

# Sesame Social Suite User Guide








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## Dashboard:

When you log into your account, you'll be directed to an Insights page. The first thing you'll want to do is click into the Locations tab right underneath Insights and select your location. Your location will be under your name, for example: Garcia, Derek. Once you've done that, you'll be directed to a personalized Insights page that details different performance data points for you. This will be your main Dashboard.

On the left side of the page, your navigation items will be as follows:

- Location
  - Insights
- Content
  - Scheduler
  - Discovery
  - Queue
  - Published
  - Library
  - Images
  - Notifications
- Conversations
  - Engagements
  - Discovery
  - Rules
- Creative
  - Cover Images

	<b>Location</b>	▼
	<b>Content</b>	▲
	Scheduler	
	Discovery	
	Queue	
	Published	
	Library	
	Images	
	Notifications	
	<b>Conversations</b>	▼
	<b>Reputation</b>	▼
	<b>Creative</b>	▼

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## **Insights**

After clicking into your location, you will see your personalized Insights page. This page gives you an idea of how your social platforms are performing overall. The bar at the top will show your total page likes on Facebook, Twitter, and Instagram, depending on what you have synced with the tool. Each section on this page displays different data and information for you.

- **Content Status** - A quick way to see how many posts you have scheduled to publish on your platforms and whether any of them have failed to publish.
- **Fan & Engagement Demographics** - Shows the demographics of the followers who are engaging with your content including their gender and age range.
- **Engagement Sentiment** - Displays how much of the interaction your followers have on your page is positive by analyzing the language used on your page. This does not include reviews.
- **Peak Time** - A graph that displays the times at which your audience is more likely to be online and see your content.
- **Engagement Status** - This section reports on how many total engagements you have over the past seven days. An engagement could be a comment from a follower on a photo you shared, for example.
- **Review Sentiment** - Aggregates all of your review sentiments (negative, positive, or neutral) and shows a pie chart so you can see where you stand.
- **Reviews by Network** - Shows which online platforms you are getting your reviews from.
- **Open Reviews** - Highlights new reviews that haven't been responded to.

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## Content:

### Scheduler

This is where you can see the content that is scheduled to be published on your social media platforms. It's also where you can schedule your own content. You have the option to display your Scheduler in a monthly, daily, or weekly view. To change the view, use the icons on the left corner of the calendar. The icon with a number one is to view it on a day to day basis, and the icon with a number seven is to view it by week.

If you click on anything that's been scheduled, you'll see the caption that was created along with the image that was selected on our end. You have the ability to edit the message if you'd like, or you can remove a post entirely with the delete button if it isn't something you want on your page.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Mar 24	Mar 25	Mar 26 f 1:00pm ±30 The sooner	Mar 27	Mar 28 f 10:00am ±30 If probiotics	Mar 29	Mar 30
Mar 31	Apr 1 f 1:00pm ±30 Feeling stress	Apr 2	Apr 3	Apr 4	Apr 5	Apr 6

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## **Scheduling a Post**

You can schedule a post minutes, hours, weeks and even months ahead of time!

Here's how:

1. Select the day you wish to post on.
2. Select the social channels you want to publish the content to.
3. Create your post by adding a caption and selecting an image from your library or your desktop.
4. Select when you would like the post to be scheduled for:
  - a. Date
  - b. Hour
  - c. Minute
  - d. AM/PM
  - e. Randomizer - will publish the post within x amount of minutes from the selected time. (Ex: If your post is set to publish at 11AM. and you set the randomize feature to +/- 30 minutes, your post will go out sometimes between 10:30AM. and 11:30AM. to give your scheduled post a more organic feel.)
  - f. Peak Time – Peak time means the post will be published at a time that you are likely to get the most engagement. You have the ability to use the Randomizer and Peak Time features together. Note: If no Peak Time is available for this location, the posting time will default to the Account Default posting time.
  - g. By using the green plus sign, you're able to schedule this exact post multiple times if desired on different days and times. This can be helpful if the post is a reminder of some sort.

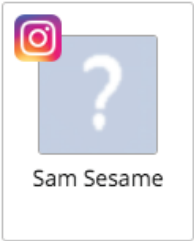
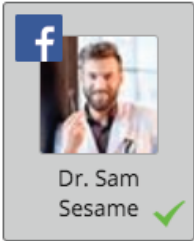
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## Scheduling a Post (Continued)


5. Once you are happy with your post and its scheduled time(s), click "Schedule Post".
6. The post will appear on the Scheduler with a green outline.

If you schedule something for a certain day and decide you actually want it to go out on a different day, you can click on the created post and drag it to your preferred day. You can do that with the content that our Sesame Social team schedules for you as well.

### Create Message



Message fb G 0

Enter your message... 

Tags

Schedule

This is a contest

---

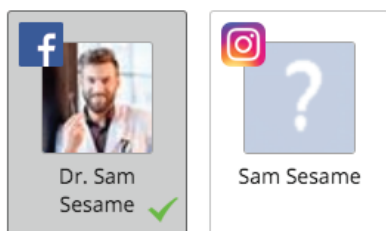
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## Using a Posting Plan

A posting plan will allow you to set standardized posting times to your social channels which makes scheduling a breeze! Here's how you can create a posting plan:

1. Click "Post Plans" on the top right-hand side above your Scheduler.
2. Click "New Posting Plan".
3. Name Your Plan (Ex: Patient Appreciation Contest, Oral Cancer Awareness Month etc.)
4. Select the Networks you would like to post to and
  - a. Choose your times
  - b. Select day of the week
  - c. Select hour, minute, and Randomizer or "Peak Time"
  - d. Click "Next"
  - e. Click "Schedule Posts"

Using a posting plan will allow you to schedule news articles and blogs sourced from other websites in advance. It will also allow you to schedule content from other pages.



### 3. Choose Your Times

Recurring Manual

Every	-	▼	Monday	▼	10	▼	00	▼	AM	PM	±30 minutes	▼	<input type="checkbox"/>	Peak Time	+	-
Every	-	▼	Thursday	▼	10	▼	00	▼	AM	PM	±30 minutes	▼	<input type="checkbox"/>	Peak Time	+	-

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## **Discovery**

The discovery section is an RSS feed that pulls articles that are performing well online for you to share on your Facebook page. You're able to see how well the articles are performing by looking at the numbers on the bottom of each one, which detail how many times the content was shared on Facebook, Pinterest, LinkedIn, and Google.

Using the dropdown menu on the upper right-hand corner you can select categories to filter your content with such as Art & Culture, Health, or News, for example. If none of the categories suit your needs, you can use the search bar right next to it and enter keywords for your specific search.

If you find something that you want to share, simply click on the article and select "Post Now". A new window will open that will look exactly as it would if you were scheduling content from your Scheduler.

## **Queue**

This section will display all the content that has been scheduled for your practice in list form. This is a great way to quickly look at everything that's scheduled without having to click into each post individually. You are able to edit or delete upcoming posts in this section if you wish to do so.

To the right of every upcoming post, you will see an Edit and Delete button.

- By clicking Edit you can change the message on the post, or the time and date it is set to go out on. After you have made your edits, press the Save button on the bottom right.
- By clicking the Delete button, you can remove the post entirely.



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## Published


This section provides you with a detailed summary of how each of your posts are performing. In the boxes on the right side of each post, you are able to see things like how many organic, unique, paid, and viral views your content received. You also have the ability to reply to any comments on your published posts from here.

You can do the same for statuses, photos, links, or videos shared by using the sections located at the top of the page to jump between the different categories. In the Top Performing category, you can see the posts that have gotten the best engagement on your page.




**Dr. Sam Sesame** Mar 22nd 09:24am

Rest is vital to your well-being. Make sure you're giving your body the time it needs to rest! #stayhealthy



Like · 0 · Comments · 0 · Shares · 0 · Edit · Delete

Write a comment...  [Reply](#)

VIEWS		
Type	Total	Unique
ORGANIC	0	0
VIRAL	0	0
PAID	0	0
<b>Summary</b>	<b>0</b>	<b>0</b>

Type	Total	Unique
FANS	0	0
NON-FANS	0	0

CLICKS 0

HIDES 0

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## **Library**

The library stores every piece of content scheduled and created within the tool. There are three library views you can choose from by using the icons on the upper left-hand side of the page:

- Detailed
- Visual
- Compact

## **Adding a Message**

To store a post for your future self in this library, start by clicking "Add Message".

1. A Create Message box will appear.
2. Message – enter your caption.
3. Upload a photo from your computer; Choose an Image from the library; Shorten URL from an article; Upload a Video from your computer; Choose a Message.
4. Tags – Tags in this context are different from hashtags. They are a way to help you easily find your content in the future, they will not appear as part of your caption. You may add multiple tags, but make sure they are separated by a comma.
5. Click "Save to Library".

## **Editing a Message**

To edit a message and its tags, simply click the Edit icon with the pencil on it, next to the scheduling icon. A pop-up will appear which will allow you to edit the image displayed, text, and tags.

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## Images

The image library is where anything you upload into the tool will live. To upload your images, simply click the "Upload" button. There are no size limitations but .jpg formats are required.

The image library is also where your custom, Sesame created frames and practice logo will be located. You have the ability to tag these frames (EX: frame1, frame2, logo etc.) so you can find them easily for future use by clicking on the pencil icon on the right-hand side. Make sure to separate your tags with a comma if you are using more than one.



Created by:	Tyler Harris (Location)
Created on:	Feb 19th, 2018 4:44pm
In Library:	Dr. Sam Sesame (Location)
Tags:	sesame,logo,frame,banner



## Notifications

The only reason you'd find yourself in this section would be if a scheduled post failed to go out or your Facebook page got disconnected from the tool or something of the sort. Hopefully, you won't be spending a lot of time in here.

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## Conversations

### **Engagements**

In this section, you will be able to see the most recent interactions happening on your page. Think of it as another way to keep track of your Facebook and Instagram notifications. You can use the blue “Respond” button to reply to any comments and once you have done so, you can hit the “Mark as Resolved” button so that the comment will be removed from the Engagements list.

You have the ability to filter your engagements by sentiment using the dropdown menu on the upper left-hand corner and also by engagement type (social platform) on the upper right-hand corner.

### **Discovery**

If you have linked your Twitter profile to the platform, this is a great way to browse Twitter hashtags, look for people to follow, and retweet content for your Twitter page.

### **Rules**

If you are a large office and have several people managing your social media, the Rules section is the perfect way to keep tabs on everything. This section allows you to set a “rule” which essentially means assigning specific, recurring tasks for select people to handle. For instance, you could assign Facebook comments to one employee and Facebook private messages to another and give them both 48 hours to respond.

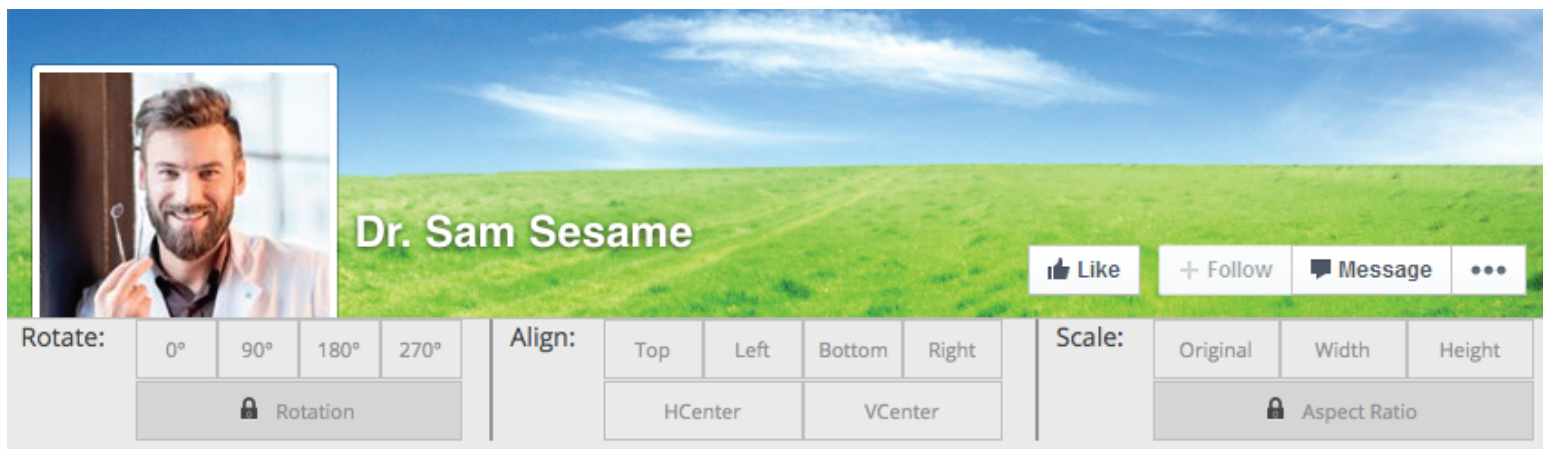
\*If you would like to utilize this feature, please contact a member of the Sesame Social team so we can create additional accounts for you to assign these tasks to.

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## Creative

In this section, you may create a cover image within the platform by editing one of our templates, or you may upload your own high-resolution photo and add text and shapes to it. Each template is already sized to meet Facebook's dimensions, making this an easy way to ensure your cover photo update is sleek and looks good on the platform.

Once you're happy with what you've created, you can click on "Publish" and your new cover photo will be updated and shared directly to Facebook.



## To Reset Your Password

- Go to settings in the top right-hand corner of your dashboard
- Under new password, click "Generate new password"
- Hit save