

Social Media tools for Alternative Lending for Mortgage Brokers

Automating your
social media posts



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How to automate your social media posts

Social media automation tools can be a very useful addition to your toolkit. They cannot replace the human side that you will still need to do (e.g. responding to posts and commenting on things) but they can allow you to:

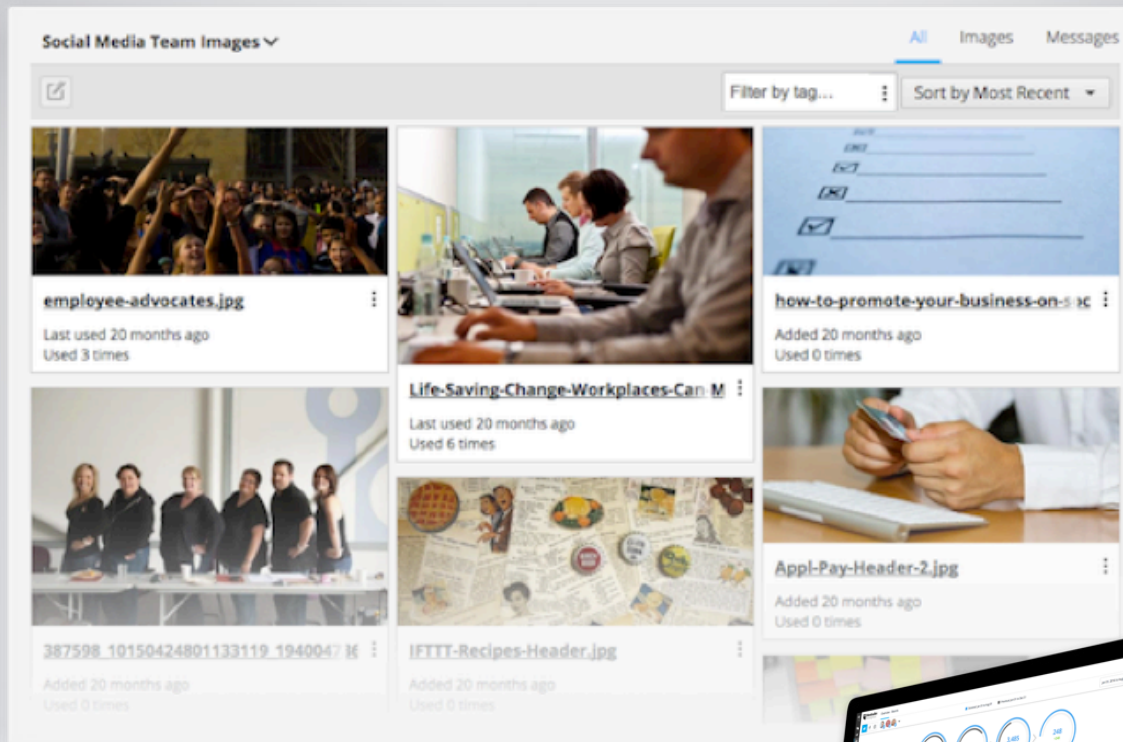
- **Manage all of your social media accounts in one place**
 - **Pre-schedule your social media posts**
 - **Ensure that you are posting consistently**
 - **Leverage older posts that perform well, so you don't have to be so reliant on always creating new content**
 - **Post content to multiple platforms**
 - **Track your results**
-

Automating social media marketing works in the same way as the software that many businesses automate with, like MailChimp, or Survey Monkey. You set up the content, channel, audience and timing requirements and then it all runs for you. You just need to:

- 1. Choose the right social media automation tools for you**
- 2. Pick the right times to schedule your posts (see page 5)**
- 3. Schedule time in your diary to stay engaged with real time conversation**

There are a lot of tools out there and while they have many features in common, each offers something a bit different. Here are two great social media management tools with free options that suit smaller business use.

This is one of the most popular automation tools out there. It allows you to create a dashboard of all your social platforms, create a content calendar, and instantly post or schedule good content from any webpage as you surf – without having to log in to your social accounts.



Their free plan includes:

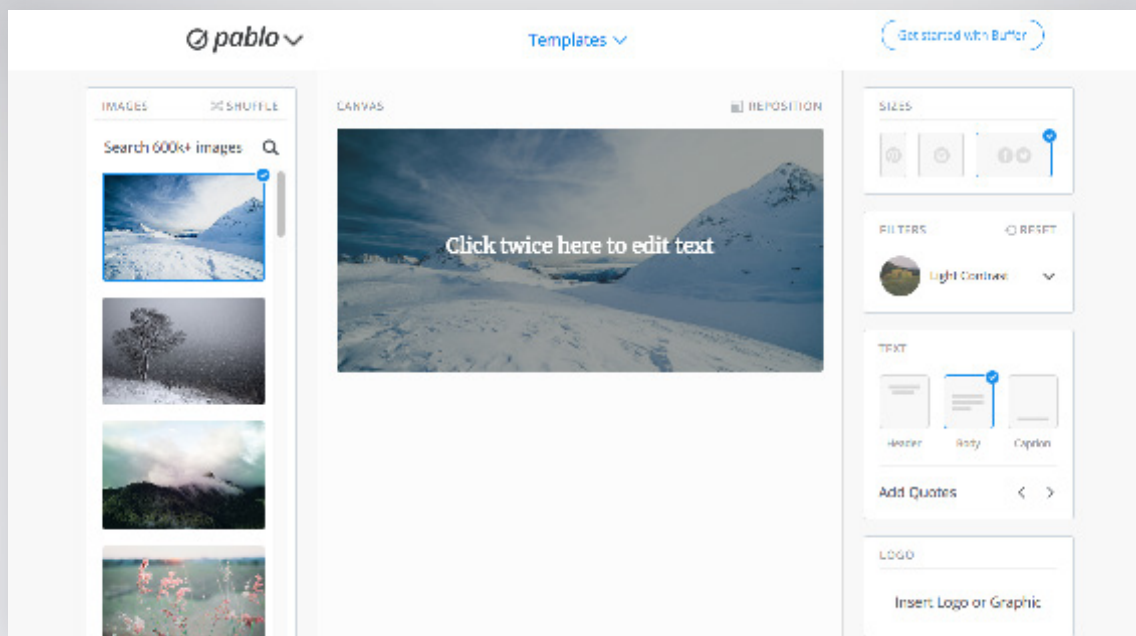
- **1 user**
- **Manage 3 social profiles in one place**
- **Schedule 30 posts in advance**

Their paid plans start at US\$19 a month and go up to customised plans for enterprise. The ones to check out are the US\$19 single user (which gives unlimited scheduled messages) and the US\$99 a month team plans – which allows 3 users and a good analytics dashboard.

You can see and compare all their plans [here](#).



Similar to Hootsuite, Buffer is another good tool with the great extra feature of their own Pablo image creator that lets you create and brand content from their library as well as online and they offer a video and gif uploader. They also provide automatic post scheduling.

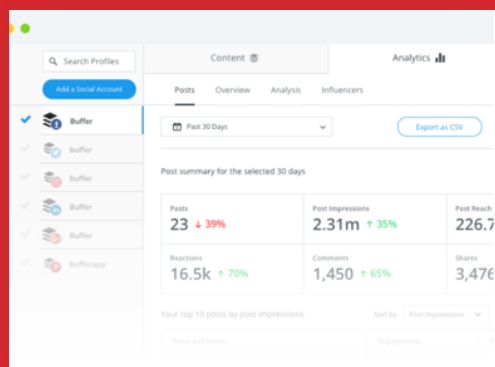


Their free plan includes:

- **Manage 3 social profiles**
- **Schedule up to 10 posts**
- **Access to Pablo and the video and gif uploader**

Their paid plans start at US\$15 a month (analytics basics and 100 posts) and go up to US\$399 (all the features on offer).

See their plans [here](#).



With paid plans for larger social activities, the other two of the top four tools are [Zoho Social](#) and [Social Sprout](#). Both offer interesting options with good resources and free trial periods.

Times to set up your posts

Each audience and each channel have different times that are better to post. There is no one rule to fit all but here is a quick reference that offers you a useful start point (adapted from previous work by [HubSpot](#), an inbound marketing software provider).

f Facebook

People use Facebook at work and at home, on mobile and desktop.

Best times to post:

12-1pm on Saturdays & Sundays
3-4pm on Wednesdays
1-4pm on Thursdays & Fridays

LinkedIn

LinkedIn is for professionals, and they tend to use it during working hours.

Best times to post:

7.30-8.30am, 12pm & 5-6pm on Tuesdays, Wednesdays & Thursdays
10-11am on Tuesdays

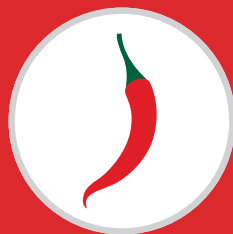
Twitter

Twitter is used at work and at home, usually during down times like commutes and breaks.

Best times to post:

12-1pm on Mondays through Fridays
5-6pm on Wednesdays

	S	M	T	W	T	F	S
f	12-1pm			3-4pm	1-4pm	1-4pm	12-1pm
in			7.30-8.30pm 10-12pm 5-6pm	7.30-8.30pm 12pm 5-6pm	7.30-8.30pm 12pm 5-6pm		
Twitter		12-3pm	12-3pm	12-3pm 5-6pm	12-3pm	12-3pm	



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