

# How to use Social Pilot



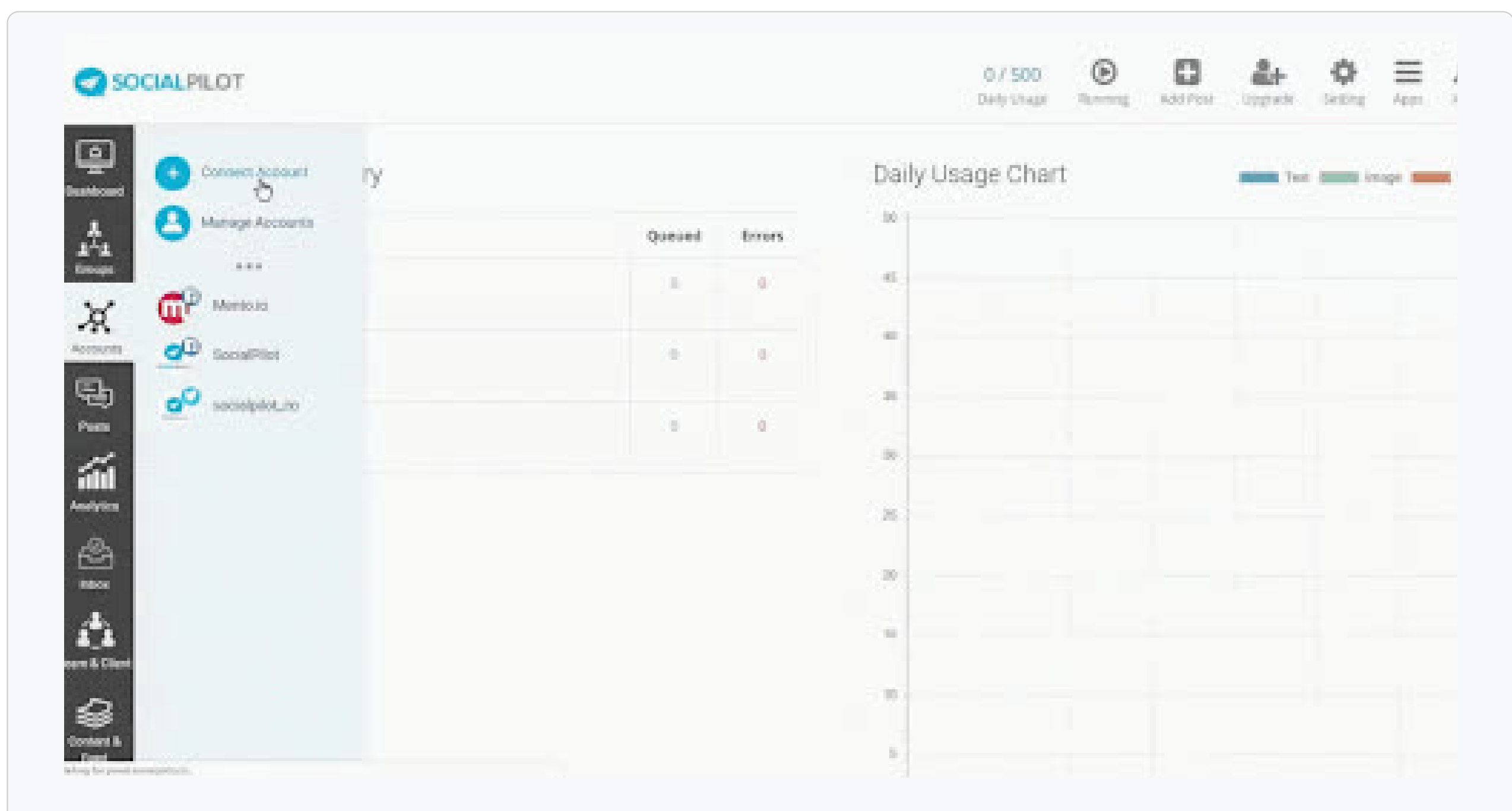
## What is SocialPilot?

A SaaS product, SocialPilot is an easy-to-use social media marketing tool that helps professionals, teams, and businesses automate their social media management. It helps customers at every step – right from publishing posts on their profiles to analyzing their posts' performance.

## Getting Started

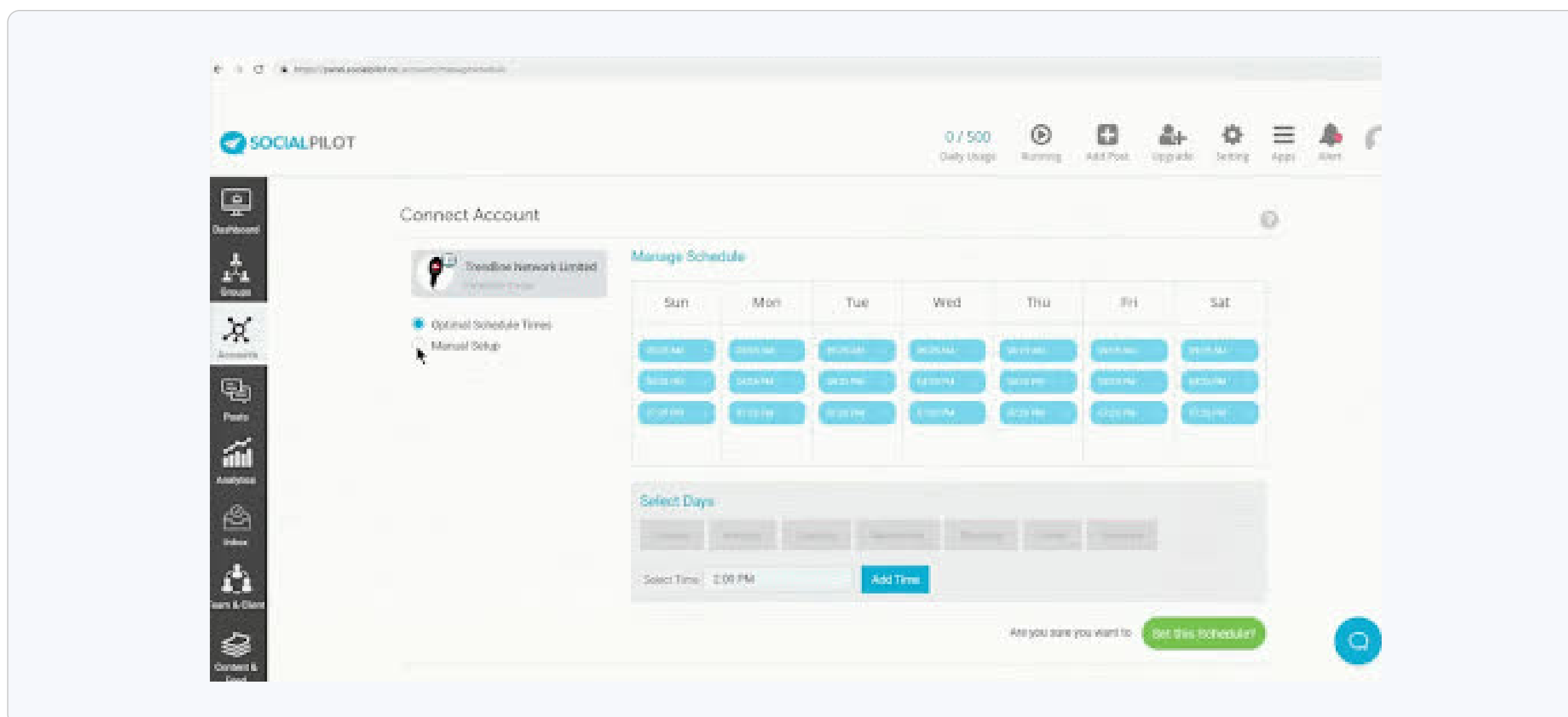
Welcome to SocialPilot. This walkthrough video will help you look at how SocialPilot works helping you plan, schedule, and publish your posts using advanced features. Saving you time so you can build your brand more efficiently.

### Step 1 Connecting Social Media Profiles



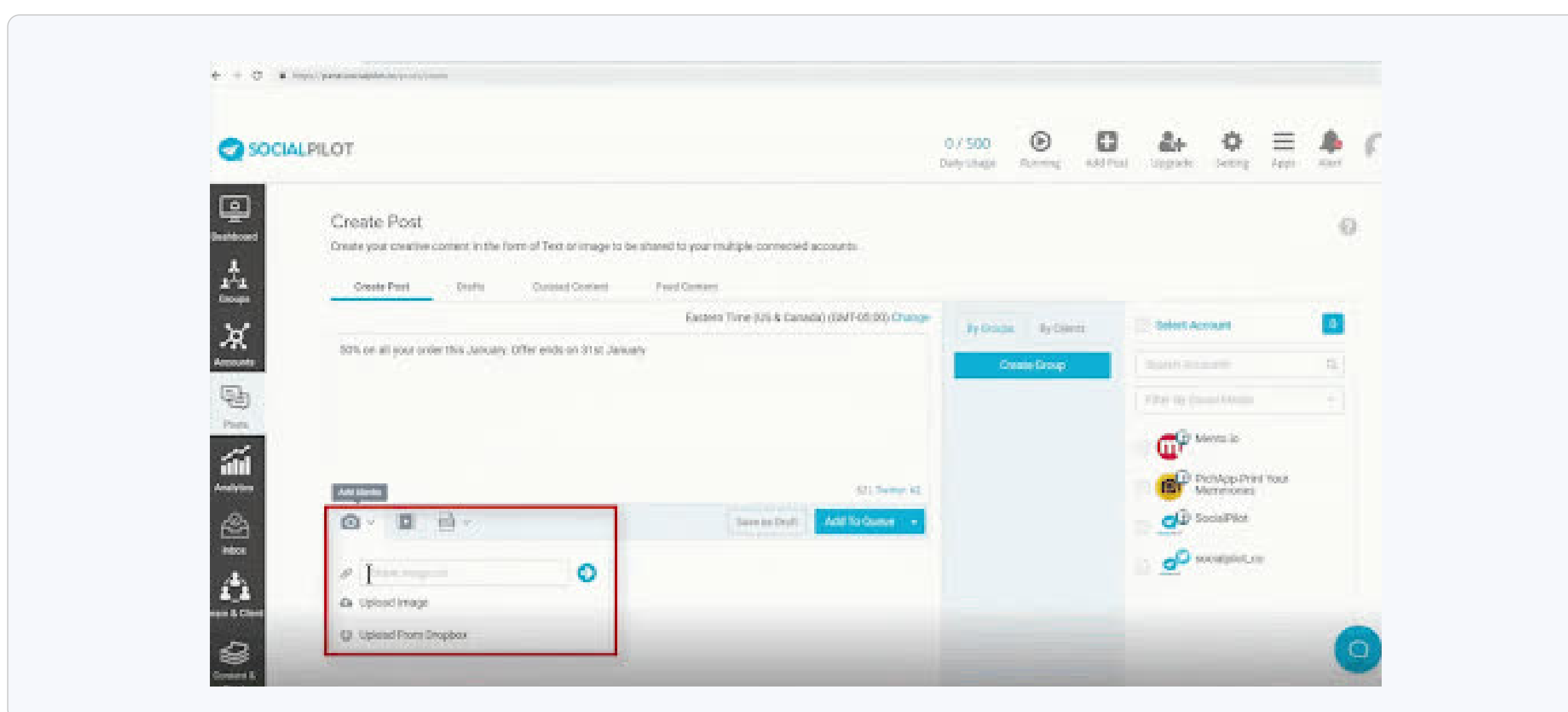
The first step to using SocialPilot is to connect your social media profiles so that you can manage your accounts. Click ACCOUNTS > CONNECT ACCOUNT to connect any of these profiles listed here. Once you click on the connect button, you will be redirected to the social media platform and be asked for authorization. Kindly accept all permissions to continue.

## Step 2 Set Up Posting Schedule



Now, let's set up posting schedules for your connected social accounts. Click on SET THIS SCHEDULE to set up these time slots or go for a manual setup as well. Your posting schedule will be ready.

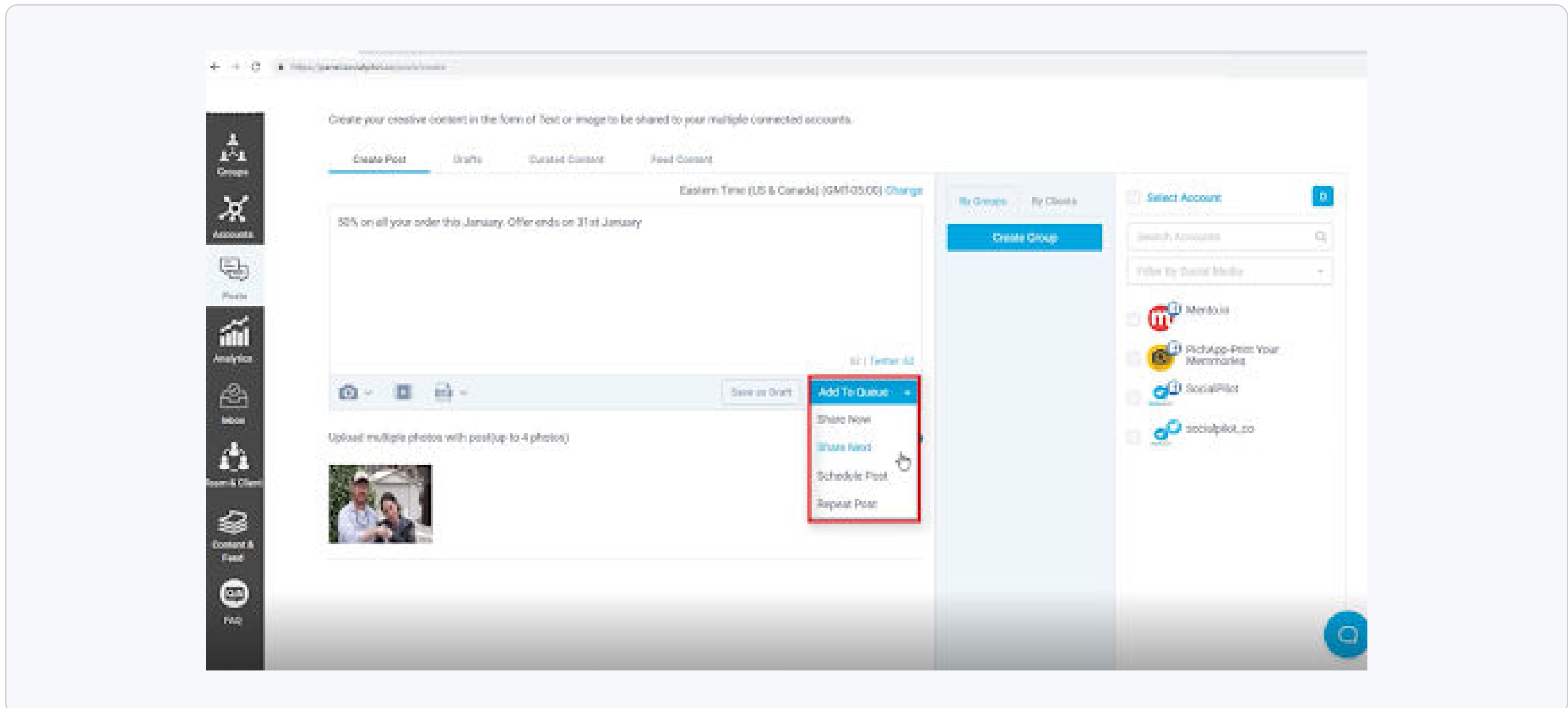
## Step 3 Creating Posts



As we have set up your posting schedule. Let's create a post for your connected social accounts. Posts can be made to individual social media accounts or to multiple accounts all at once.

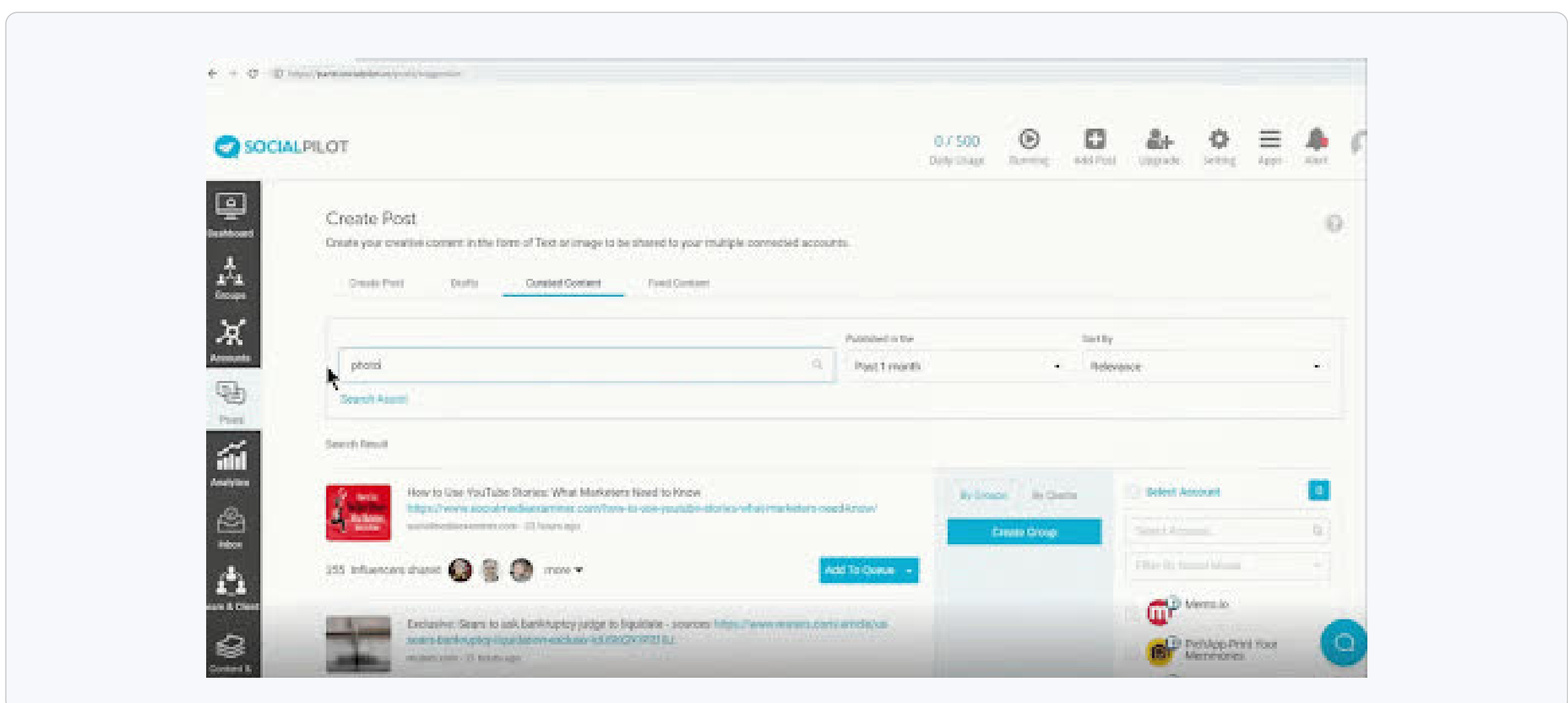
To create a new post, click POSTS > CREATE POST, you can add links, upload images and videos. Use GIFs to make your post interactive or save it as a draft for later use.

## Step 4 Scheduling Options



Click on the ADD TO QUEUE button or the drop down for other scheduling options when you are satisfied with your post.

## Step 5 Curated Content

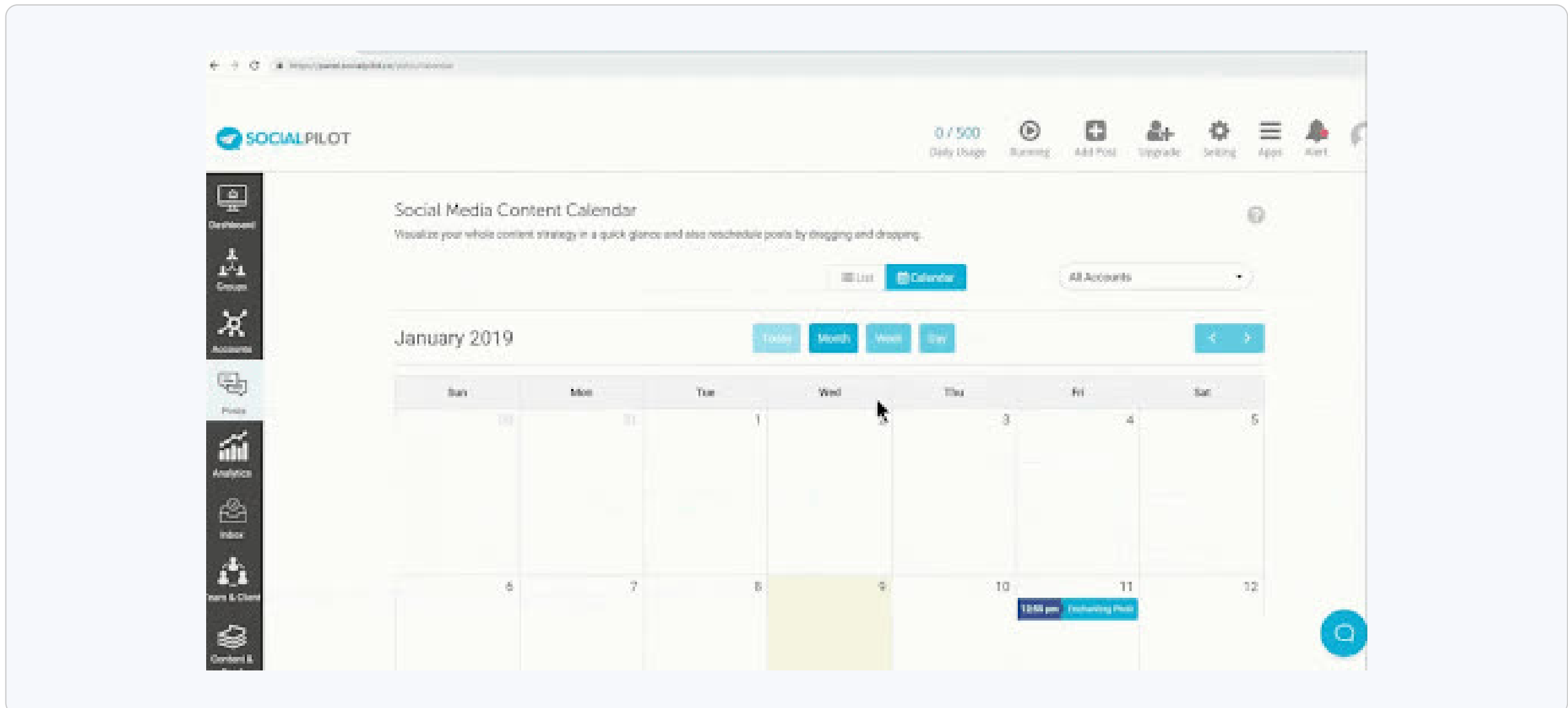


If you are out of post ideas and want fresh new content to be posted to your social accounts, you can find suggestions under the CURATED CONTENT TAB.

Click CONTENT AND FEED from the side panel and select CURATED CONTENT. Enter a keyword related to your content. And you'll have a list of suggested blogs right there on your SocialPilot account.

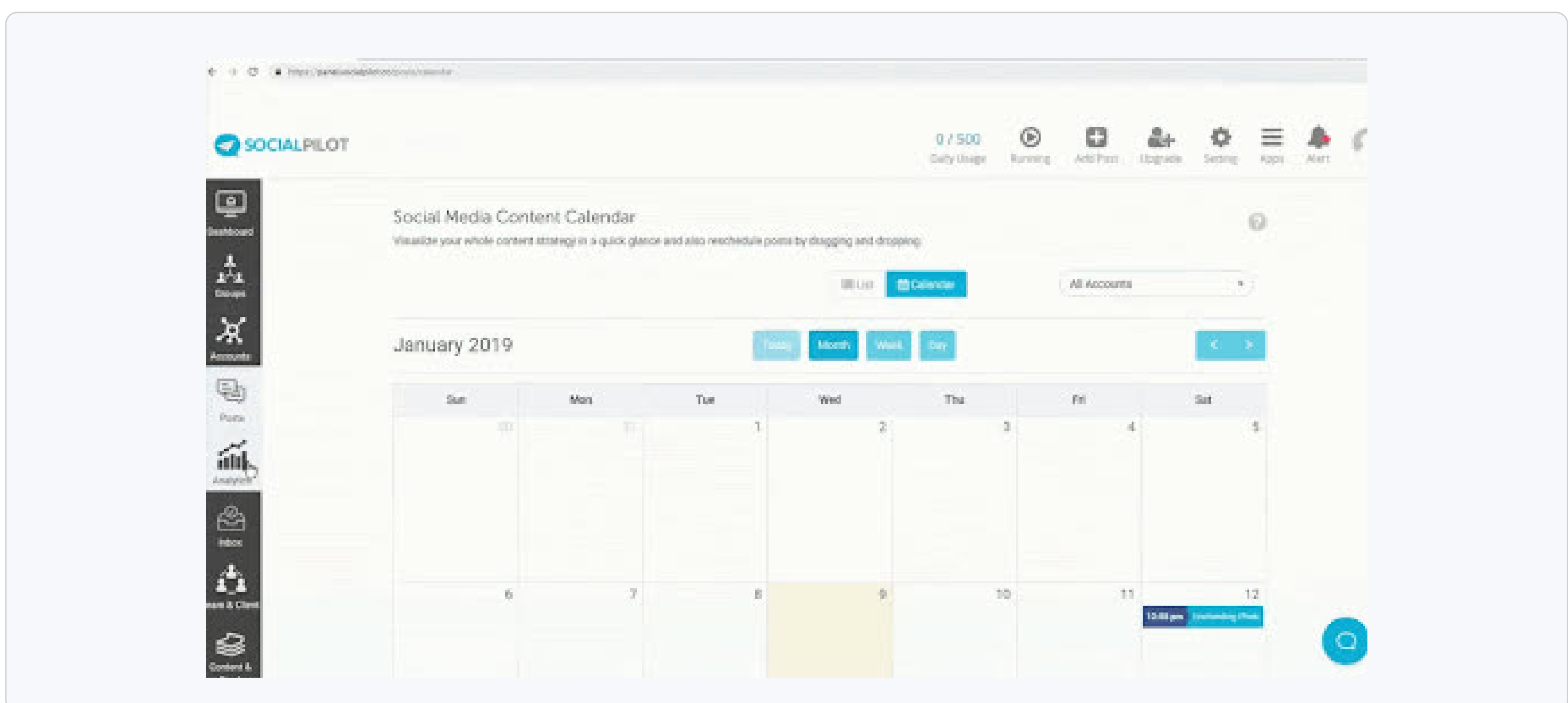


## Step 6 Viewing Your Calendar



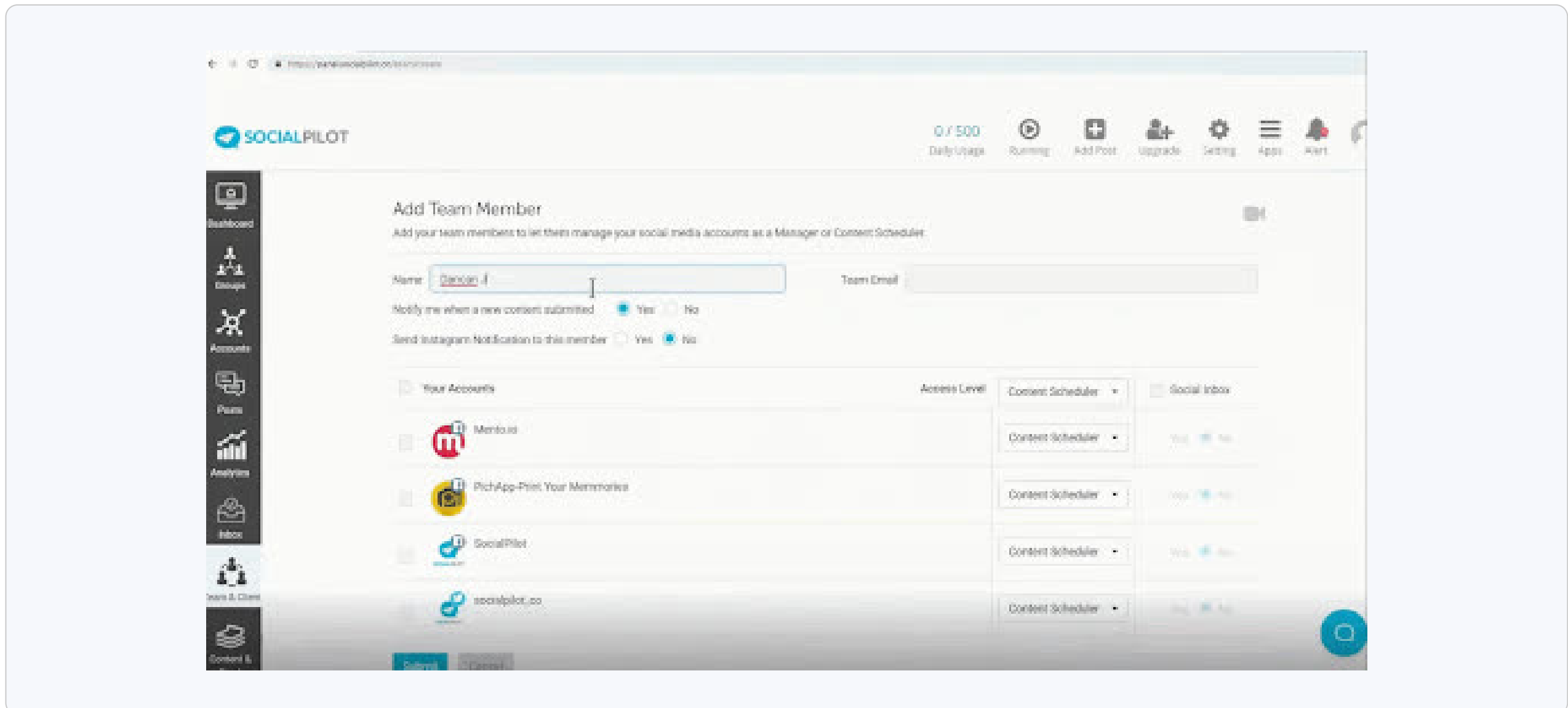
Now, let's visualize your posting queue with calendar. Click **POSTS > CALENDAR** to view your social media content calendar. You can view all of them in one quick glance. You can even drag and drop scheduled items onto the calendar to reschedule them. Amazing, isn't it?

## Step 7 Analytics



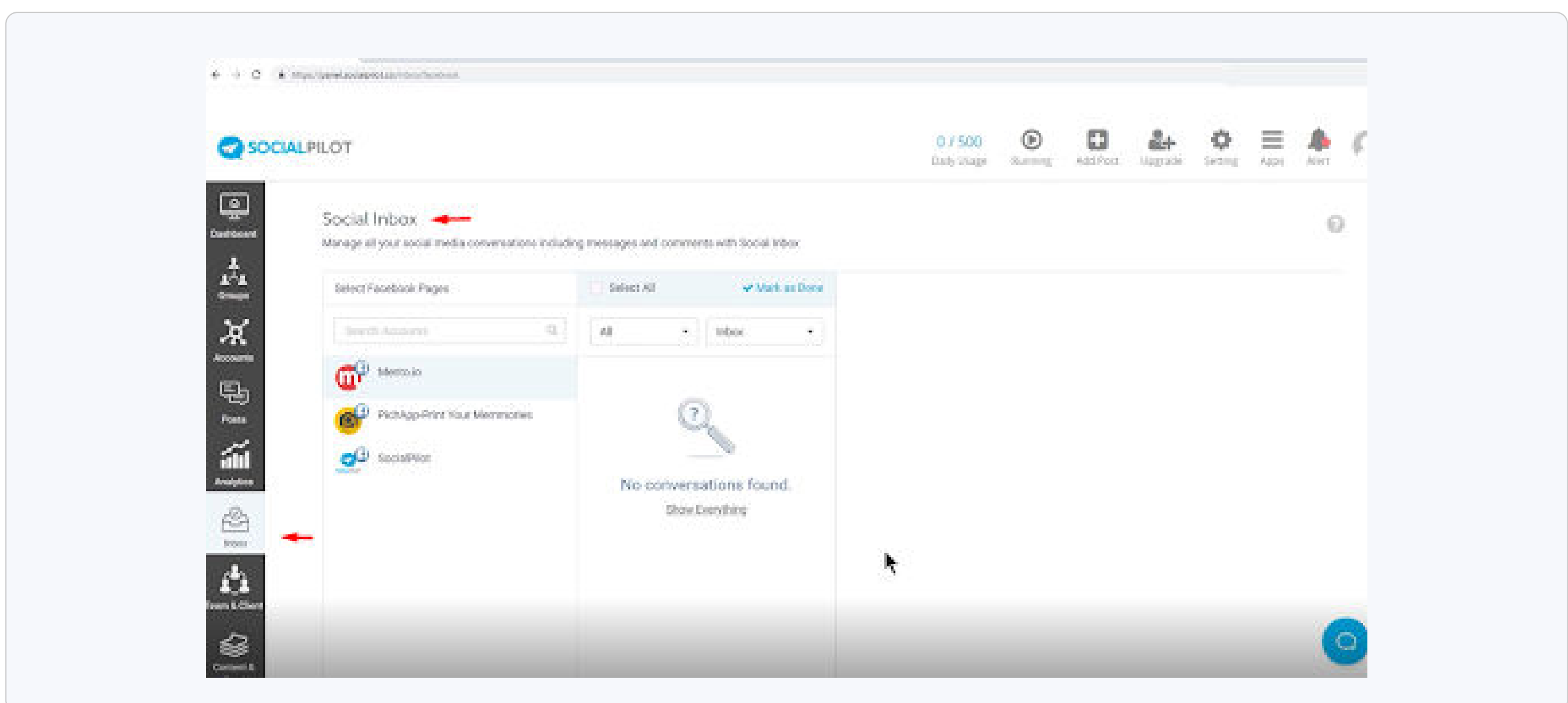
Wait, there's more. SocialPilot's analytics helps you take a deep dive into your social media data. Click **ANALYTICS** and select which social platform you want to view analytics for.

## Step 8 Collaborating



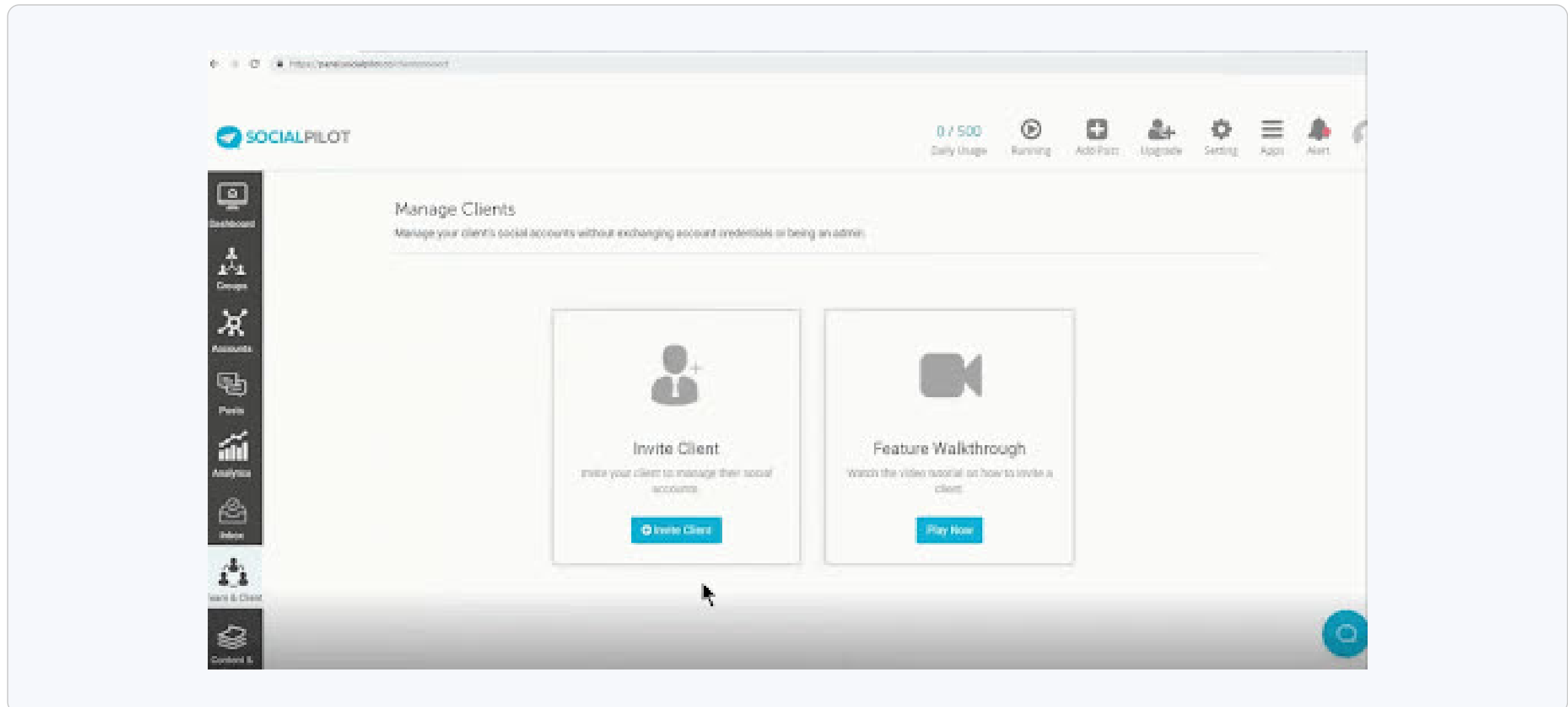
Never miss a deadline again, by collaborating with your team using SocialPilot, click TEAM AND CLIENT > ADD TEAM MEMBER. Let them create content for your selected social media accounts while you retain full control of post approvals.

## Step 9 Social Inbox



In addition to the features covered above, SocialPilot offers these additional features you can reply to and manage all messages, posts and comments on all your Facebook pages in one place using the SOCIAL INBOX.

## Step 10 Client Management



CLIENT MANAGEMENT helps you manage your client's social media profiles hassle free without the need for their credentials. You can share your blog posts automatically or manually to your connected social accounts by adding your blog's RSS feed into your SocialPilot account.

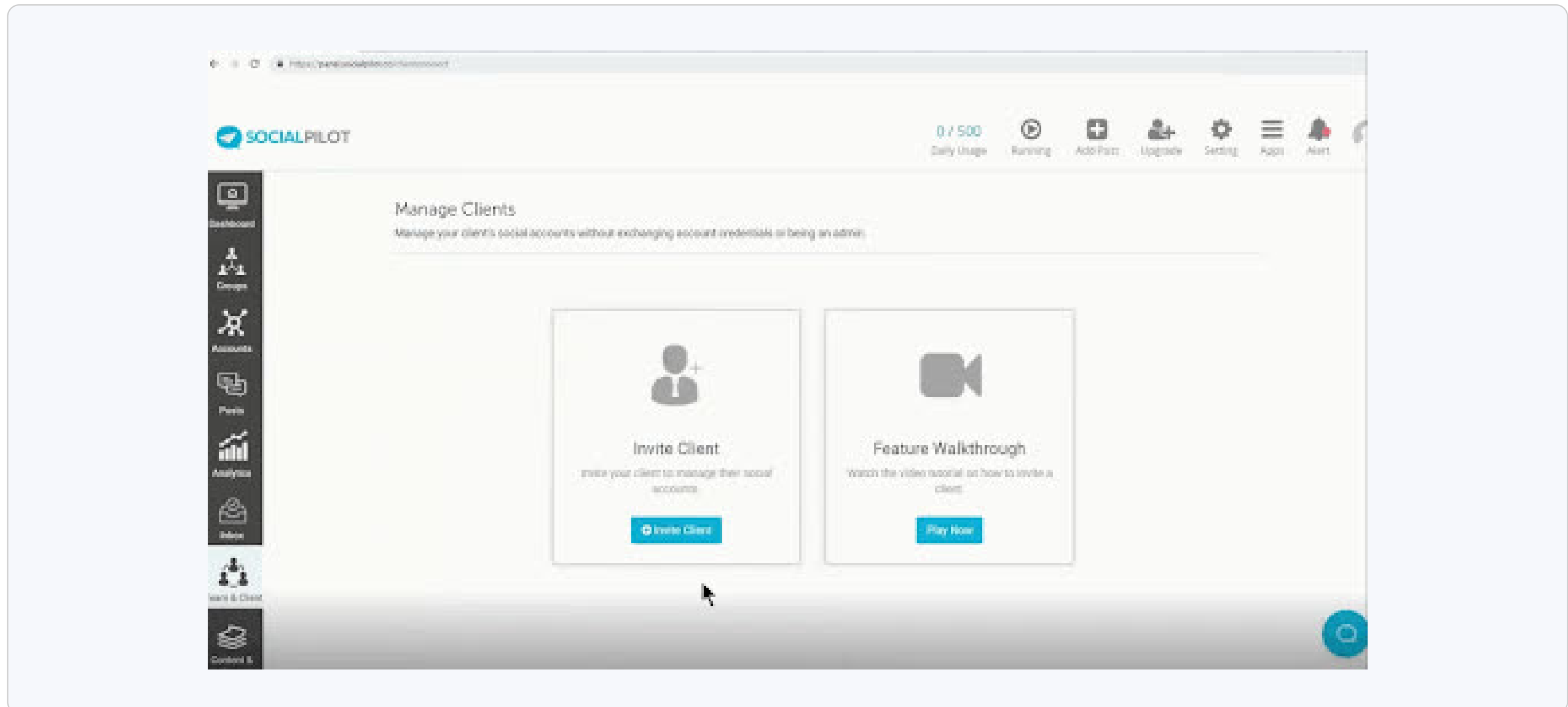
### Pros

- Simple, easy-to-use Dashboard
- Recent updates now let you schedule reports to your team & clients
- Offers all the needed tools and features for content posting on Social Media
- The Curated Content feature makes it easy to look for content to post within the app

### List of Integrations



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## List of Features

### Publishing

-  Social Media Scheduling
-  Social Media Calendar
-  Bulk Scheduling
-  Content Curation
-  RSS Feeds Automation
-  Browser Extension

### Collaboration

-  Client Management
-  Team Management

### Social Inbox

 Facebook Ads

 Analytics

 White Label Solutions

## Links

- Official YouTube Tutorial Playlist: [https://www.youtube.com/watch?v=r39NCdu8rXc&list=PLlcVQ\\_ZkkWVy78Z1Kmor\\_3ebBjwM1rFC9](https://www.youtube.com/watch?v=r39NCdu8rXc&list=PLlcVQ_ZkkWVy78Z1Kmor_3ebBjwM1rFC9)
- Official YouTube channel: <https://www.youtube.com/c/SocialpilotCo>
- Pricing: <https://www.socialpilot.co/plans>
- Video Tutorial link: [https://www.youtube.com/watch?v=dRPwwt0sF\\_8](https://www.youtube.com/watch?v=dRPwwt0sF_8)
- Video Tutorial Transcript:  
[https://docs.google.com/document/d/1Wxt8HR\\_RL7BgafReDzSBTap2egPAEyNYG5a6gRfkEho/edit?usp=sharing](https://docs.google.com/document/d/1Wxt8HR_RL7BgafReDzSBTap2egPAEyNYG5a6gRfkEho/edit?usp=sharing)

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↑ SCAN CALENDAR ↑

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