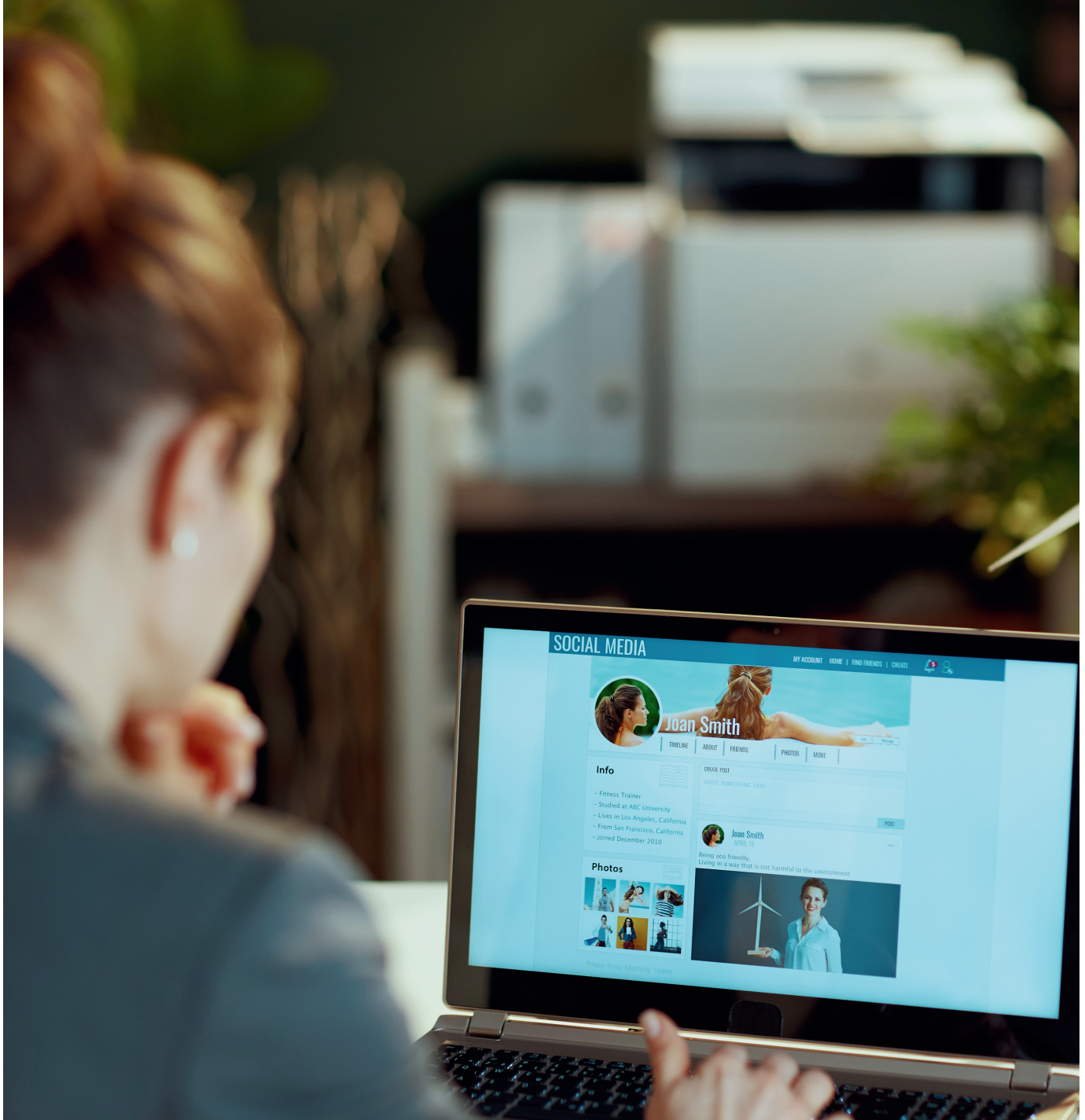


# STEPS ON **HOW TO:** SCHEDULE SOCIAL POSTS IN SOCI



the **FOREVER BRAND** OF REAL ESTATE  
BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

# STEPS ON HOW TO SCHEDULE SOCIAL POSTS IN SOCI

**Step-by-Step Guide:** to create, manage and schedule a social post for a future date using SOCI, an all-in-one social media management platform

## Marketing Resource Center

### 1. Log in to **Agent Intranet (HUB)**

- On the Main Dashboard, click **BHHS Resource Center**

### 2. In the **BHHS Resource Center**

- Select the **Social Media Resource** tile
- Select **SOCI** to open the platform

### 3. Create a **New Post**

- Once inside **SOCI**, find the **"Post Now"** button at the top left.
- Select the platforms where you want to schedule the post (Facebook, Instagram, LinkedIn, etc.)

### 4. **Upload Content**

- **Type your message** in the text box
- Select **upload Photos/GIF or Video** to add media from your computer
- or choose an image from the **BHHS Library** or **Create with Canva**
- Check the box to confirm you have the right to use the image
- **Add hashtags** in tag box (#realestate, #justlisted)
- Review the post details on the right side bar and select **"Post Now"** to schedule immediately

### 5. To **Schedule Your Post** for a future day or time

- Instead of clicking "Post Now", select **"Schedule"**
- Choose a **Date & Time** you want the post to go live
- You can also choose **Peak Time** to schedule for the best time for engagement (early morning or evening typically works well)
- Review the post details and click **"Schedule Post"** to finalize it

### 6. **Manage Scheduled Posts**

- Go to the **"Social"** tab on the left bar and select **"Scheduler"** to pull up the calendar
- **Edit or Reschedule a Post** (If Needed)
  - Click on any scheduled post to edit the content or change the posting time.
- **Delete a Scheduled Post** (If Necessary)
  - If you no longer want to post it, click Delete and confirm.

### 7. **Plan Content Ahead**

- **Scheduling posts a week or month in advance** helps maintain consistency
- **Monitor Engagement:** Check performance after the post goes live to see what works best.