



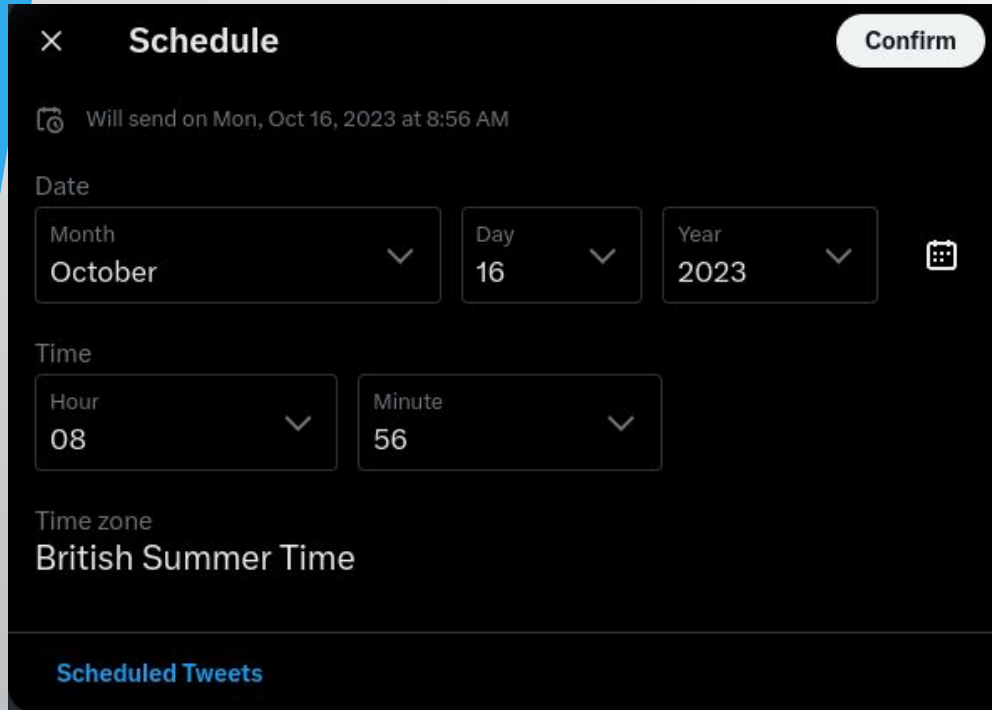
# Marketing Maintenance

# So you have a brand new marketing scheme... now what?

- This handy PowerPoint will allow you to continue with your new way of marketing way after your plan with Inclusive Support Hub has come to an end. It is full of handy tips and tricks to keep your business' marketing scheme easier to monitor, post and control.

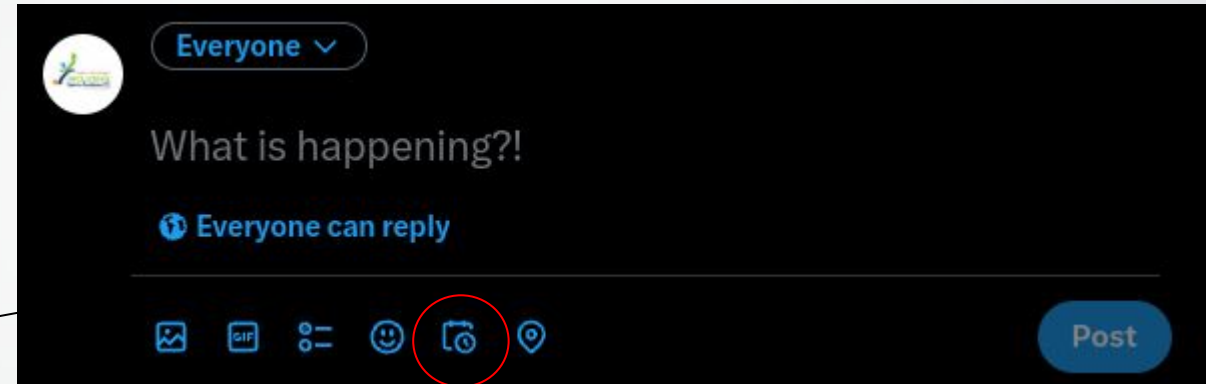
# Twitter 'X' Scheduling

Here you can insert when you want your tweet to go live!



This is where you can preview any scheduled tweets you have prepared to go live!

Construct your tweet how you normally would



Click on the calendar icon to insert when you would like the tweet to go live.

# Metasuite: What is it?

- Metasuite is essentially the Tweetdeck of Facebook and Instagram!
- Here you will be able to send out posts on both Facebook and Instagram pre-scheduled for whenever you would like.
- This is also where you will access and reply to all of your messages you receive on your business page.
- You can create your own ads to show others across Facebook from Metasuite!
- Here you can also access your analytics to see how your posts are doing, get a breakdown of your audience and how much reach your posts get.

# Metasuite

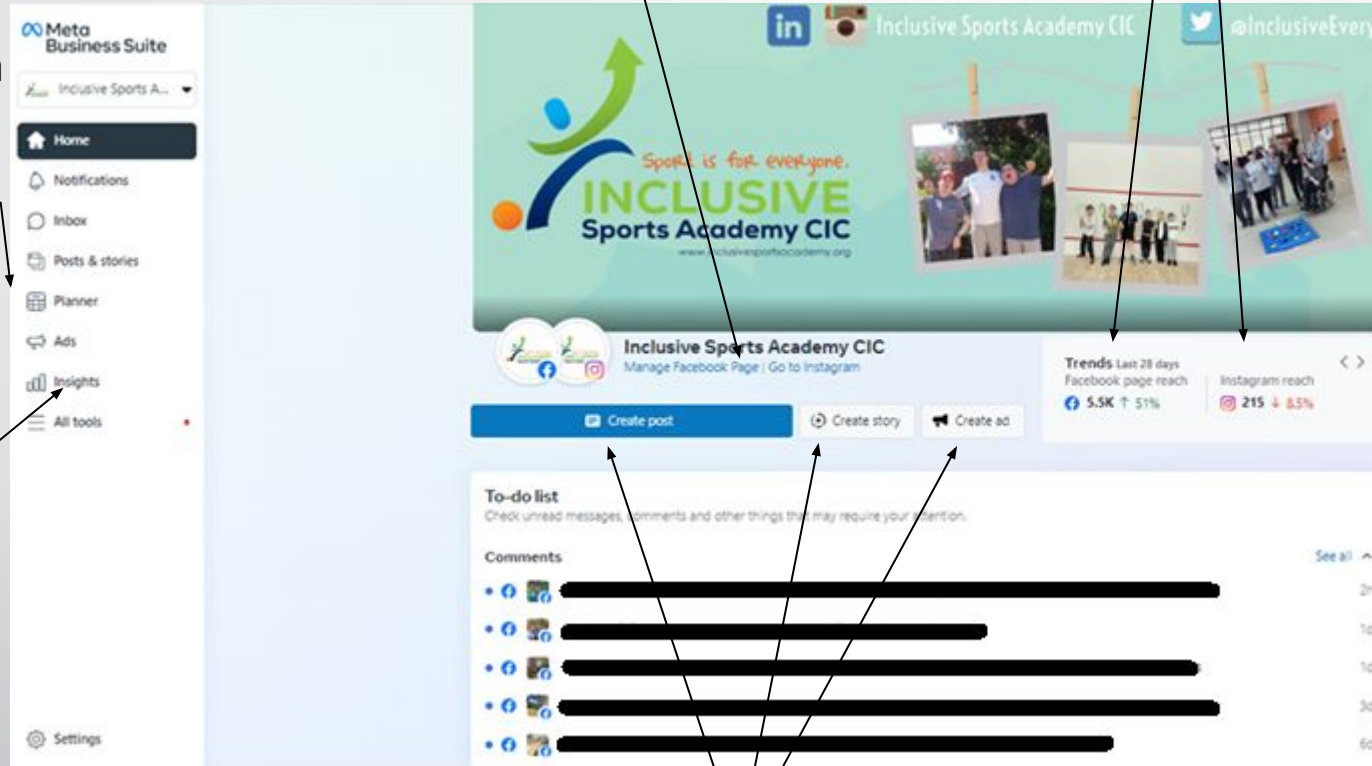
Here is your menu panel where you can pick and choose what you are after!

Here in insights you can view your Facebook and Instagram analytics.

Here it will show which accounts are connected to your Metasuite.

Here will tell you how many followers you have and what kind of reach you are getting on your posts.

Here several different things will show up, whether it is comments, messages, or other notifications.



Here you can out together either a story, post or ad to schedule to either Facebook or Instagram.

# Metasuite

Homepage

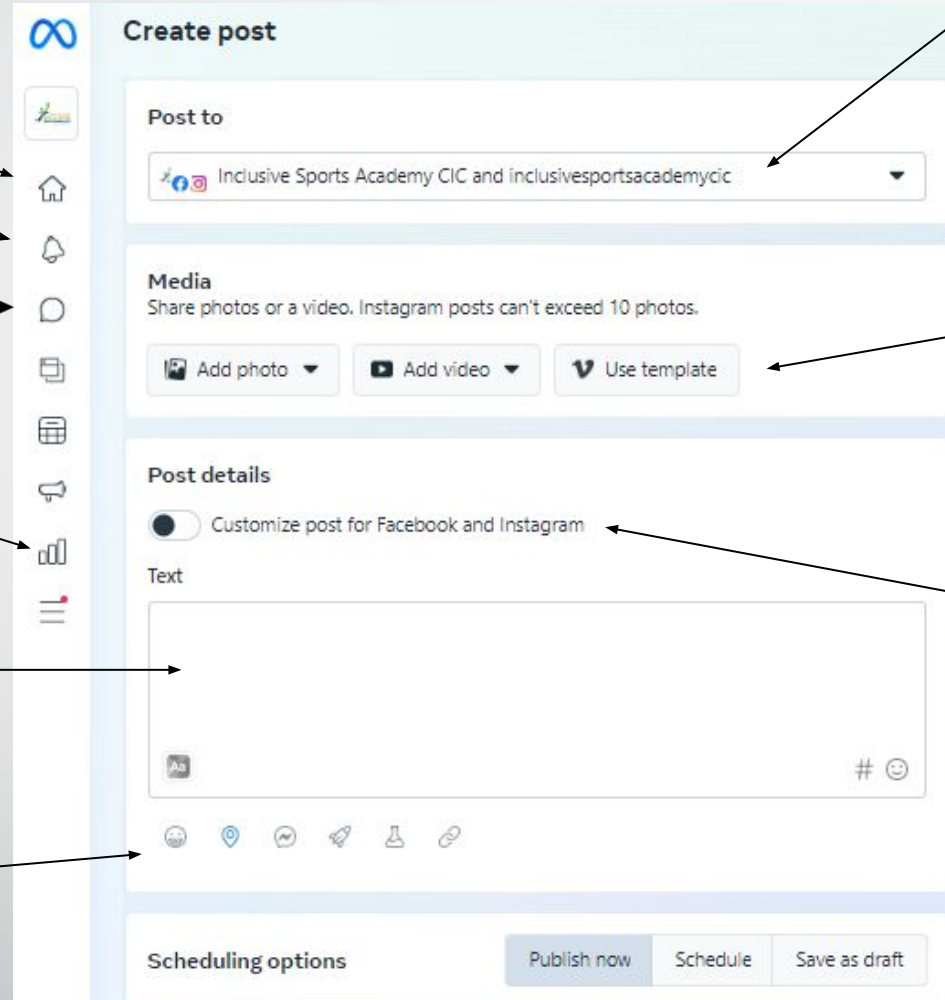
Notifications

Inboxes and messages

Insights to see all of your analytics

This is where you add the main bulk of the text!

Here you can add fun little features such as locations, links, and activities!



This is where you can select whether you want your post on Facebook, Instagram or both!

This is where you add your content to your posts!

Here you can decide if you would like the same content or change it up bit for either Facebook or Instagram- we would suggest customising each platform!

\*You will find this on your Metasuite homepage > create post

# Wix Maintenance

- If you didn't get a website created by us, or it was on a different platform then don't worry about this slide and click on to the next!
- However if you have had a Wix site set up with us and need help with maintenance or changing things- you don't have to be a website building professional to make amendments!
- If you need further guidance, we also provide a WIX maintenance presentation with all the information that you need.

# Canva

- To make your own graphics, Canva is the best platform to use for this! It is easy to use, and unless you would like access to premium aspects it is free for use!
- Canva can be used for online graphics, posters, business cards, booklets, leaflets, and much more.
- Canva includes copyright free imagery that you can use within your content. Please remember to NEVER take anything off Google and use it within your graphic promotion- this is illegal!
- You will get a tutorial on Canva with us as part of your ISH package, where you will be free to make notes and ask as many questions as you would like



# Scheduling – Our Tips!

- One of the most important aspects of running a successful social media is to make sure that it is kept up to date, with frequent postings. Having tools such as Metasuite and Tweetdeck will allow you to do this without taking up too much of your time. Here are our tips to make scheduling even easier:
- Whenever you curate content from any of your services such as pictures and videos, make a note and store them on a Google drive (or somewhere else safe!). This way, you will have a list of all the new content that hasn't been posted to your accounts yet. You can cross them off as you go!
- Print out a day by day calendar each month and note down all of the things you would like to post on each day- and stick to it! This will make scheduling across your platforms a lot quicker and easier!
- Take an hour or two at the beginning of each week and schedule seven days of content across all socials.
- Leave some gaps in your calendar for important things that might come up that you need to post... Try and refrain from posting multiple times a day, as it can urge people to unfollow you!