

1

Digital Marketing #2

# Social Media Management

Post Scheduling +  
Engagement Monitoring



Monday, April 27, 2026



5:30 PM – 8:30 PM (Zoom)



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# Agenda Overview



Foundations of Social Media Management



Hands-On with Hootsuite



Post Scheduling Best Practices + AI



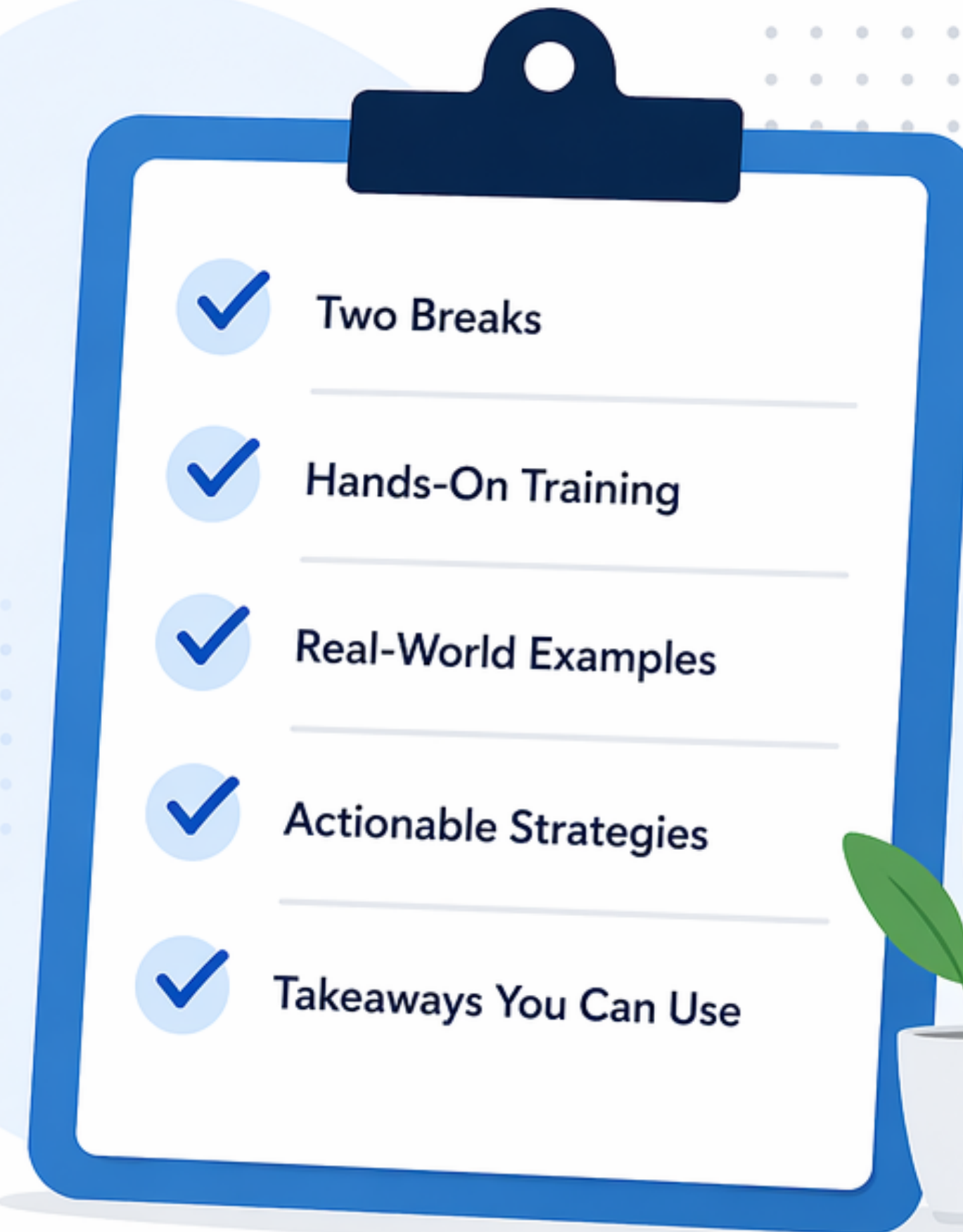
Engagement Monitoring & Response



SEO & Behavior Shifts Impact



Q&A + Next Steps



## Two Breaks:

6:55 – 7:05 PM and 8:05 – 8:15 PM



All sessions are held via **Zoom**



# 3

# Quick Recap – Session 1



## SEO Foundations

How search engines work and why SEO matters.



## Keyword Research

Finding the right keywords your audience is searching for.



## On-Page Optimization

Optimizing titles, headings, content, and meta tags.



## Content Creation

Creating helpful, relevant content that ranks and converts.



## Blog Strategy

Using blogs to drive traffic, build authority, and generate leads.



**Last Session, We Built the Foundation.**

Now it's time to put it into action with social media!



4

# Student Wins



Let's celebrate! 🎉

What worked well for you from your homework or first session?



Share a win you're proud of!



What's one thing that made progress for you?



Share 2–3 wins in the chat!



5



# Challenges

Where did you get stuck?



What didn't work?



What was confusing?



What do you need more help with?



Let's solve them together!



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6

# Why Social Media Still Matters

Social media is more than likes and shares—it's a powerful driver of business growth and SEO success.



## Traffic Driver

Social platforms send valuable, targeted traffic to your website and content.



## Brand Authority

Consistent presence builds trust, recognition, and authority in your industry.



## Engagement & Reach

Engagement boosts visibility, increases reach, and strengthens relationships.



## Indirect SEO Signals

Shares, mentions, and engagement contribute to SEO by increasing brand visibility and backlinks.



## Bottom Line:

A strong social media strategy fuels brand growth, engagement, and SEO performance.



# 7

# Social + SEO Connection



## Content Distribution

Social media helps amplify your content, getting it in front of more people.



## Backlinks via Sharing

Great content shared on social can earn backlinks from blogs, news, and websites.



## Engagement = Visibility

Likes, shares, and comments increase visibility, helping you reach a wider audience.



## Stronger Signals

Social activity sends positive signals to search engines about your brand's relevance and authority.

### BACKLINKS VIA SHARING

Earn backlinks through shares and mentions.



### ENGAGEMENT = VISIBILITY

More engagement leads to greater reach and brand exposure.

### STRONGER SIGNALS

Positive social signals can improve SEO performance.



### CONTENT DISTRIBUTION

Share content across social platforms.



### Key Takeaway:

Social media doesn't directly impact rankings, but it powerfully supports your SEO success.



# Platform Overview



Instagram



Facebook



LinkedIn



TikTok



X  
(Twitter)



YouTube

# Platform Strengths



**Instagram**



Visual + Reels



**LinkedIn**



B2B authority



**TikTok**



Discovery engine



**YouTube**



Long-term SEO



# Choosing the Right Platforms



Where your audience is



Time vs ROI



Don't try to be everywhere

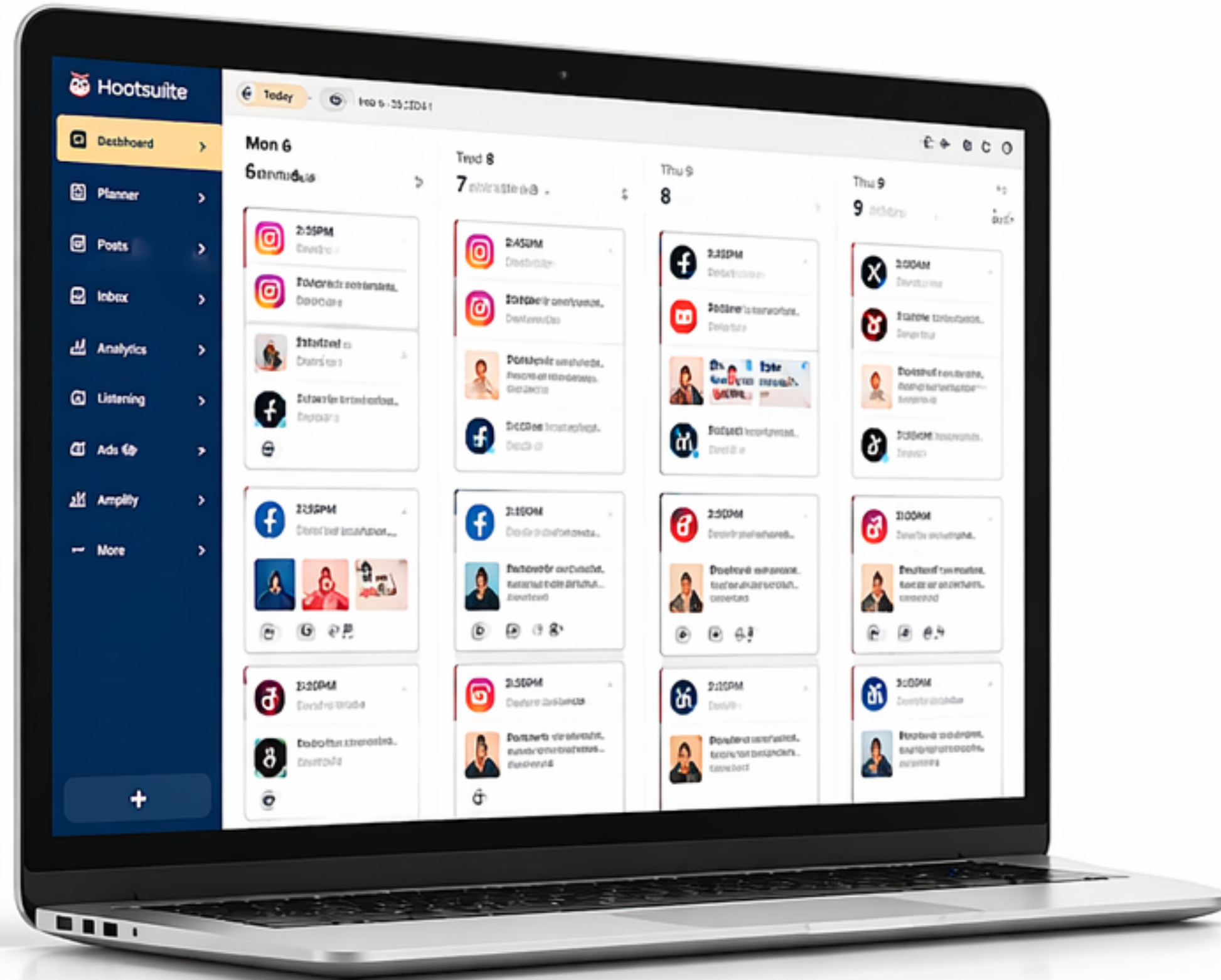


Don't try to be everywhere.



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# Intro to Hootsuite



## What it does

Hootsuite is a social media management platform that helps you:

- ✓ Schedule and publish posts
- ✓ Manage all your social accounts in one place
- ✓ Monitor conversations and messages
- ✓ Track performance with analytics



## Why use it vs manual posting

- ✓ Saves time and increases productivity
- ✓ Post consistently across platforms
- ✓ Plan ahead with a content calendar
- ✓ Better insights and reporting
- ✓ Collaborate easily with your team

# Dashboard Overview

Your command center for managing and growing your social presence.



## Streams

Monitor conversations, messages, mentions, and activity across all your connected social accounts in real time.



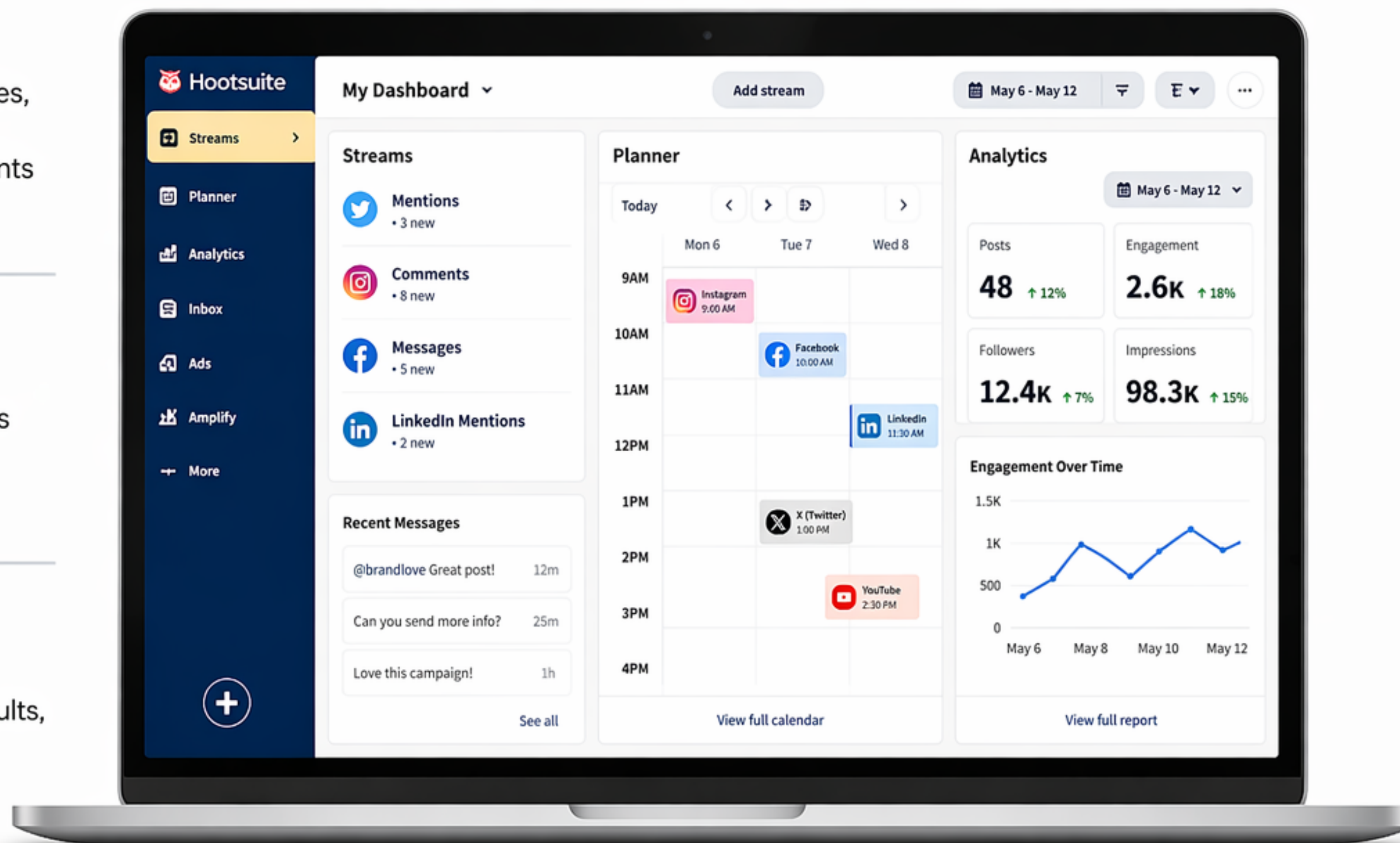
## Planner

Plan, create, and schedule posts across all your platforms with a visual content calendar.



## Analytics


Track performance, measure results, and get actionable insights to improve your social strategy.




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# Connecting Social Accounts


Step-by-step walkthrough

- 1**  **Go to Account Settings**  
Click on your profile icon in the bottom left corner and select Account Settings.


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- 2**  **Select Social Accounts**  
In the left menu, click on Social Accounts.


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- 3**  **Click Add Social Account**  
Click the Add Social Account button.


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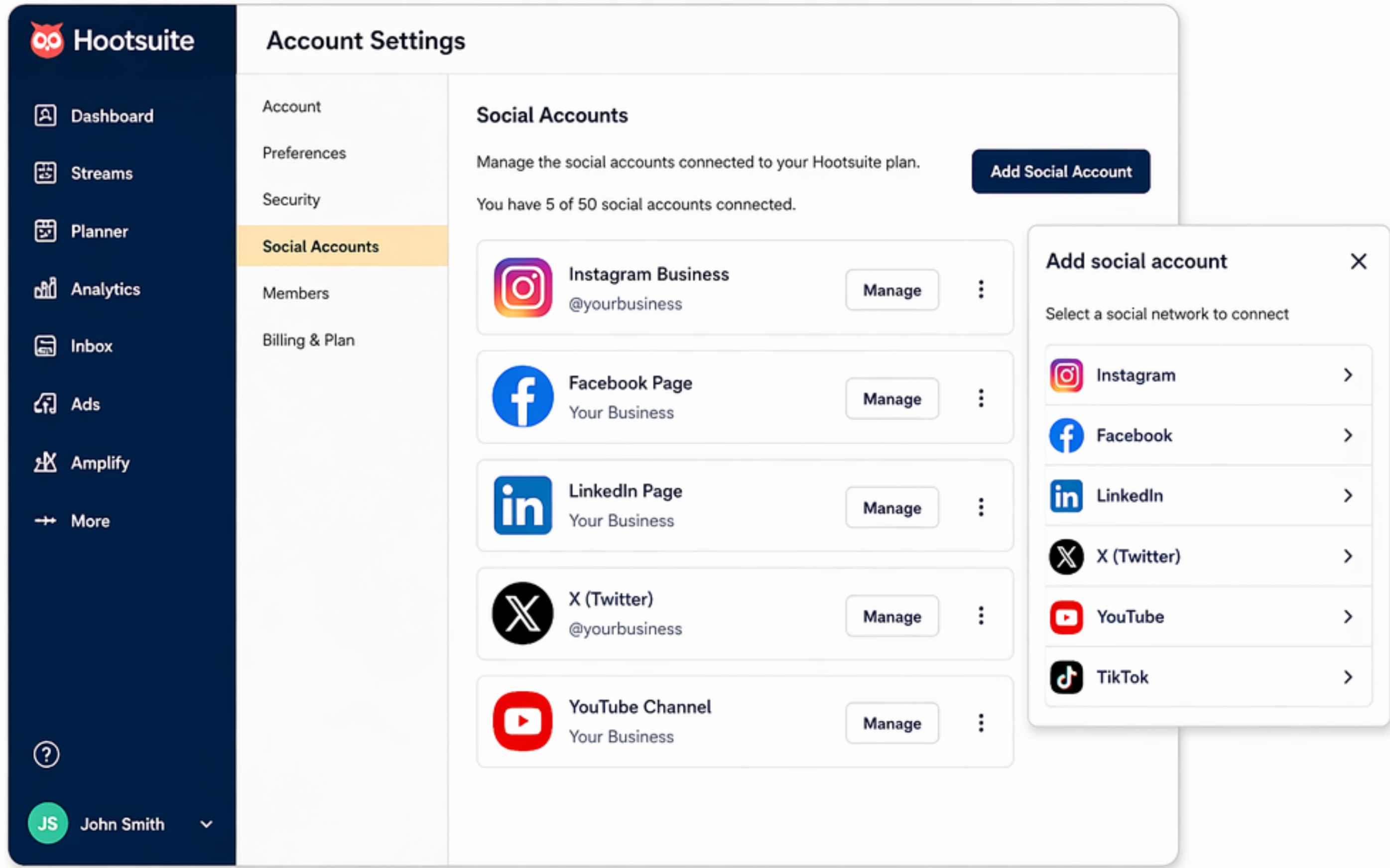
- 4**  **Choose Your Platform**  
Select the social network you want to connect.

---

- 5**  **Authorize & Connect**  
Log in to your social account, authorize Hootsuite, and click Connect.

---

- 6**  **You're Connected!**  
Your account will now appear in your Social Accounts list.



The screenshot shows the Hootsuite interface. On the left is a dark sidebar with navigation options: Dashboard, Streams, Planner, Analytics, Inbox, Ads, Amplify, and More. The main content area is titled 'Account Settings' and has a sub-section for 'Social Accounts'. Under 'Social Accounts', there is a list of connected accounts: Instagram Business (@yourbusiness), Facebook Page (Your Business), LinkedIn Page (Your Business), X (Twitter) (@yourbusiness), and YouTube Channel (Your Business). Each entry has a 'Manage' button and a three-dot menu icon. A dark blue 'Add Social Account' button is located in the top right of the Social Accounts section. An 'Add social account' modal is open, showing a list of social networks to connect to: Instagram, Facebook, LinkedIn, X (Twitter), YouTube, and TikTok. Each network has a right-pointing arrow.

# Creating a Content Calendar

Plan ahead. Stay consistent. Save time.



## Weekly vs Monthly Planning



### Weekly Planning

- Agile and flexible
- Ideal for quick changes and timely content
- Great for short-term campaigns and promotions



### Monthly Planning

- Big-picture view
- Aligns content with goals and campaigns
- Helps maintain consistency and balance



## Themes: Keep Your Content Balanced



### Education

Share tips, how-tos, and valuable insights.



### Promotion

Highlight offers, products, services, and updates.



### Engagement

Ask questions, run polls, share stories, build community.

May 2024		Week		Month		< > Today	
	Mon 6	Tue 7	Wed 8	Thu 9	Fri 10	Sat 11	Sun 12
9 AM	Education 9:00 AM	Engagement 9:00 AM	Education 9:00 AM	Promotion 9:00 AM	Engagement 9:00 AM		
12 PM		Engagement 12:00 PM	Promotion 12:00 PM	Education 12:00 PM	Education 12:00 PM		
3 PM	Promotion 3:00 PM	Education 3:00 PM		Engagement 3:00 PM	Engagement 3:00 PM		
6 PM	Engagement 6:00 PM	Education 6:00 PM	Engagement 6:00 PM	Promotion 6:00 PM		Education 6:00 PM	



# Bulk Scheduling Posts

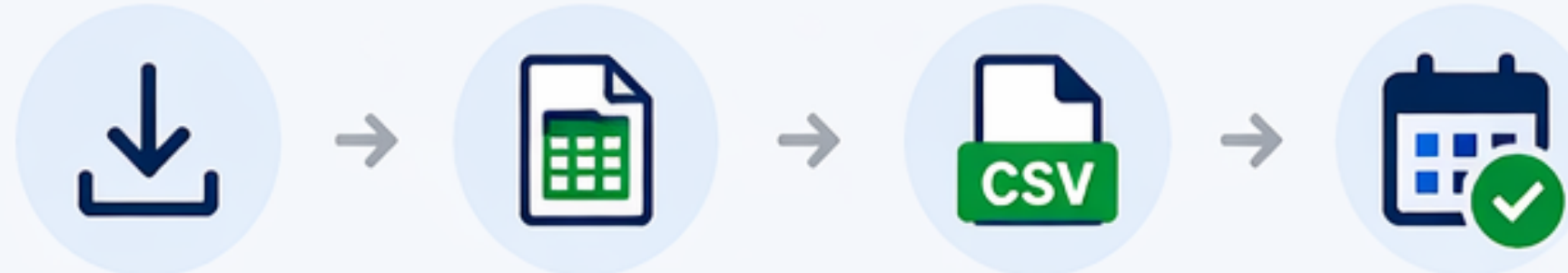
Schedule multiple posts at once and save valuable time.



## CSV Upload

Upload a CSV file to schedule multiple posts across your social channels.

### How it works



- 1 Download our CSV template
- 2 Fill in your content details
- 3 Upload your CSV file
- 4 Review and schedule

 Supported formats: CSV (UTF-8) | Max 500 posts per upload



## Time-Saving Tips

- ✓ **Schedule in bulk**  
Plan and upload weeks (or months) of content in just a few minutes.
- ✓ **Plan ahead**  
Build your content calendar in advance and stay organized.
- ✓ **Stay consistent**  
Keep your posting schedule steady across all platforms.

# Post Approval Workflow

Collaborate with your team or clients to ensure every post is on-brand and error-free.



**Great for Teams & Clients**

- ✓ Keep everyone in the loop
- ✓ Maintain brand consistency
- ✓ Clear roles and accountability

**Avoid Mistakes**

- ✓ Catch errors before publishing
- ✓ Ensure accurate messaging
- ✓ Protect your brand reputation

**Pro Tip:** Use comments and @mentions in Hootsuite to provide clear feedback and speed up approvals.

# Student Activity

Follow these 3 simple steps to get hands-on with Hootsuite.

1



## Log into Hootsuite

Go to [hootsuite.com](https://hootsuite.com) and log in with your account.



**Tip:** Use the account provided by your instructor or your own free account.

2



## Connect 1 Account

Navigate to Account Settings > Social Accounts and connect one social media account.



**Goal:** Successfully connect one social profile.

3



## Create 1 Scheduled Post

Create a new post, choose a date and time, and schedule it.



**Tip:** Try adding text, an image, and a relevant hashtag.



**Objective:** Get familiar with the basics of Hootsuite by completing these 3 actions.

# BREAK #1



**Minutes**



**Take a short break.**  
Recharge, relax, and  
we'll be right back!



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# Why AI for Social Media

Work smarter, create better, and grow faster.



## Speed

AI helps you create, plan, and respond faster.

- ✓ Generate content in seconds
- ✓ Automate repetitive tasks
- ✓ Get more done in less time



## Consistency

Maintain a steady brand presence across all channels.

- ✓ Stay on-brand every time
- ✓ Keep a regular posting schedule
- ✓ Build trust with your audience



## Creativity Boost

AI sparks ideas and helps you create engaging content.

- ✓ Get fresh content ideas
- ✓ Improve captions and messaging
- ✓ Create more engaging posts



**AI is your co-pilot,** so you can focus on strategy, connection, and growth.



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# AI Content Examples

Let AI help you create better content, faster.



## Captions

Engaging, on-brand copy in seconds.

### EXAMPLE

“ Small steps today, big results tomorrow. Keep pushing forward! 💪

- ✓ Tailored to your brand tone
- ✓ Short, engaging, and clear
- ✓ Saves time and sparks ideas



## Hashtags

Discover trending and relevant tags automatically.

### EXAMPLE

#DigitalMarketing #SmallBusiness  
#ContentCreation #SocialMediaTips  
#GrowYourBrand #MarketingStrategy

- ✓ AI finds relevant & trending tags
- ✓ Increase reach and visibility
- ✓ Stay ahead of trends



## Hooks

Grab attention in the first 3 seconds.

### EXAMPLE

“ Want more engagement? Try this one simple trick that changes everything. 👁️

- ✓ Designed to stop the scroll
- ✓ Increase engagement
- ✓ Perfect for Reels, Shorts & posts



**Pro Tip:** Review and tweak AI suggestions to match your unique voice and audience.



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# AI Prompt Example

Use clear prompts to get better, more relevant results from AI.



## “Write a caption for...”

Get engaging, on-brand captions for your posts.

### Example Prompt

“Write a caption for a Facebook post about our new summer collection.”

### AI Output Example

✓ “Our new summer collection is here! Light, bright, and made for sunny days. Shop now and refresh your style!” ☀️



## “Generate 10 hashtags for...”

Find trending and relevant hashtags instantly.

### Example Prompt

“Generate 10 hashtags for a post about fitness motivation.”

### AI Output Example

✓ #FitnessMotivation #StayStrong #HealthyLifestyle  
#WorkoutGoals #NoExcuses #FitLife  
#TrainHard #MindOverMatter #StrongerEveryDay  
#BelieveInYourself



**Tip:** Be specific about the topic, tone, and audience for the best results.

# Best Posting Times

Post when your audience is most active for maximum reach and engagement.

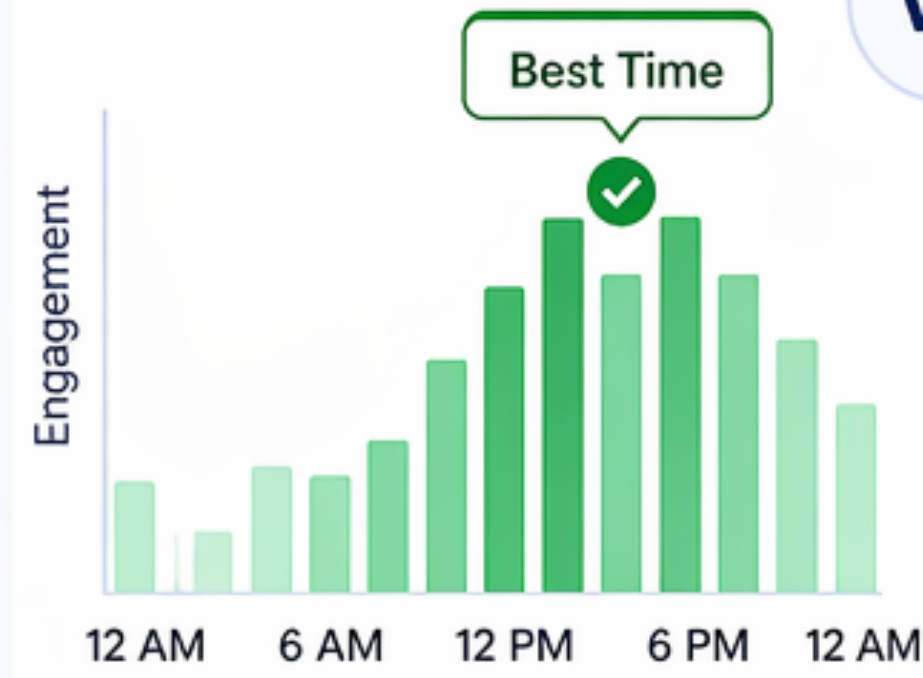


## Data vs Guessing

Data-driven timing gets better results.

### DATA-DRIVEN

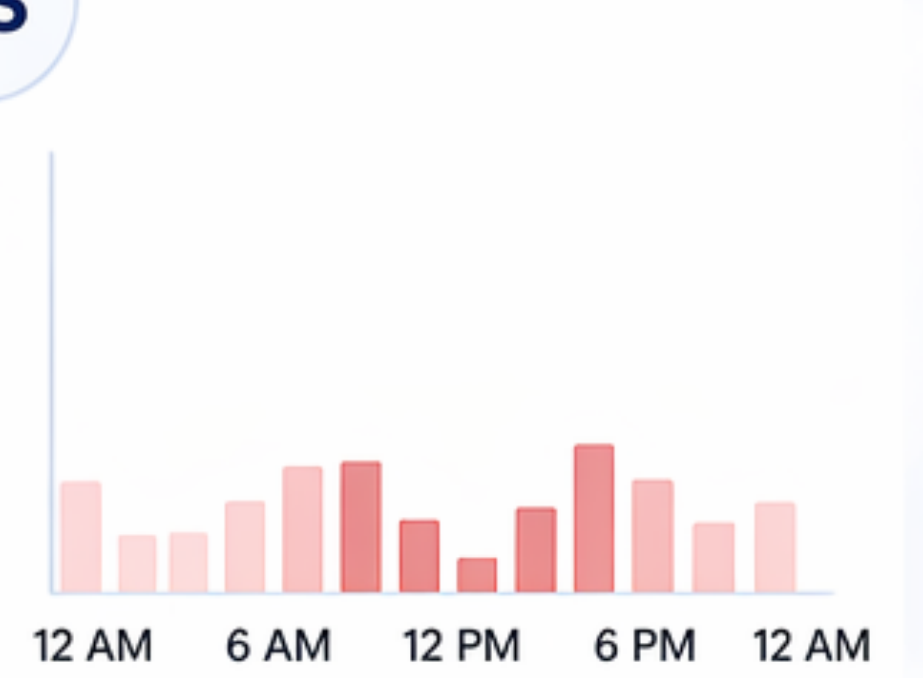
- ✓ Reach more people.
- Get more engagement.
- Grow faster.



VS

### GUESSING

- ✗ Lower reach.
- Less engagement.
- Missed opportunities.



## Platform-Specific Timing

Every platform has its prime time.

	BEST DAYS	BEST TIMES (LOCAL TIME)
Facebook	Tue – Thu	1 PM – 3 PM
Instagram	Mon – Thu	11 AM – 1 PM
LinkedIn	Tue – Thu	8 AM – 10 AM
X (Twitter)	Mon – Thu	9 AM – 11 AM
TikTok	Fri – Sun	6 PM – 10 PM










**Pro Tip:** Use analytics in Hootsuite to find your audience's most active times and schedule smarter.





# AI-Optimized Content Calendar

Plan smarter. Post consistently. Get better results.

 **EXAMPLE WEEK**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
 <p><b>EDUCATIONAL</b></p> <p>Share knowledge, tips, or how-to content.</p> <hr/> <p><b>Goal:</b> Build trust and add value.</p>	 <p>Behind-the-scenes or team content.</p> <hr/> <p><b>Goal:</b> Show your brand personality.</p>	 <p><b>ENGAGEMENT</b></p> <p>Ask questions, polls, or encourage comments.</p> <hr/> <p><b>Goal:</b> Boost interaction and reach.</p>	 <p>Share visuals, stories, or user generated content.</p> <hr/> <p><b>Goal:</b> Increase visibility and connection.</p>	 <p><b>OFFER</b></p> <p>Promote offers, discounts, or special announcements.</p> <hr/> <p><b>Goal:</b> Drive action and conversions.</p>	 <p>Fun, relatable, or entertainment content.</p> <hr/> <p><b>Goal:</b> Keep your audience engaged.</p>	 <p>Recap the week or share valuable resources.</p> <hr/> <p><b>Goal:</b> Stay top of mind and build loyalty.</p>

 **Pro Tip:** Use AI to generate ideas, captions, hashtags, and best posting times for each content type. 

# Real-World Example

Before vs AI-optimized content


**BEFORE**

### Traditional Content Approach

Inconsistent posting, generic content, low engagement.

**My Business**  
May 5 at 2:15 PM - 🌐

Check out our products.



Like Comment Share

- Irregular Posting**  
No clear schedule
- Low Engagement**  
Few likes, comments, and shares
- Limited Reach**  
Content not optimized for audience or timing
- No Clear Strategy**  
Posting without a goal or plan

Reach	Engagement Rate	Comments	Conversions
1.2K	1.1%	8	3

VS


**AFTER (AI-OPTIMIZED)**

### AI-Optimized Content Approach

Strategic posting, engaging content, higher results.

**My Business**  
May 5 at 11:30 AM - 🌐

Struggling with dry skin? 💧  
Our ultra-hydrating formula is made for you. Glow starts here. ✨  
Shop now and love your skin!  
#Skincare #GlowUp #SelfCare



Like Comment Share

- Consistent Schedule**  
Posted at optimal times
- High Engagement**  
More likes, comments, and shares
- Greater Reach**  
AI-optimized content and hashtags
- Clear Strategy**  
Educational, engaging, and offer-driven content

Reach	Engagement Rate	Comments	Conversions
18.6K ↑	6.8% ↑	142 ↑	48 ↑

★ **Key Takeaway:** AI helps you create the right content, for the right audience, at the right time.

# Student Exercise

Let's put what you've learned into action!

## 1 Write 1 AI-generated post

Use AI to create a social media post for your brand, business, or passion.



### AI Prompt Example

"Write a social media post for a fitness brand promoting a 7-day challenge."



Placeholder for AI-generated content, showing a text input field with a sparkle icon on the right.

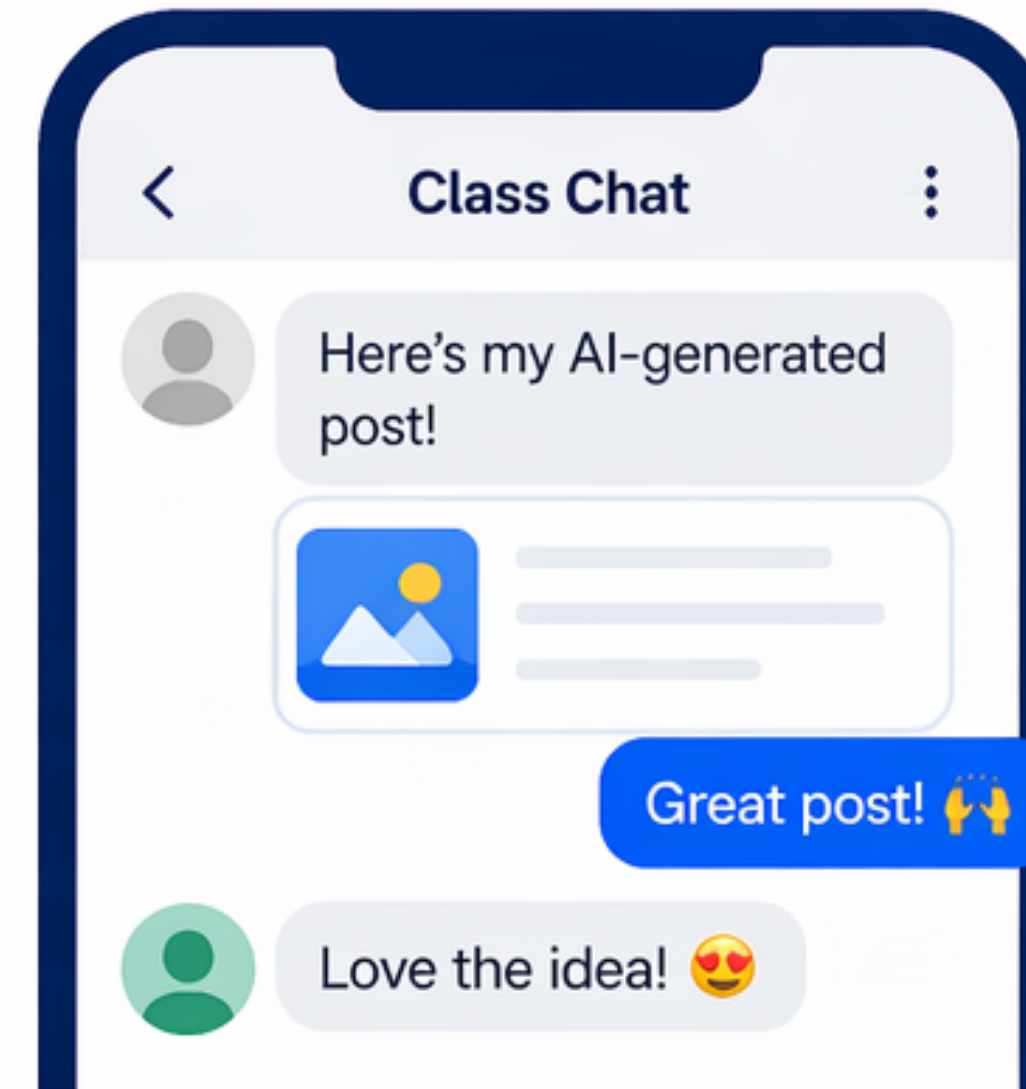
Generate



**Tip:** Be specific about your audience, tone, goal, and platform for better results.

## 2 Share in chat

Post your AI-generated content in the chat and inspire others!




**Bonus:** React to or give feedback on at least one classmate's post.



# What is Engagement Monitoring?

Engagement monitoring means staying on top of conversations and interactions across your social channels.


1



**Comments**

Track and respond to user feedback on posts.


2



**Messages**



Manage direct conversations with your audience.

3



**Mentions**

Monitor when your brand is tagged or discussed.

 **Why it matters:** Timely responses build trust, improve customer satisfaction, and strengthen your brand. 

# Why It Matters

Engagement monitoring turns interactions into impact.



## Builds Trust

Responding to your audience shows you care and builds stronger relationships.



People trust brands that listen and engage.



## Increases Reach

Engaged content gets more visibility, extends your reach, and grows your audience.



More engagement = more people see your content.



## Drives Conversions

Engagement helps move people from interest to action, turning followers into customers.



Stronger engagement leads to more leads and sales.



**Bottom Line:** Monitor engagement. Nurture connections. Grow your business.



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# Hootsuite Monitoring Tools

Powerful features to help you track, respond, and grow.



## Streams

Monitor real-time conversations across your social channels.



**What it does:** Organize and view incoming posts, comments, mentions, and messages in one place.



## Notifications

Get instant alerts for important interactions and conversations.



**What it does:** Stay updated in real time so you can respond quickly and never miss what matters.



## # Keywords

Track specific words, phrases, or hashtags that matter to you.




**What it does:** Monitor brand mentions, campaign hashtags, competitors, or industry trends with ease.



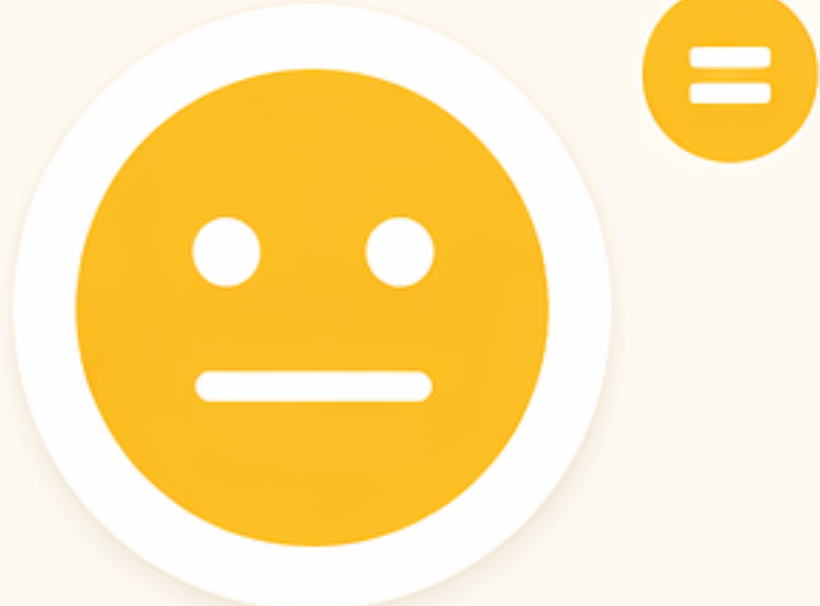
# Sentiment Tracking

Understand how people feel about your brand in real time.



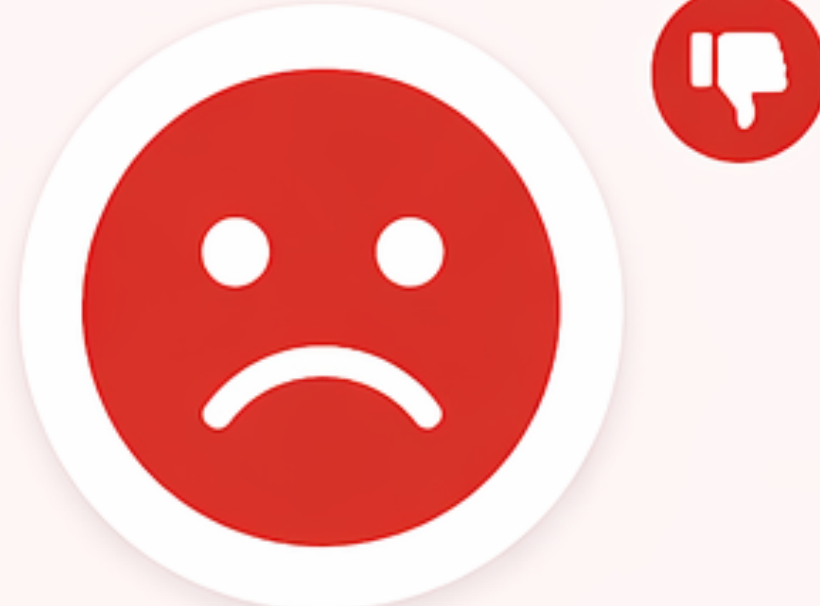
**Positive**

Happy customers, positive feedback, and brand advocates.




**Neutral**

Neutral mentions or mixed feelings that need attention.




**Negative**

Complaints, negative feedback, and potential issues.



**Brand Reputation**

Consistently monitor and respond to conversations to build trust, strengthen relationships, and protect your brand's reputation.

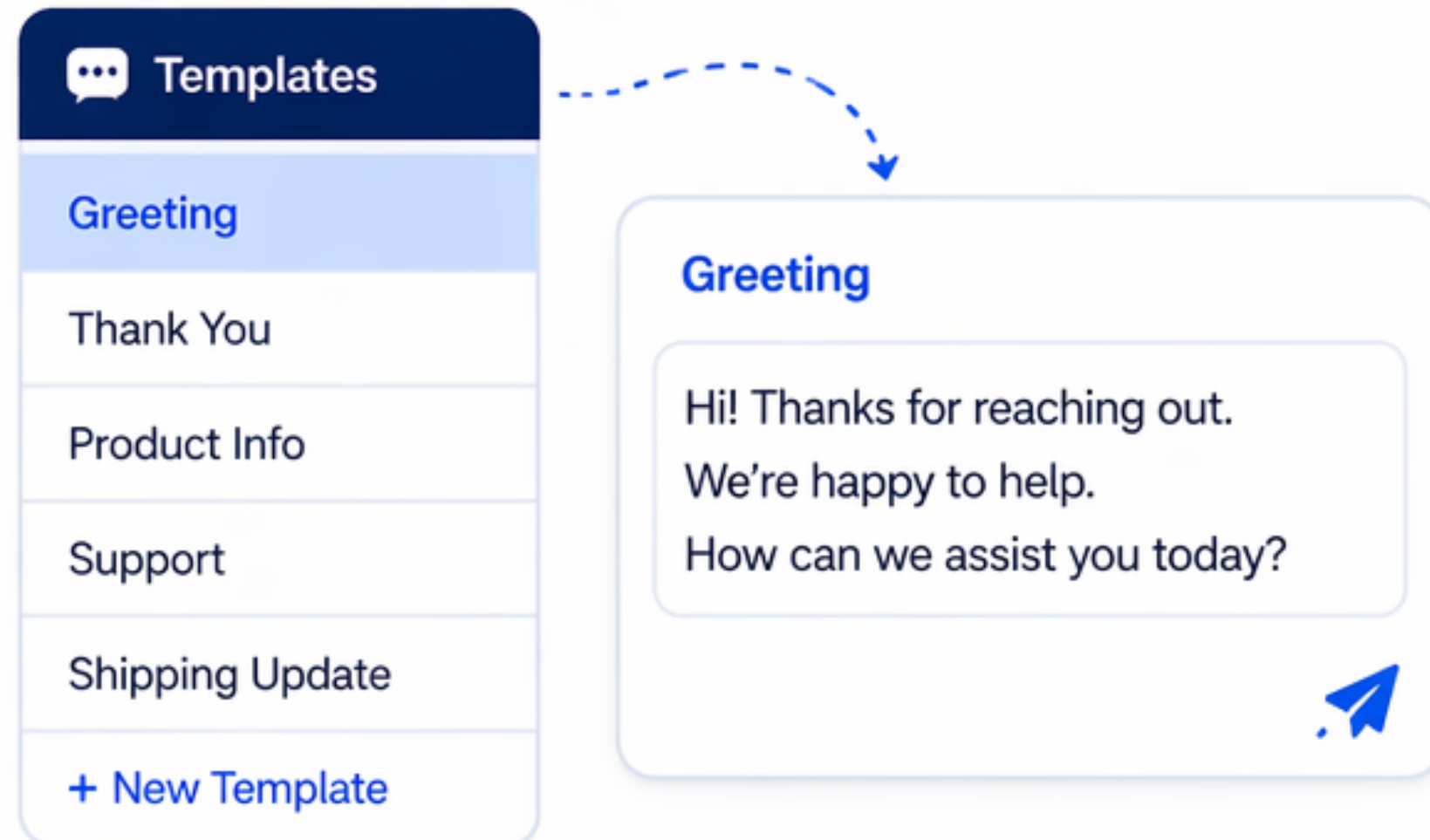


# Responding at Scale

Engage your audience effectively, no matter the volume.

## 1 Templates

Use saved replies to respond quickly and consistently.



✓ Maintain a consistent brand voice while saving time.

## 2 Speed matters

The faster you respond, the stronger the connection.



**Happier customers**  
Quick replies create positive experiences.

**Higher engagement**  
Timely responses keep conversations going.

**Stronger reputation**  
Show you care and build trust.

⚡ Aim to respond within 15 minutes or less whenever possible.

# Turning Engagement into Traffic

Use conversations to drive people from engagement to action.

1



## CTA Responses

Encourage action in your replies with clear calls-to-action.



**Example:**

“Click the link to learn more!”  
“Check out the full guide here.”

2



## Link Sharing

Share relevant links in responses to drive traffic to your content.



**Example:**

Share blog posts, landing pages, product pages, or resources.

3



## DM Funnels

Move conversations to DMs and guide users through a funnel to conversion.



**Example:**

Send a welcome message, answer questions, and share the right offer.



# Example Workflow

From engagement to conversion in five simple steps.



**Goal:** Turn conversations into conversions by creating a seamless path from engagement to impact.



- ✓ Build relationships
- ✓ Drive traffic
- ✓ Generate leads



# Break #2

## 10 Minutes



Take a short break,  
recharge, and come back  
ready to continue!



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# How Behavior is Changing

User habits are evolving—your strategy should too.

## 1 Mobile-First



Most users browse and engage on mobile devices.

## 2 Short-Form Video



Quick, engaging videos dominate attention.

## 3 AI Search



Users rely on AI tools to discover content faster.



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# What This Means for Content

Create content that matches how people consume and engage today.

1

## Shorter Attention Spans



Capture attention in  
the first 3 seconds.

2

## More Video



Prioritize video content  
for higher engagement.

3

## Faster Hooks



Start strong with  
compelling openings.



# Platform Trends

Different platforms. Different strengths. Use them strategically.

1

**TikTok =  
Search Engine**



Users search for answers,  
tutorials, and trends.



Answers



Tutorials



Trends

2

**YouTube =  
Evergreen Content**



Long-lasting content  
that ranks over time.



Timeless



Ranks



Builds Audience

3

**LinkedIn =  
Thought Leadership**



Share insights to build  
authority and trust.



Authority



Trust



Influence



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# Social Strategy in 2026

Simple principles. Big impact.

1

## Consistency > Perfection



Show up consistently rather than waiting for perfect content.

2

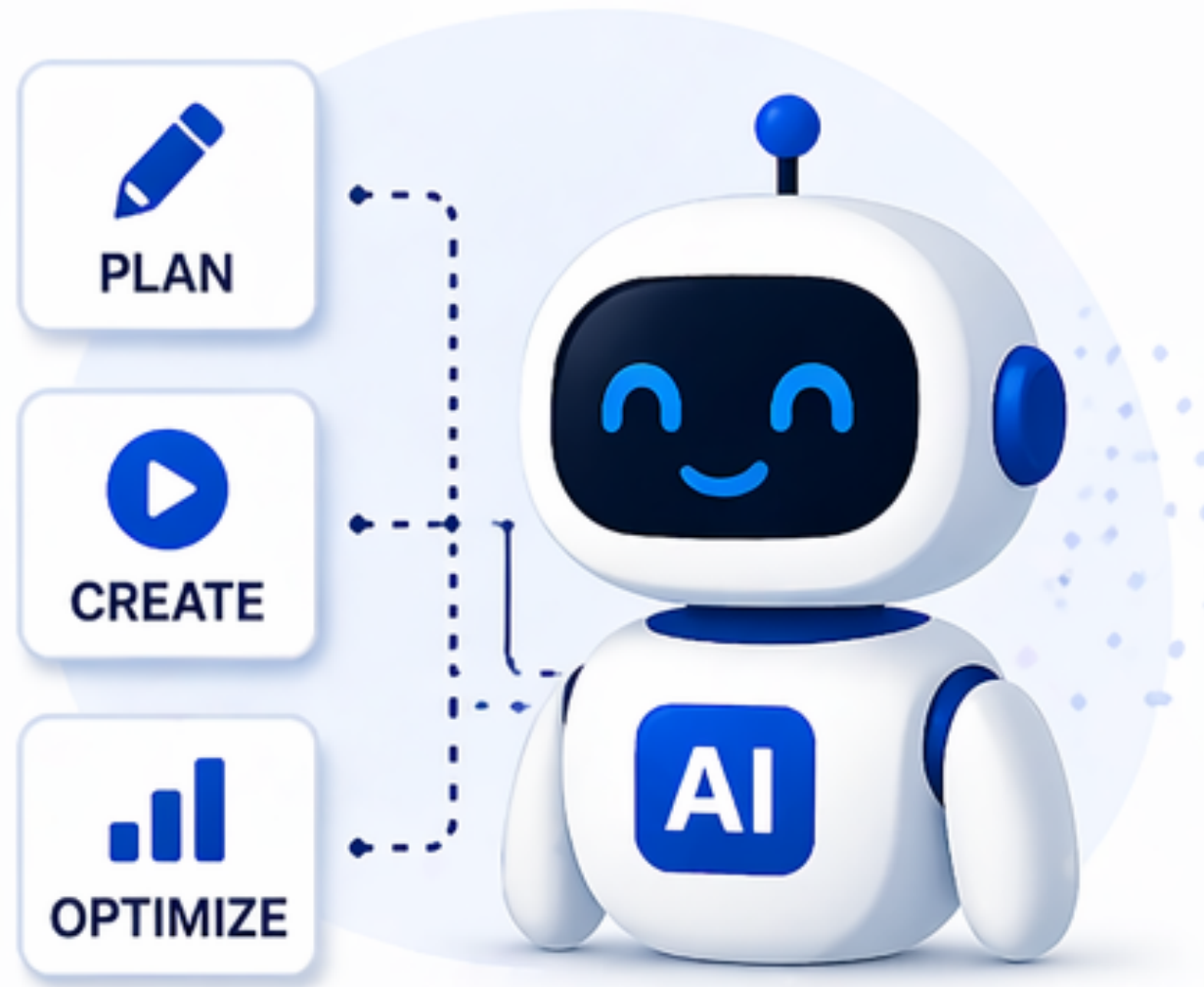
## Volume + Quality



Balance frequent posting with valuable content.

3

## AI-Assisted Workflows



Use AI tools to plan, create, and optimize content efficiently.

# Homework Assignment

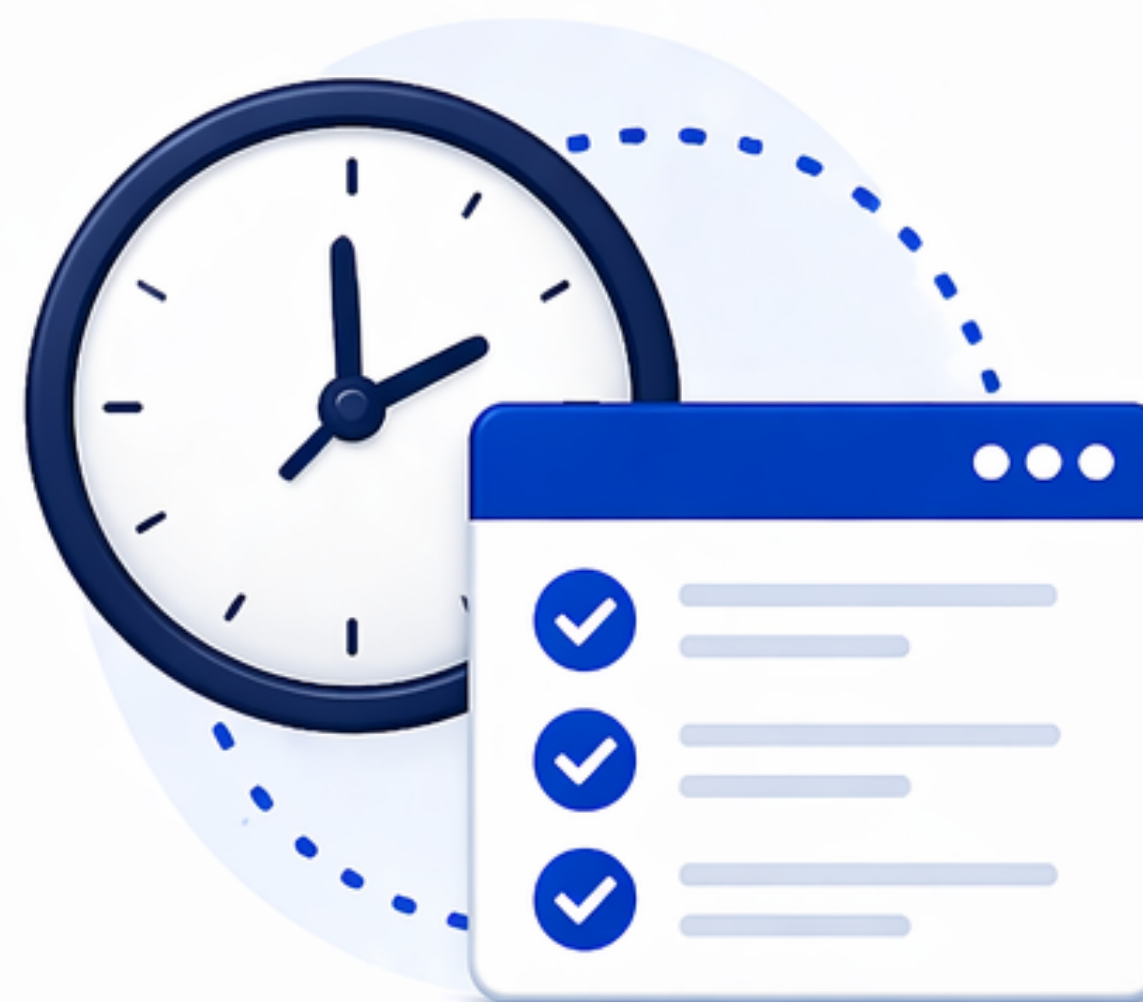
Put your learning into action this week.

## 1 Create 1-Week Content Calendar



Plan your posts for the upcoming week.

## 2 Schedule 3 Posts



Use a tool to schedule at least 3 posts.

## 3 Respond to 5 Engagements



Reply to comments or messages to build engagement.

# Closing + Contact Info

Thank you for your time and engagement!



*Final Encouragement*  
***Stay Curious***



Email

[jmarino@hitmantech.com](mailto:jmarino@hitmantech.com)



Phone

612-388-9765



Website

[www.hitmantech.com](http://www.hitmantech.com)

Keep learning, keep creating, and keep making an impact. The future of social media is bright—and you're a part of it!



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