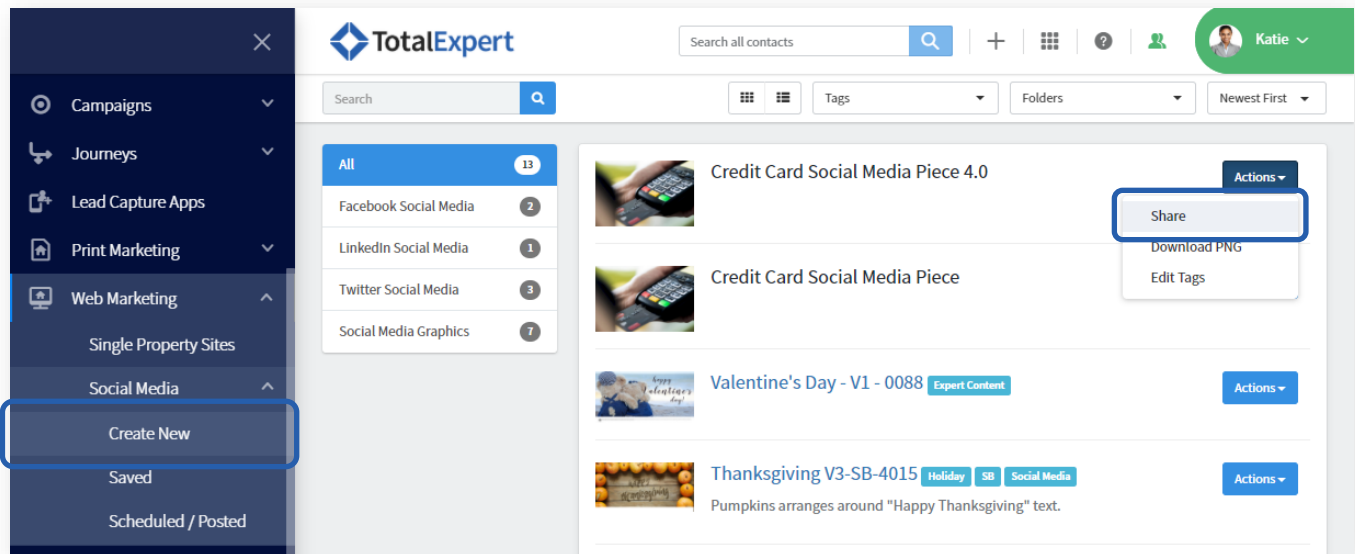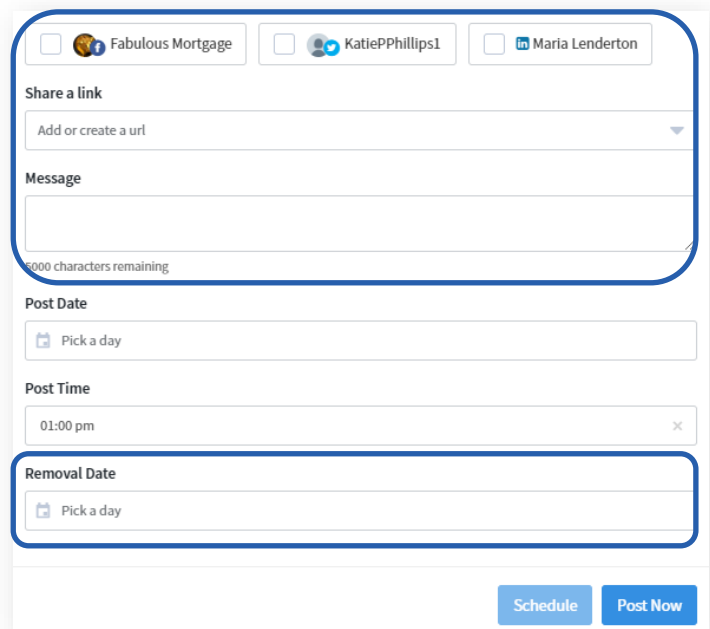## Posting Static Content

This document assumes you have already integrated your Total Expert account with the social media accounts you want to post to.

1. Navigate to **Web Marketing → Social Media → Create New**.

2. Locate the content you want to post using search, folders, tags, or filters.

3. For the content you want to post, select **Actions → Share**.

4. In the Social Post box:

    a. Select any integrated accounts you want to post to.

    b. (optional) Select a website from the **Share a link** drop-down menu. This link is posted as part of the message with the piece.

    c. (optional) Enter any text you want to be posted with the piece in the **Message** field.

    d. (optional) Select a date in the **Removal Date field** to specify when the post should be taken down.

(continued)

Posting Static Content (continued)

Either:

  e. To post immediately, click the **Post Now** button.

Or:

  e. To schedule the post for the future, select a date and time when you want the post to appear using the **Post Date** and **Post Time** fields. Then click the **Schedule** button. Do *not* click the Post Now button.

Standalone Posts

1. Navigate to **Web Marketing → Social Media → Scheduled/Posted**.

2. Click the **Create Post** button.

3. The Social Post box appears. This works in mostly the same way as described above, with the following exceptions:

  a. There is no content piece selected.

  b. If there are any pre-approved content options, you can select one from the **Select Approved Media** field. Or you can simply create a text-only post.

Managing Posts

Once a post has been scheduled or posted, you can change some—but not all—aspects of the post.

For pending future posts, you can change the time and date the post will go live and the date it will be removed, but you cannot change the image, text, or link included in the post.

1. Navigate to **Web Marketing → Social Media → Scheduled/Posted**.

2. Find the post you want to manage in the Scheduled section (left side of the page).

3. Click the ellipsis button **[...]** in the upper-right corner of the post and select **Edit**.

4. Change the options as desired and click the **Schedule** button.
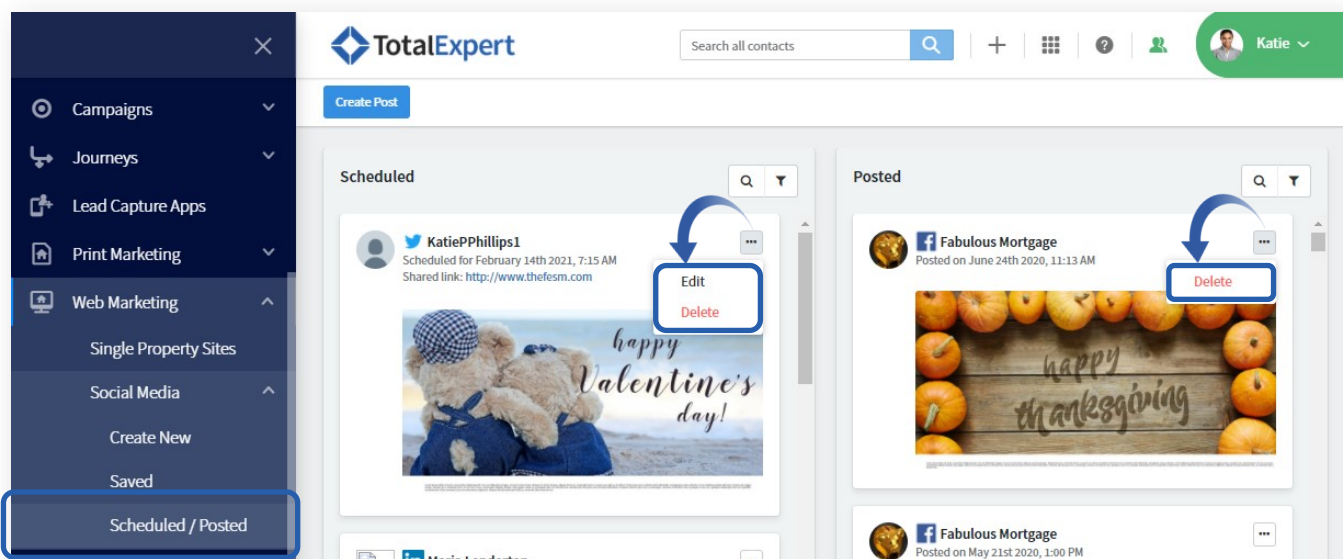
Once a post has been made, you can only remove it. You can also remove a post that is still awaiting the scheduled time to go out.

1. Navigate to **Web Marketing → Social Media → Scheduled/Posted**.

2. Find the post you want to remove in either the Scheduled section or the Posted section.

3. Click the ellipsis button **[...]** in the upper-right corner of the post and select **Delete**.

> **Note**
> LinkedIn requires you to remove a post directly from your LinkedIn account, and not through your Total Expert integration.