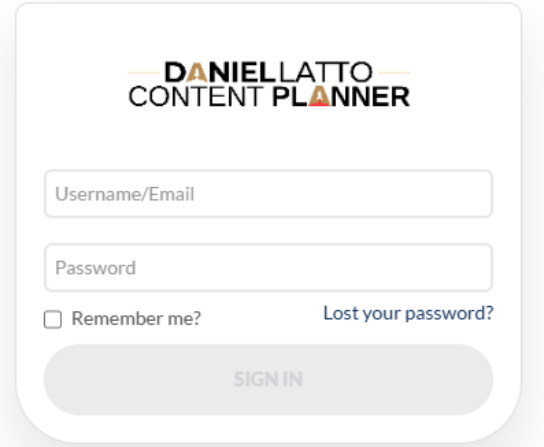
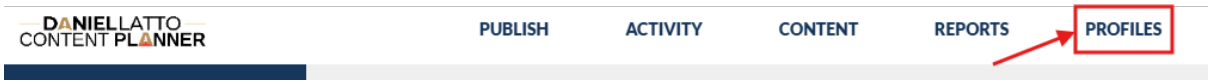
DANIEL LATTO
DIGITAL MARKETING AGENCY

How to add your social media channels to Content Planner



We use Content Planner to handle all social media posting and scheduling. This is premium posting software and you gain access to all features through your Daniel Latto Agency Package.

1. Simply go the **Content Planner login** page: https://social.contentplanner.co.uk/
2. **Username**: ActionIain
3. Password: ActionIain23!
4. Once you've logged in, you will see the main dashboard
5. Along the top you'll see a number of headings

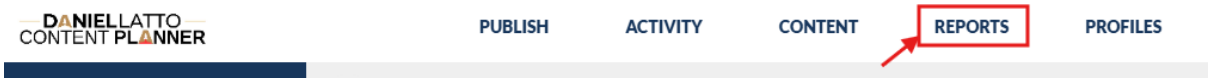


6. Click on **Profiles / Add Profiles**
7. Then choose the relevant social media account profiles
8. For example, Select **Facebook**. Select the type of Facebook page i.e Fan page (business) or a -- Facebook group, then add your login details. They may autofill in which case select continue/allow.
   -Select the page or group you want to add
   -Select YES to generate full previews
   -Note: You can't add fb personal profile pages – fb doesn't allow it.

9. Note for **Instagram** - for us to publish directly to Instagram you must have a business profile. You can set up a separate business profile or change your personal profile to a business account**.

(**If you wish to change from personal profile to a business profile go to your instagram account and select Switch to professional account. From a mobile, go to Profile, Settings, Account and at the bottom of the list Switch to Business/Professional Profile.)

10. Now navigate to REPORTS / Reports Hub (Only follow this step if you have a google analytics account)



11. Click on Google Analytics / Connect Account / Enter Google Login details*

    *If you don't have a google analytics account and would like to set one up, please let us know.

You've successfully connected your social media accounts to Content Planner and we have the ability to post content across your channels on your behalf.

You can, of course, use Content Planner to post additional content and we can arrange a quick call to run through how to use it.

Please note that we cannot delete or alter a post via Content Planner once it is posted to a channel. This can only be done directly on the platform.