set up for each of your accounts, filled with images and videos pre-approved by your client. You can access this in Plann in our 'collections' tool, then add images from your clients' Dropbox and Google Drives, or from our extensive collection of free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

But, that's not all. We've made working with your team even easier with;

### [Team Chats and Approval Flows.](#)

You'll now be able to start a conversation about any social media post you're working on in Plann to help nail your caption, figure out when to post it, double-check that your posts are on brand and get approval from clients or managers with ease.



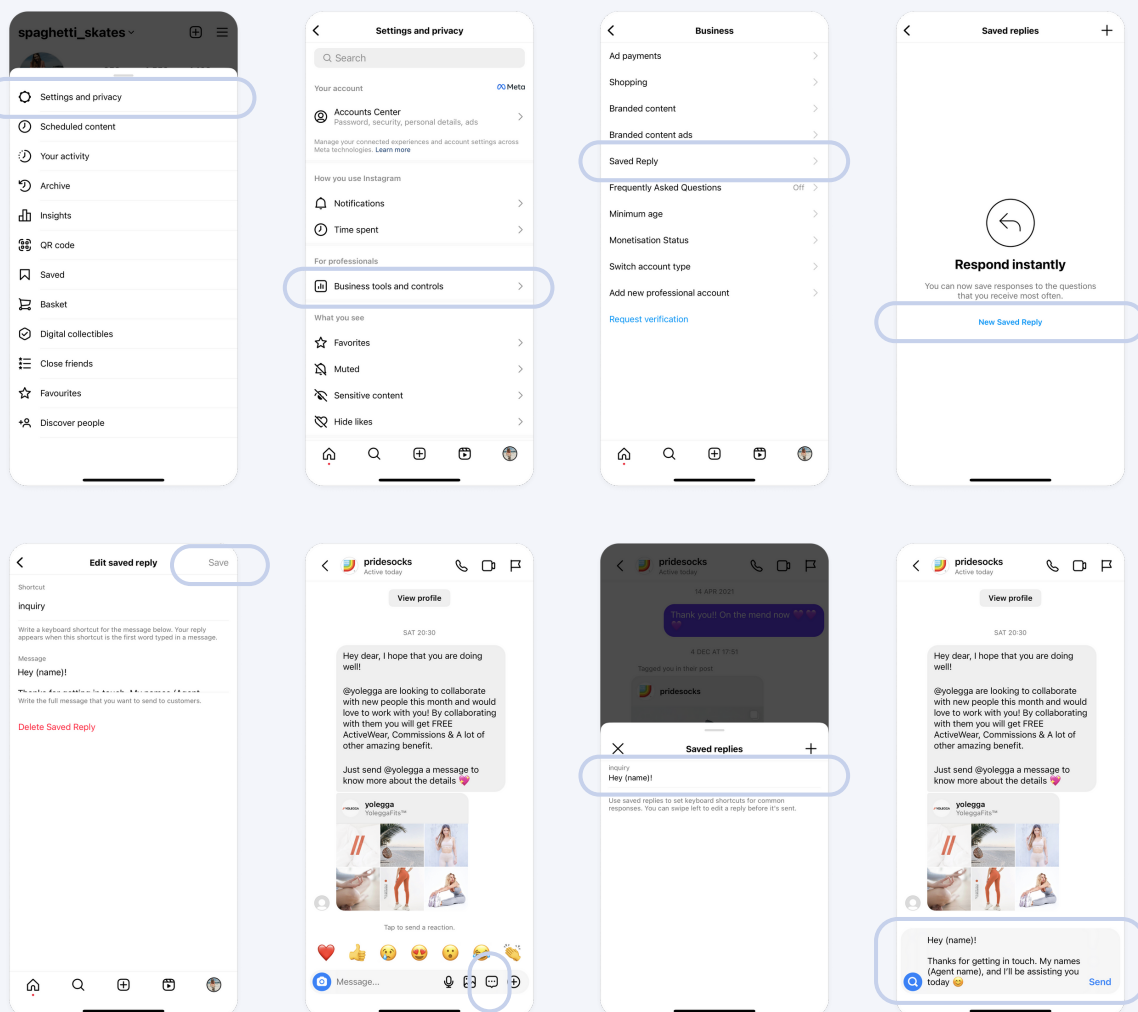
# Crush your community management

## CRUSH YOUR COMMUNITY MANAGEMENT

Community management (a.k.a. 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 (yep, ChatGPT can't take this task off your plate!) 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.

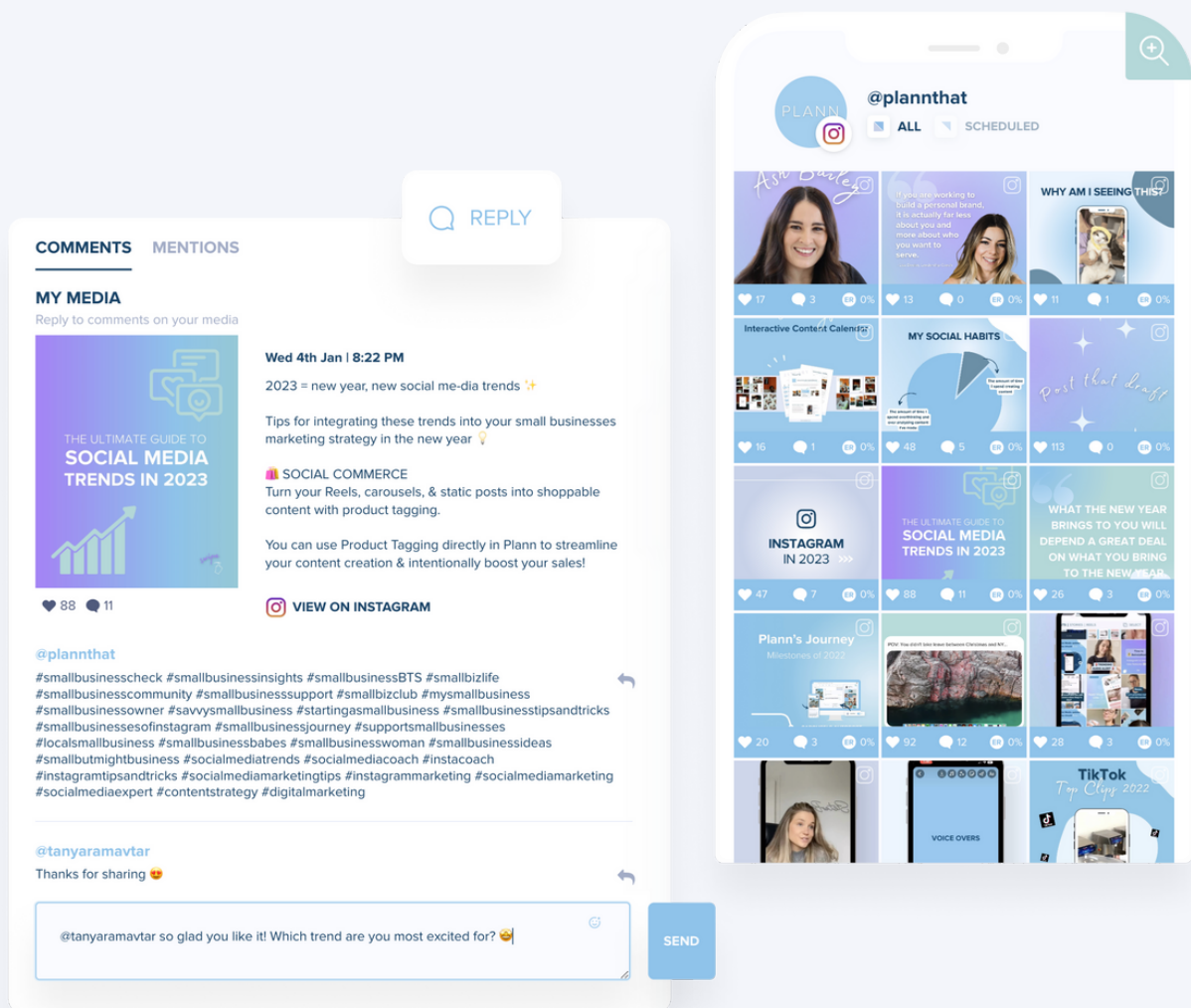
You can do this within Instagram with Quick Replies. Head to settings, then select business/creator then quick replies. Then, type in your desired response, and save it with a shortcut like 'inquiry' Then, in your DMs, you will be able to type in 'inquiry, tap the little blue speech button and the message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



# Crush your community management

## CRUSH YOUR COMMUNITY MANAGEMENT CONT.

Another great way to cut down your community management time is to monitor and respond to mentions inside Plann! On Instagram, there are 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!



Plus, we’ve added our new [EasyLink feature](#) that can take your community management game to another level. You can easily add visual links and direct people to an FAQ section in your bio link landing page and direct them to your website for more information. It’s the easiest way to boost website traffic and deliver a top-notch customer experience, too!



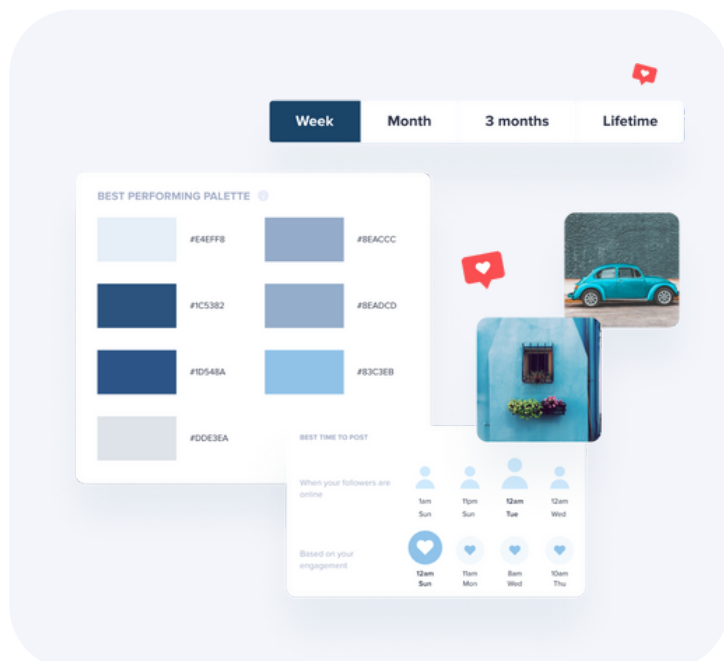
# Ace your analytics

## 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 their 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 our handy social media goals tracker to keep track of your clients' performance — just duplicate the tabs in the spreadsheet for each of your clients.

