TIME-SAVING SOCIAL MEDIA HACKS

CreativeHutch

BRAND & MARKETING

PLAN AND SCHEDULE POSTS

Use a social media planning tool like Hootsuite or Later to schedule and automatically post at the time when your audience are most active to maximise your reach and engagement!

USE TEMPLATES

Tools like Canva are great and so easy to use!

Upload your brand assets, colours, fonts and imagery and choose from one of Canvas 1000t's templates to create consistent, eye-catching posts, stories and reels that keep your feed looking fresh, professional and on brand!

MAKE A LIST OF NICHE HASHTAGS

Hashtags can help you gain more reach and visibility quickly.

Whatever hashtag research tool you use, make sure you save a list of relevant ones for your industry (general & niche) then copy and paste to save you time!

REPURPOSE CONTENT

Use insights and analytics tools inside you social media management tools (Hootsuite, Later, Plann, AgoraPulse, Instagram/Facebook....) to find your top performing content. Repurpose and expand for different platforms so you don't have to create new content everytime!

FOCUS ON YOUR AUDIENCE

Research where your core audience is spending their time on social media and focus on a content strategy for these networks to gain the most engagement and grow your business.

SHARE USER GENERATED CONTENT

Remember to share user generated content (UGC) that you have been tagged in to.

This creates more content for you and benefits your audience and is great for building trust and building a community.

CREATE CONTENT PILLARS TO PLAN YOUR CONTENT

Define content pillars that help you group your content into 'buckets'. This provides structure for your strategy and prevents repetitiveness for your posts. Examples are Tutorials, Product promotions, Advice, Authority, Humour,

LEVERAGE PLATFORM FEATURES

Utilise time-saving features like automated replies and turn on post notifications for accounts you regularly follow so you don't miss them and can engage quickly.

GET IN TOUCH

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