

The Social Media Toolkit Breakdown:

How SEMrush
Can Boost Results
on Every Platform



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SEMrush for Facebook



SEMrush for Twitter



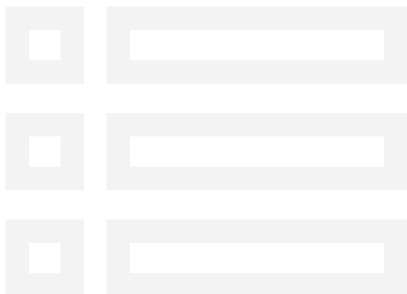
SEMrush for Instagram



SEMrush for LinkedIn



SEMrush for Pinterest



Introduction

Social media marketing has potential for exceptional results, and the right tools can help you get them.

[SEMrush's Social Media Toolkit](#) is one of those tools, and many of our users have already discovered the value of our tracking and publishing solutions, which are available for 5 different networks: Facebook, Twitter, Instagram, Pinterest, and LinkedIn.

Our toolkit is divided into two sectors: our [Social Media Poster](#) and our [Social Media Tracker](#). The former has publication and scheduling tools, while the other has analytics and social benchmarking features. Both are linked, giving you full access to all the data and resources needed to create and manage a strong social media campaign.

We've discovered, however, that a large number of our benefits of our toolkit have remained largely unexplored by our subscriber. In addition to scheduling and posting tools, we also have unique features tailor-made to help you excel on each individual platform. These features were created with user behavior, marketing needs, and the specific restrictions on each individual platform.

In this guide, we'll show you how to get the most out of our [Social Media Toolkit](#) on every platform, starting with Facebook.



SEMrush Social Media Toolkit for Facebook



SEMrush Social Media Toolkit for Facebook

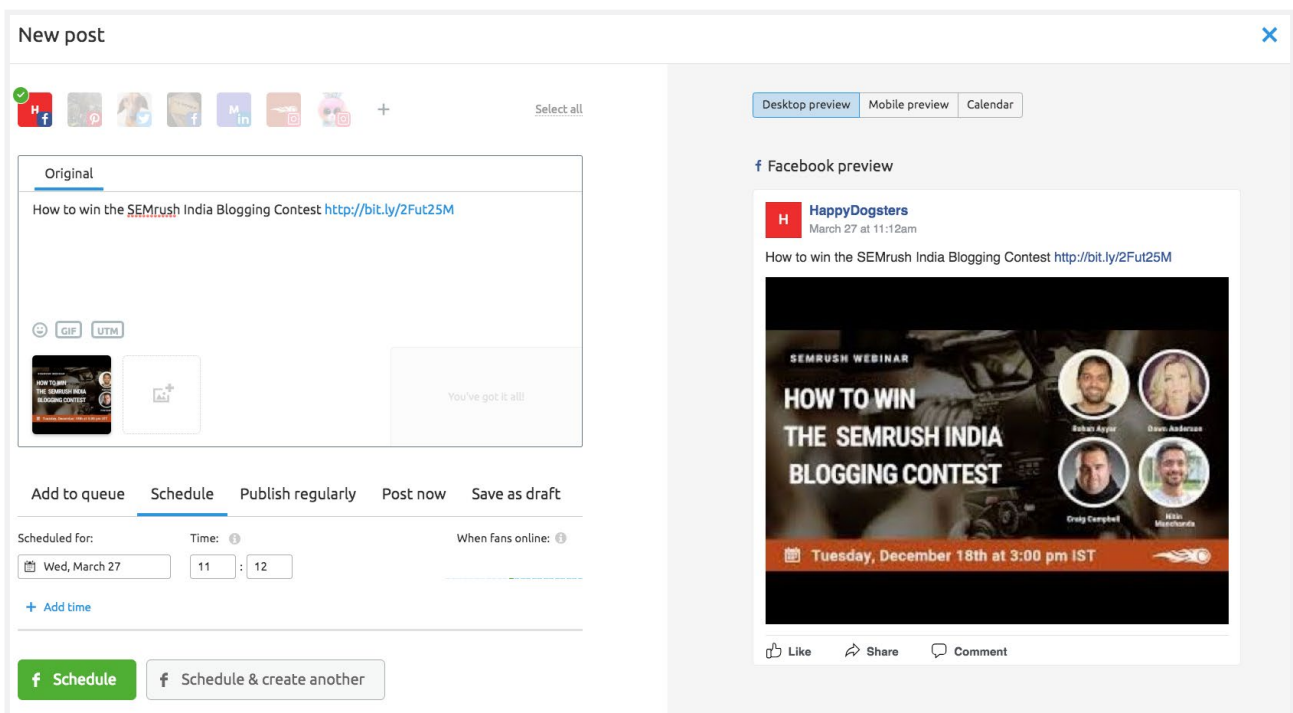
Facebook is still one of the most essential social media marketing platforms you can use, and we'll show you how SEMrush can help you make the most of it.

How SEMrush Helps

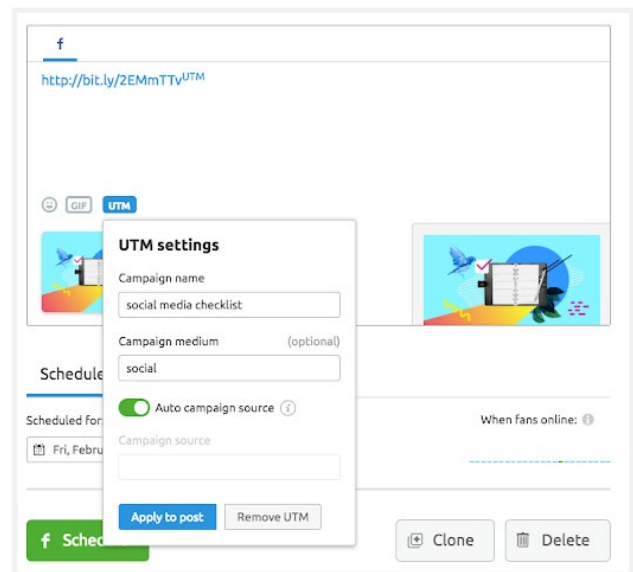
Scheduling & Posting

Scheduling and posting are clearly two of the biggest appeals to our [Social Media Poster](#), but it comes with a number of distinct features that you won't always find with other scheduling tools. These include:

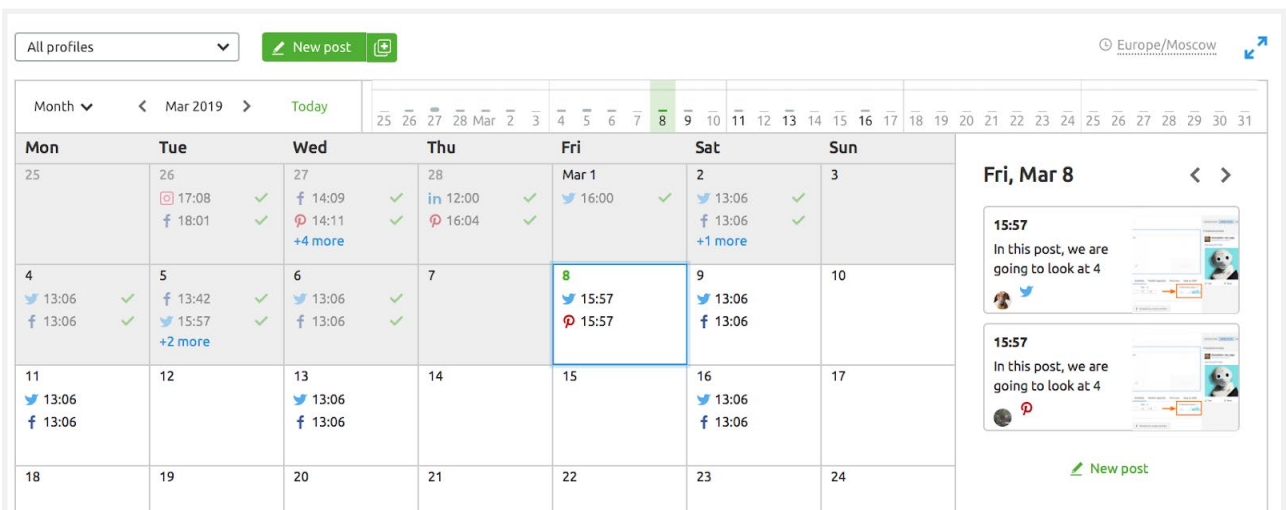
- Multiple scheduling and publication options.** Sometimes you'll just want to schedule a single post once; in other cases, you'll want to recycle the content, publishing evergreen content on a regular basis or upgrading and repurposing older content. These features can ensure you never miss an opportunity with the posts you've worked hard to create.



- **Create drafts.** Jot dot ideas, or even full-fledged posts that you want to circle back to later. You can save your content in drafts to edit and publish at a later date. This is a great asset for team collaboration, as it gives multiple team members a chance to review a post before it's scheduled.
- **Set up post queues.** Posting daily can help you maintain consistency ([which Facebook stresses](#)) and keep your audience engaged, and queues can help with this. Create a feed of "queued" content. This content can fill any empty slots in your schedule.
- **Create short, trackable links.** UTM's will help you better track where your online traffic is coming from, and knowing that they came to you from social is a huge advantage. Our UTM builder and link shortener allow you to create short, likely-to-be-clicked, highly-trackable links.



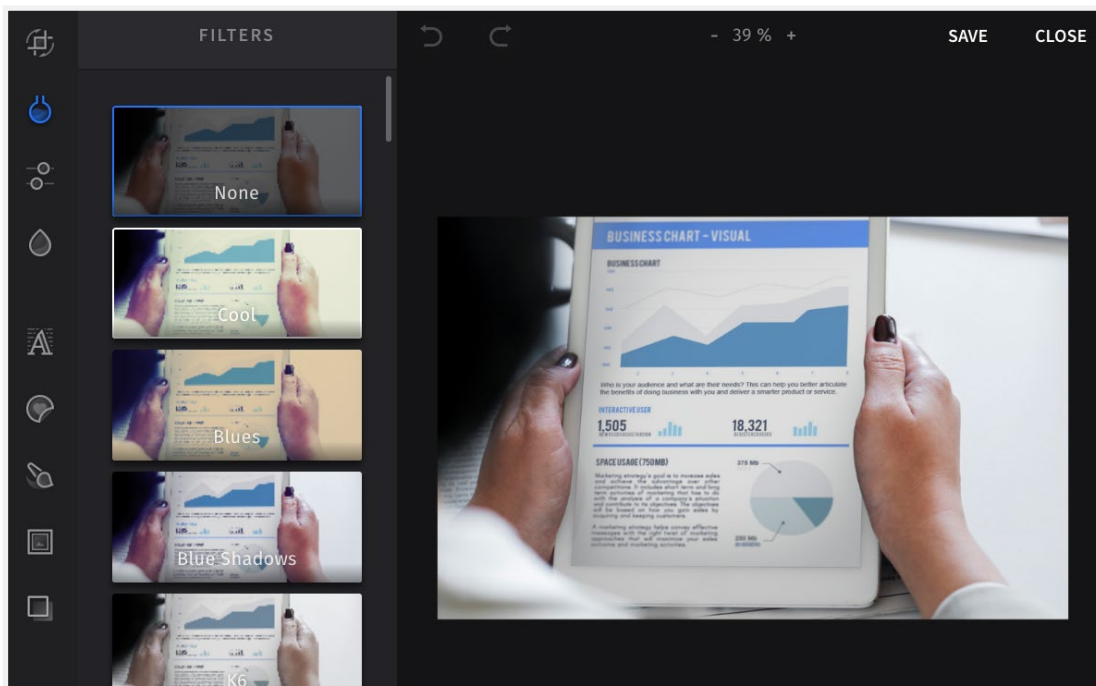
- **Post from RSS feeds.** You can share a variety of content quickly to ensure that all diverse audience members will find content they love. Share a combination of video, photos, and Stories to keep your entire audience engaged.
- **Create and view an editorial calendar.** Our calendar has options for monthly, timeline, and weekly views, making it easier to create effective, impactful campaigns over a series of time.



- **Preview before posting.** See previews of how your post will appear on both desktop and mobile before it goes live so you can make sure everything looks great.



- **Edit images.** SEMrush has a built-in image editor that contains filters, stickers, drawing tools, and more [to keep things engaging](#). Quickly add in image effects of your choice, adjust the size of the image, and use it to create a Facebook profile pic, cover photo, ad picture, or post image. While this feature is available for all platforms, it has Facebook-exclusive features to create Facebook profile pictures, cover photos, and ads images.

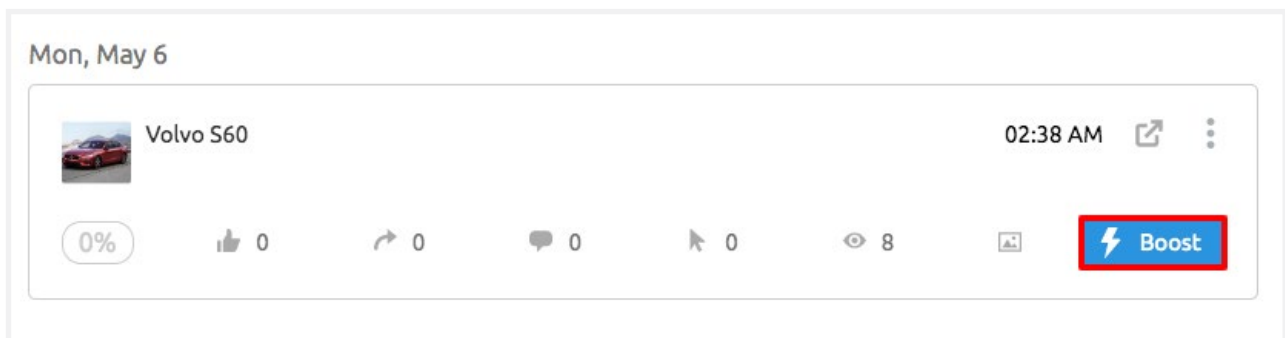


Find out [how to create attractive, high-quality images](#) that will appeal to multiple audiences with SEMrush's Image Editor!

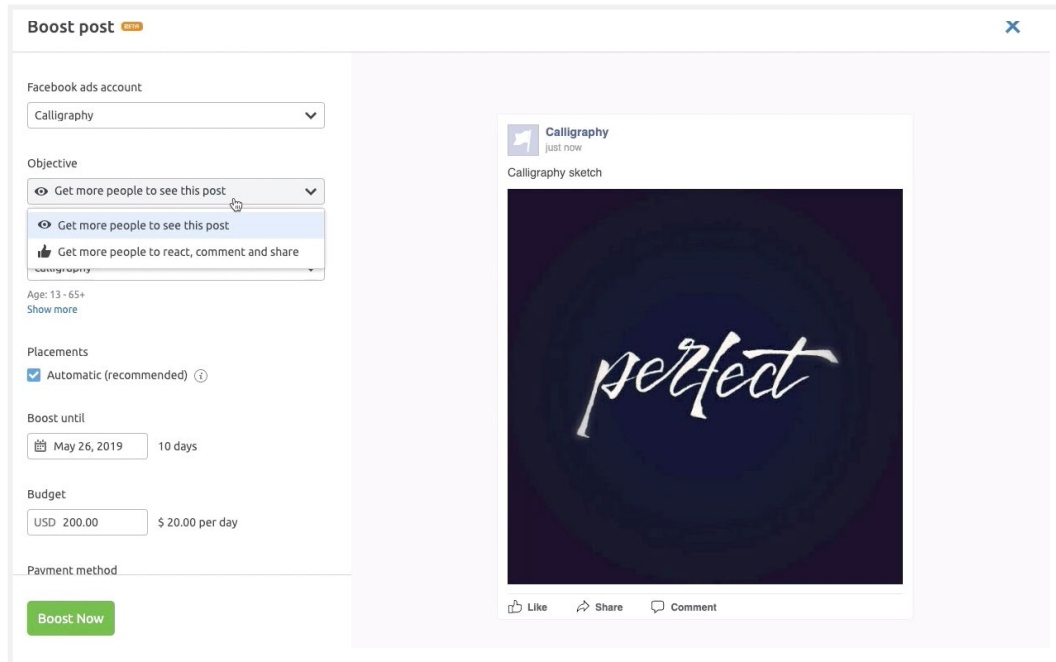
- **Personalized scheduling insights.** When creating posts in our scheduler, you'll see insights into when your fans are most active online, giving you an idea of the most impactful time to schedule your post.



- **Post booster.** This feature allows you to promote your existing posts, automatically bringing up an ad campaign. All you need to do is to choose the post you want to headline from your Facebook posting calendar or the Posts tab and click the "Boost" button. Then enter in the campaign goals, set a schedule and budget, and define your audience.



You can focus your boosting campaign on reach (get more people to see this post), engagement (get more people to react, comment and share) or link clicks (get more people to visit website). As for audience targeting, the options are the same as on the original Facebook page: you can include and exclude users of a certain age, gender, location, demographics, interests, and behavior.



Once you submit the ad, it will be sent to Facebook for approval, and you will be able to monitor it through the SEMrush dashboard.*

- **Curate content online and share it.** This is a feature for advanced users. Our [Google Chrome extension](#) allows you to quickly share any images, text, and content you find online, turning it into a Facebook post your audience will love:

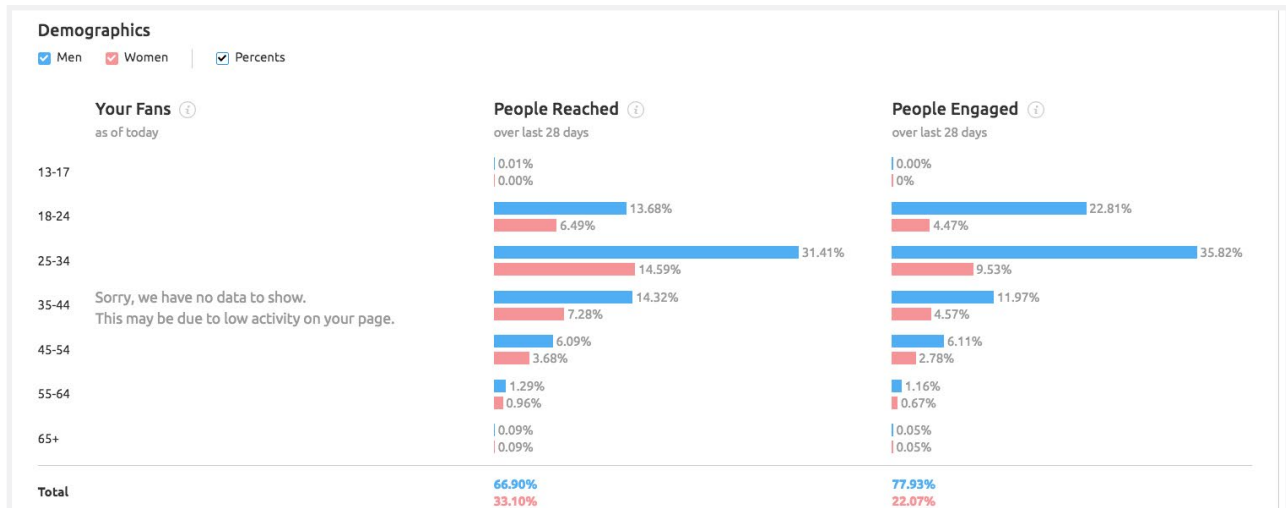


Planning a social content calendar is an essential step for most social media professionals. Be aware of some of the [most common mistakes social media managers](#) make when planning a social media content calendar and learn how to avoid them!

* Please note that to start a campaign you need an active ads account on Facebook with a credit card connected to it.

Analytics

[SEMrush's Social Media Tracker](#) and [Poster](#) both have analytics information for Facebook, with the Poster having information on your business account while the Tracker offers more competitive analysis and benchmarking. Under the 'Analytics' tab in the Poster, you can discover valuable information about your audience, including their demographics, their location, and what posts they respond to specifically.



In the 'Posts' tab, you'll be able to view all of your drafted, scheduled, and published posts. You can reschedule or edit them right from the dashboard, along with evaluating their past performance with metrics such as likes, shares, comments, clicks, and impressions. This is useful; not only can you see what worked in the past to shape your campaigns, you can even identify high-performing posts to repurpose.

The screenshot shows the Poster dashboard interface. On the left, there's a sidebar with a dropdown menu for 'SEMrush' and a list of post statuses: 'Published', 'Scheduled', 'Drafts', and 'Errors'. Below this is a location filter set to 'Europe/Moscow'. The main area displays a list of posts. The top post is from 'Tue, Mar 12' with the text 'How to create an effective online #reputationmanagement strategy in 6 steps' and 291 likes. The bottom post is from 'Tue, Mar 5' with the text 'The food, the colors, the parades, it's #MardiGras' and 128 likes. A context menu is open over the top post, showing options: 'Schedule again', 'Post now', 'Add to queue', and 'Create draft'. At the top of the dashboard, there are buttons for 'New post', a search bar, and filters for 'Type', 'Created by', and a date range 'Feb 17 - Mar 18, 2019'.

This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/semrush-for-social-media/>