

# TIME-SAVING SOCIAL MEDIA HACKS

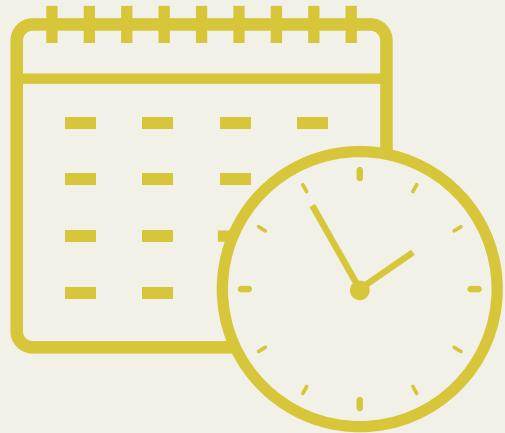


CreativeHutch  
BRAND & MARKETING

# PLAN AND SCHEDULE POSTS

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TIME SAVING  
IMPROVED REACH  
ENGAGEMENT



Use a social media planning tool like Hootsuite or Later to schedule and automatically post at the time when your audience is most active.

Posting when your audience is online will ensure you maximise your reach and engagement potential for each post, story, reel or video.

Scheduling tools provide insights into when your audience is most active.

# USE TEMPLATES

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SAVE TIME  
BE CONSISTENT  
SIMPLE TO USE



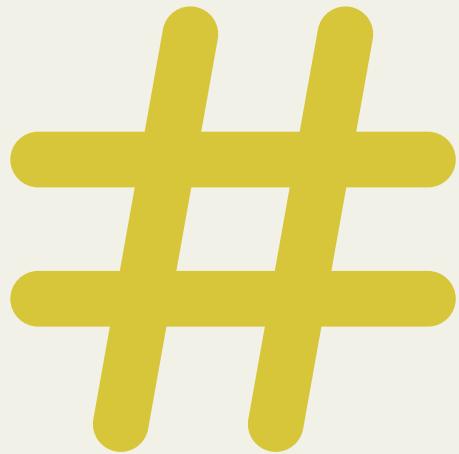
Tools like Canva are great, easy to use and provide a great starting point to build consistent eye-catching branded templates for all your social media assets including single images, carousels, videos and reels.

All you need to do is to upload your brand assets including colours, fonts, graphics and photos and choose from one of Canva's 1000's templates. Keeping your feeds looking fresh and on-brand!

# RESEARCH & SAVE HASHTAGS

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OPTIMISE REACH  
NEW AUDIENCE  
ENGAGEMENT



Hashtags are a powerful marketing tool to group your posts by topic to increase your posts reach and visibility beyond your followers.

By adding one of these bad boys, your content will be accessible to all other users interested in similar topics who search for the hashtag you have used...

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



# REPURPOSE YOUR TOP PERFORMING CONTENT

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ADD VALUE  
LEARN FROM  
YOUR INSIGHTS

Use insight tools inside your social media management tools to find your most engaging posts and content.

Make sure you have Google Analytics (It's free) linked to your website to track traffic coming from social media to discover what content drives the most visitors to your website.

Then repurpose and expand for different platforms so you don't have to create new content every time!



## FOCUS ON YOUR AUDIENCE

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USER PERSONAS  
BUILD TRUST  
ADD VALUE AND  
ENGAGE

Spend time researching your audience and then create detailed client personas for each customer or audience.

This will help you learn everything you need to know about your ideal clients and where you can target them on social media.

This will help you to focus your time and energy and create a solid content strategy for these platforms to reach, engage and build trust with them.



# SHARE USER GENERATED CONTENT

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**USER GENERATED  
CONTENT TO  
BUILD TRUST AND  
PROVIDE SOCIAL  
PROOF**

User-generated content (also known as UGC) is original, brand-specific content created by customers and published on social media or other channels.

It comes in many forms (images, videos, reviews, blogs and testimonials) and is important for your social media strategy to build trust with potential clients /customers and helps to influence and increase engagement and conversions for your business.



## CREATE CONTENT PILLARS TO PLAN YOUR CONTENT

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**STRUCTURE  
CONSISTENCY  
ENGAGEMENT**

Content pillars (or theme buckets) are topics that you define to help you create and plan your social media content.

The content pillars you choose should be consistent with your brand's purpose, values, tone of voice and positioning.

Examples include:  
Promotion (services/products)  
Educational/Authority  
Entertainment Community  
(Industry News)



## LEVERAGE PLATFORM FEATURES

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## REELS AUTOMATION GROWTH

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 with them.

Use new trending features like Reels to boost your reach and engagement to a wider audience. Remember to select trending music and hashtags to capture the attention of non-followers and reach Instagram's explore page!

# *Connect with us*

We're always thinking of new ideas and ways to help you save time, so don't delay and get in touch with me.

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