

# THE S.P.A.R.K.S. BUSINESS DASHBOARD



## W O R K B O O K

### Day 5 Task 5

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### Scheduling and Managing Social Media Posts

#### Section 1: Setting Up Social Media Accounts

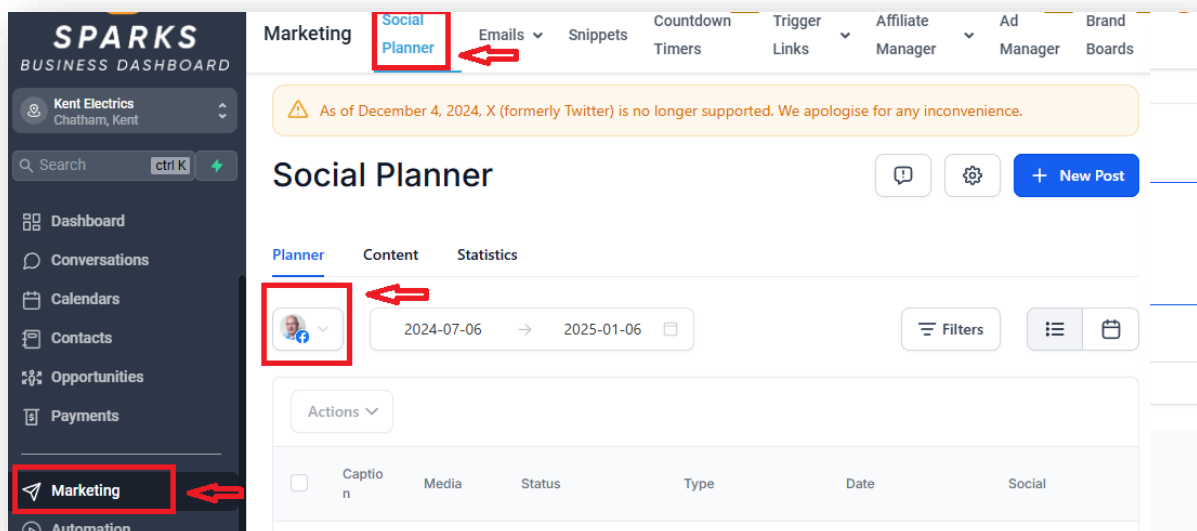
##### 1. Log In to Your SPARKS Business Dashboard

- Open your web browser and log in to your SPARKS Business Dashboard account.

##### 2. Navigate to the Social Media Planner

On a Laptop/Desktop: Click on the Marketing tab in the left-hand menu, then select Social Planner at the top.

On a Smartphone/Tablet: Tap the hamburger menu (three lines), then select Marketing > Social Planner.



##### 3. Connect Social Media Accounts

- Click Connect Account to link your social media platforms.

- Choose the platforms you want to connect, such as:

Facebook

Instagram

LinkedIn

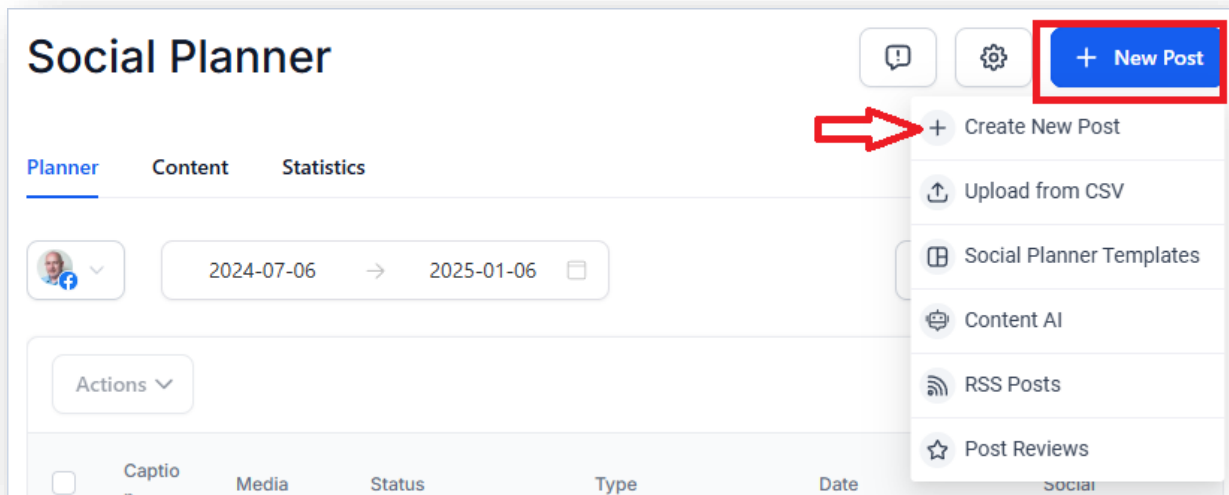
Twitter

- Log in to each account and follow the prompts to authorise Your SPARKS Dashboard to manage posts.

## Section 2: Creating a Social Media Post

### 1. Open the Social Planner

- Once your accounts are connected, return to the Social Planner dashboard.

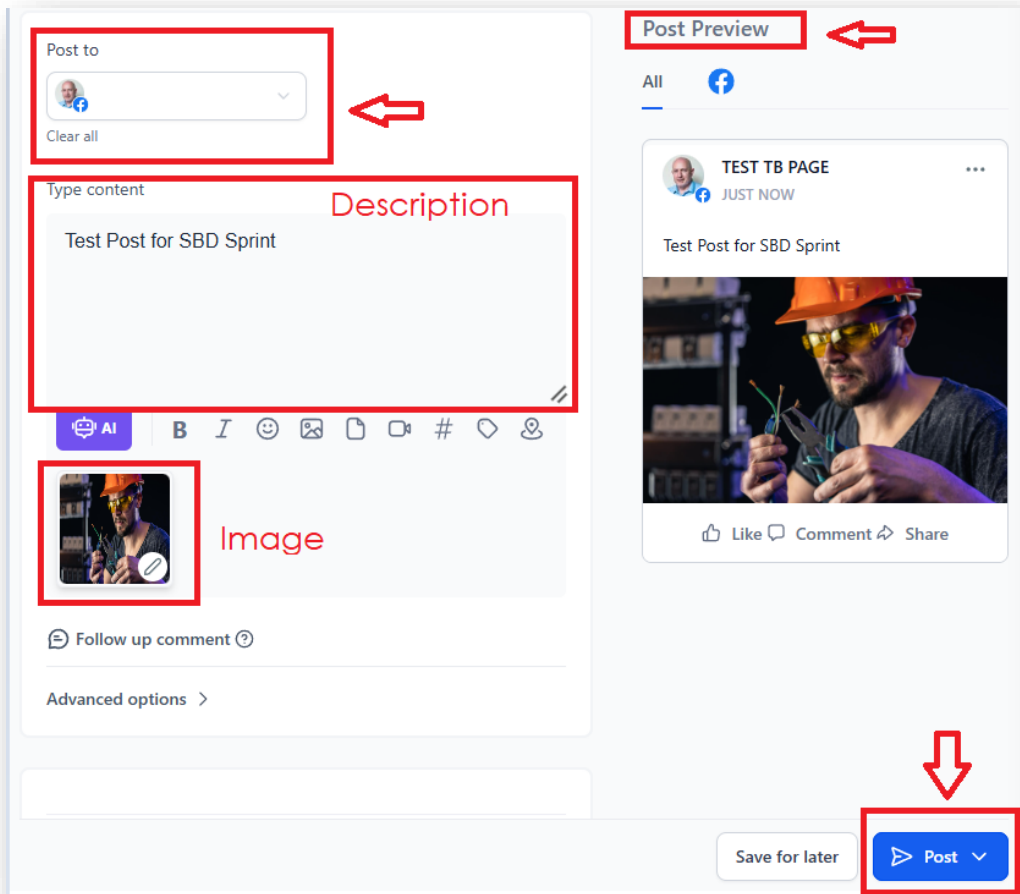


### 2. Create a New Post

- Click Create New Post or + New Post.
- Select Platforms
- Choose which platforms you want to post to by checking the boxes next to each connected account.
- Write Your Post Content
- Add text for your post in the content editor.
- Include a call-to-action (e.g., "Book your appointment today!").

### 3. Add Media image or video (Optional)

- Click Add Media to upload images, videos, or graphics to enhance your post.
- Preview how your media will look on different platforms.



### 4. Include Links (Optional)

- Add links to your website or landing pages if relevant.
- Preview the Post
- Click Preview to see how your post will appear on each selected platform.

### 5. Schedule or Post Immediately

- Schedule: Set a specific date and time for your post to go live.
- Click the Down Arrow on the Blue ">Post" Button, it will open a dropdown with Schedule as an option.

Or

- Post Now: Publish the post immediately.

## Section 3: Managing Scheduled Posts

### 1. View Scheduled Posts

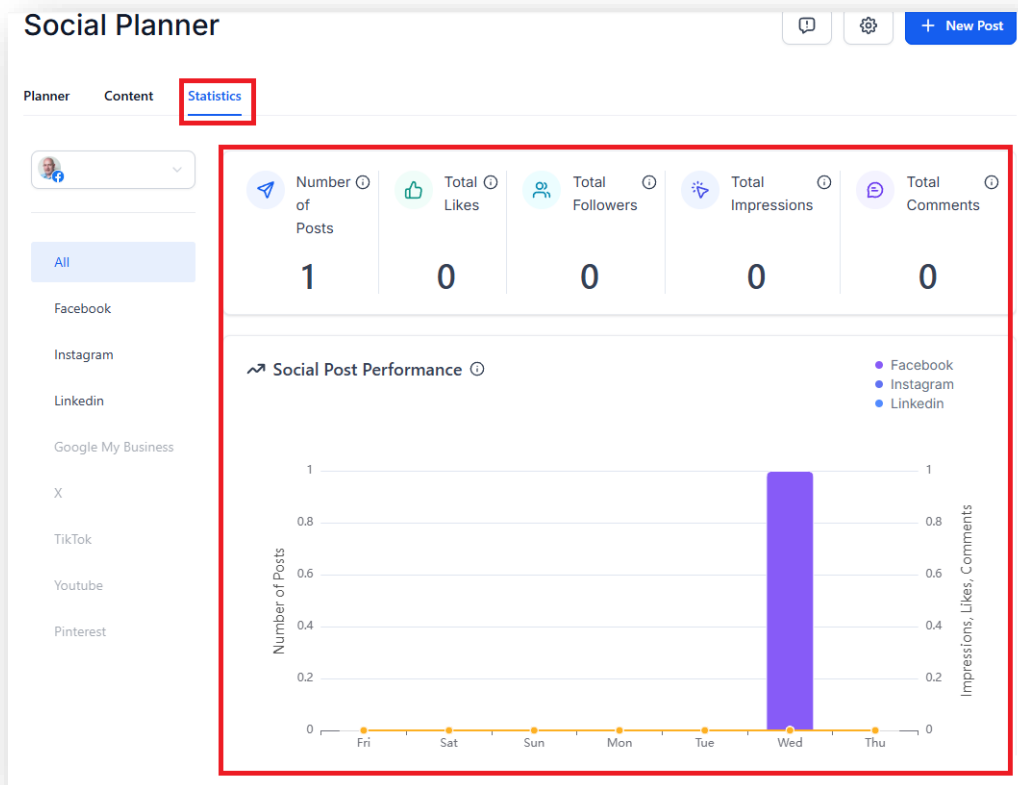
- In the Social Planner dashboard, view your scheduled posts on the calendar.
- Edit or Reschedule Posts
- Click on any scheduled post to edit its content, change the publishing date, or add new platforms.
- Monitor Post Performance

The screenshot shows the Social Planner interface with the following elements:

- Navigation tabs: Planner, Content, Statistics
- Calendar range: 2024-07-06 to 2025-01-06
- Filters and list view icons
- Text overlay: "Schedule or publish your post" in red
- Table of posts:
 

| Actions                  | Caption                     | Media | Status    | Type          | Date                  | Social | Edit |
|--------------------------|-----------------------------|-------|-----------|---------------|-----------------------|--------|------|
| <input type="checkbox"/> | Test Post for SBD testing 2 |       | Scheduled | Post Composer | Dec 09, 2024 05:08 PM |        |      |
| <input type="checkbox"/> | Test post for SBD testing   |       | Published | Post Composer | Dec 04, 2024 06:41 PM |        |      |
- Footer: 1 to 2 of 2 result(s), Previous, 1, Next

- After a post is published, use the Social Planner Statistics section to track engagement metrics like likes, comments, and shares.



### Exercise:

#### 1. Connect a Social Media Account

- Link one of your social media accounts (or create a new test account if needed).

#### 2. Create and Schedule a Post

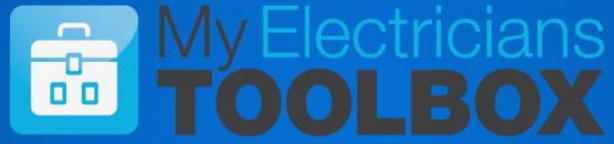
- Write a sample post promoting your business or a service. (tag @jamesdewane in the post)
- Add an image or video to enhance the post.
- Schedule the post for a specific date and time.

#### 3. Check the Scheduled Post

- Open the calendar in the Social Planner to confirm that your post is scheduled.

#### 4. Monitor the Post After Publishing

- Once the post goes live, review its performance metrics to understand how it performed.



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