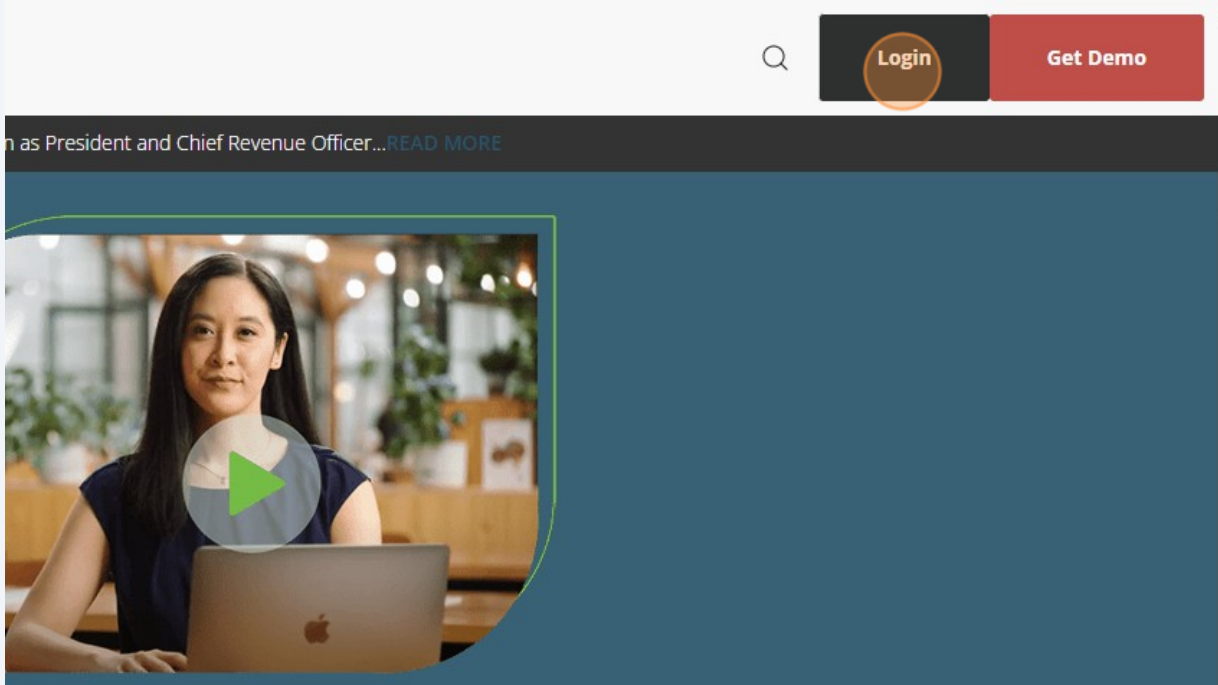


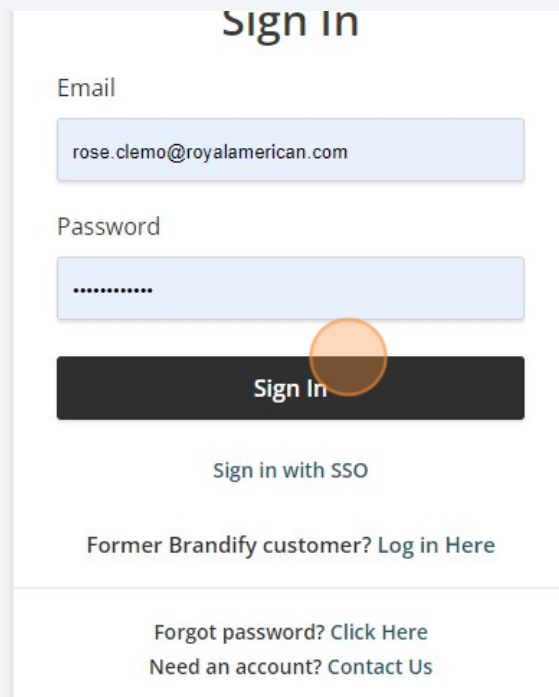
How to Schedule a Social Media Post using Scribe[®] the Soci Platform

1 Navigate to <https://www.meetsoci.com/>

2 Click "Login"



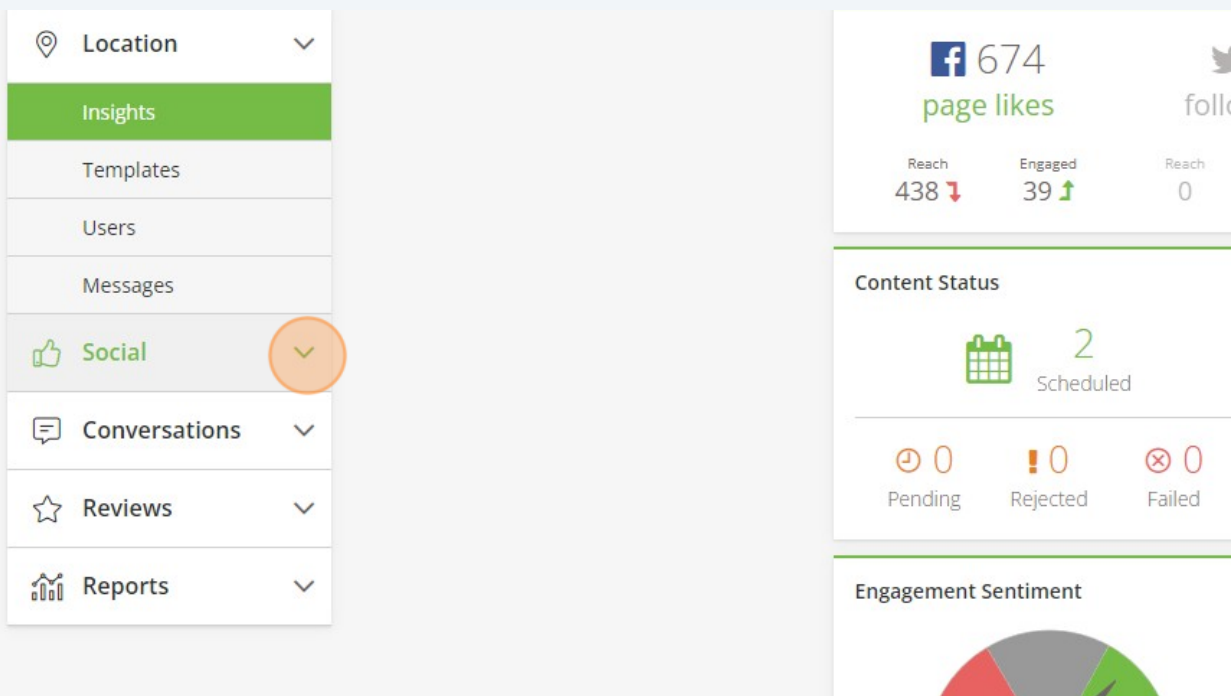
- 3 Your login in credentials should be your Royal American email. Click "Sign In".



The image shows a 'Sign In' form with the following elements:

- Sign In** (Title)
- Email** field: rose.clemo@royalamerican.com
- Password** field: masked with dots
- Sign In** button (highlighted with an orange circle)
- Sign in with SSO
- Former Brandify customer? Log in Here
- Forgot password? Click Here
- Need an account? Contact Us

- 4 Once you are logged in, click "Social" on the left hand navigation menu and click the drop down arrow.



The image shows a dashboard with the following components:

- Left Hand Navigation Menu:**
 - Location
 - Insights
 - Templates
 - Users
 - Messages
 - Social** (highlighted with an orange circle and a drop-down arrow)
 - Conversations
 - Reviews
 - Reports
- Top Right Metrics:**
 - Facebook icon: 674 page likes
 - Twitter icon: followers
 - Reach: 438 (down arrow)
 - Engaged: 39 (up arrow)
 - Reach: 0
- Content Status:**
 - Scheduled: 2
 - Pending: 0
 - Rejected: 0
 - Failed: 0
- Engagement Sentiment:** (Pie chart showing red, grey, and green segments)

5 Click "Libraries"

The screenshot shows a social media management interface. On the left is a sidebar menu with the following items: Social (with a thumbs-up icon and a dropdown arrow), Scheduler (highlighted in green), Discovery, Queue, Published, Libraries (highlighted with an orange circle), Images, Notifications, Conversations (with a speech bubble icon and a dropdown arrow), and Reviews (with a star icon and a dropdown arrow). On the right is a calendar grid for October 2023. The calendar has columns for SUNDAY, MONDAY, and TUESDAY. The dates shown are Oct 1, Oct 2, Oct 3, Oct 4, Oct 8, Oct 9, Oct 10, Oct 15, Oct 16, Oct 17, and Oct 18. There are icons for a calendar, a calendar with a date, and a calendar with a date and a plus sign at the top of the calendar grid.

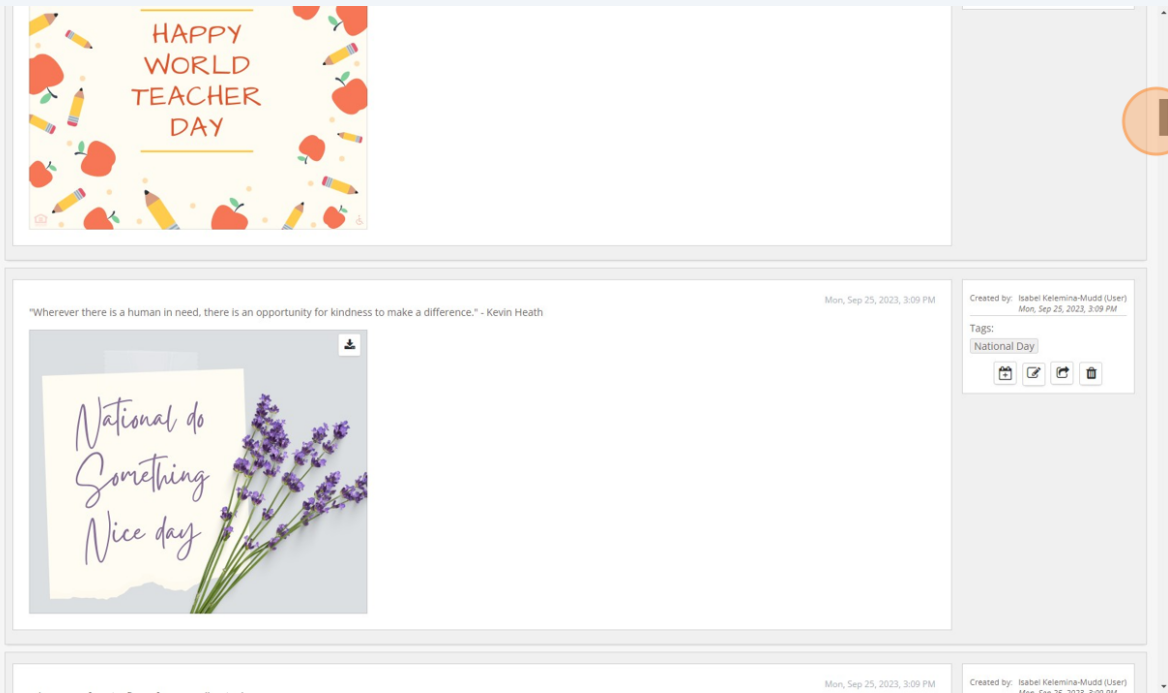
6 Once on the libraries page navigate to the folder that houses the content you want to post.

The screenshot shows a social media library page with three folders. Each folder has a title, a grid of content, and statistics. The folders are:

- JUNE 2023**: Contains content for National Bubbly Day, National Cheese Day, and National Popcorn Day. Statistics: 47 TOTAL, 47 NEW, 0 USED.
- October 2023**: Contains content for Pumpkin Spice, World Vegetarian Day, and Happy National Neighbor Day. Statistics: 28 TOTAL, 28 NEW, 0 USED.
- September 2023**: Contains content for Coffee Day and Happy National Chocolate Milk Day. Statistics: 32 TOTAL, 32 NEW, 0 USED.

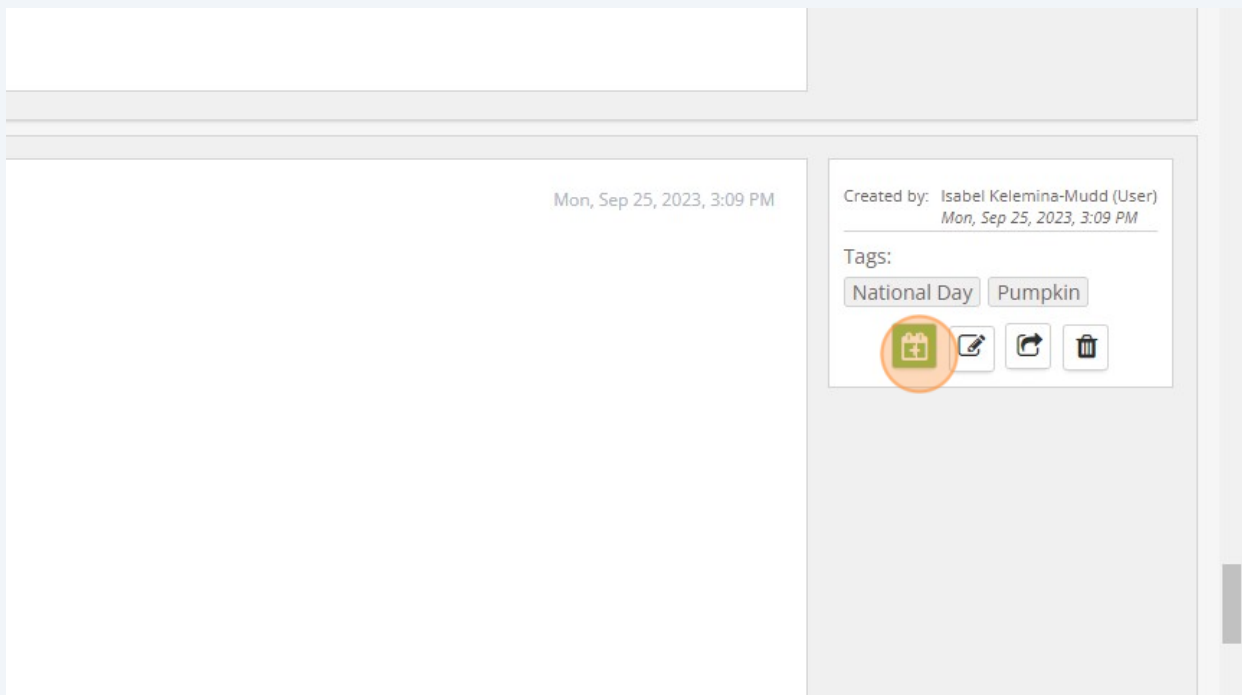
7

Scroll through the content provided for you until you find a graphic you'd like to schedule



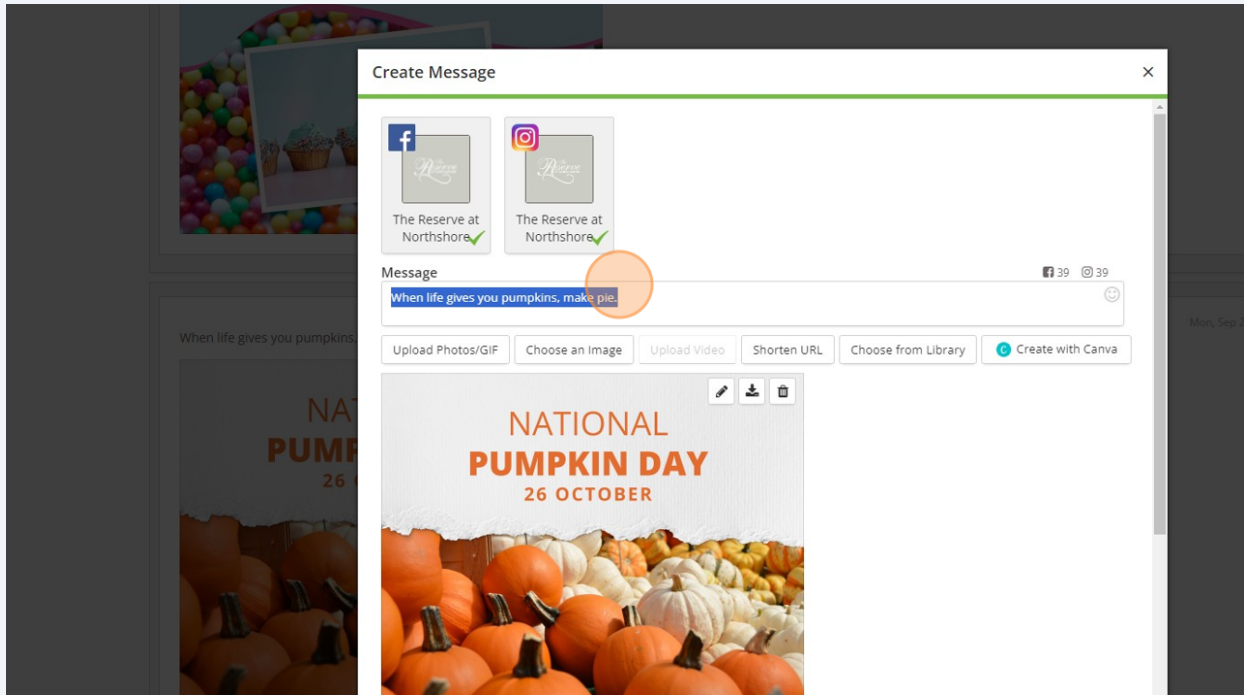
8

Click the calendar icon located to the right of the graphic you'd like to schedule.



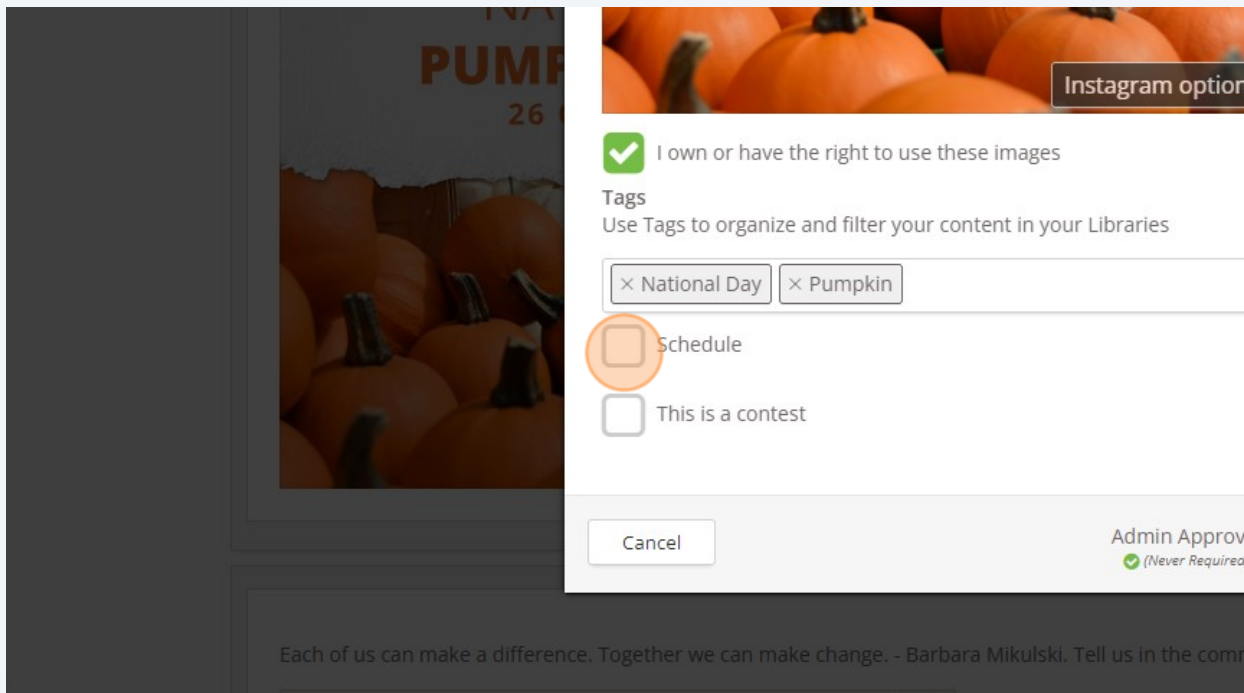
9

All captions have been provided for you but if you need to edit any details do so in the message section.

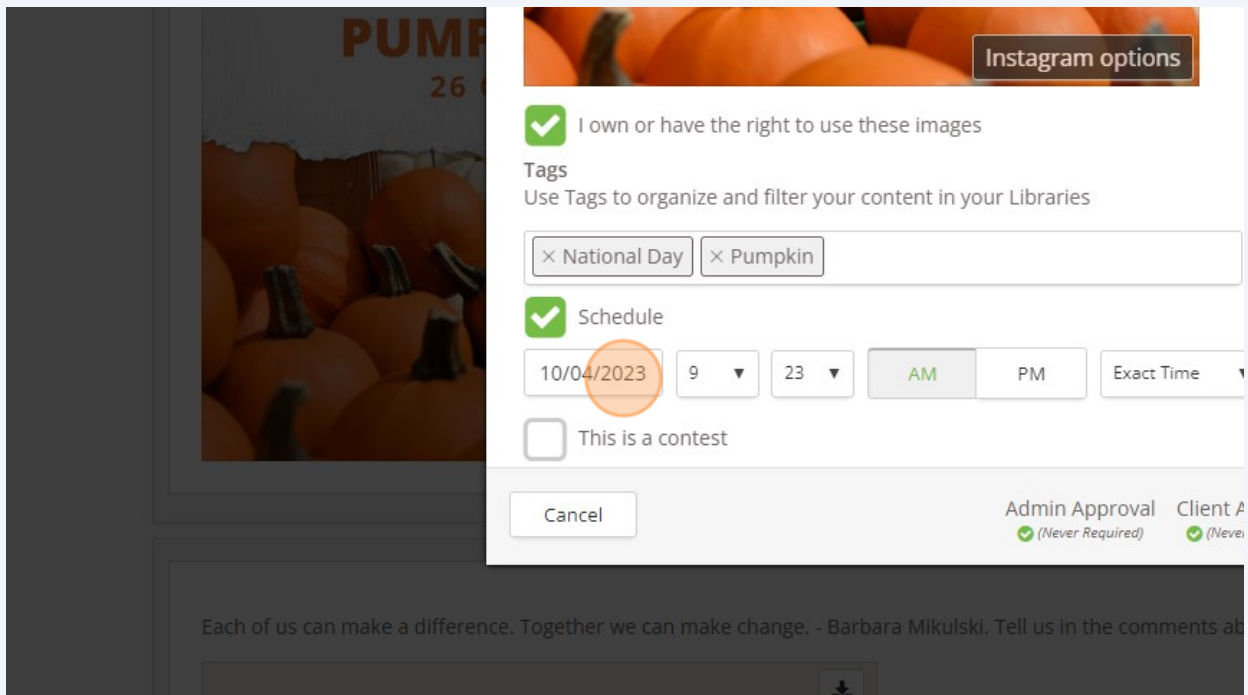


10

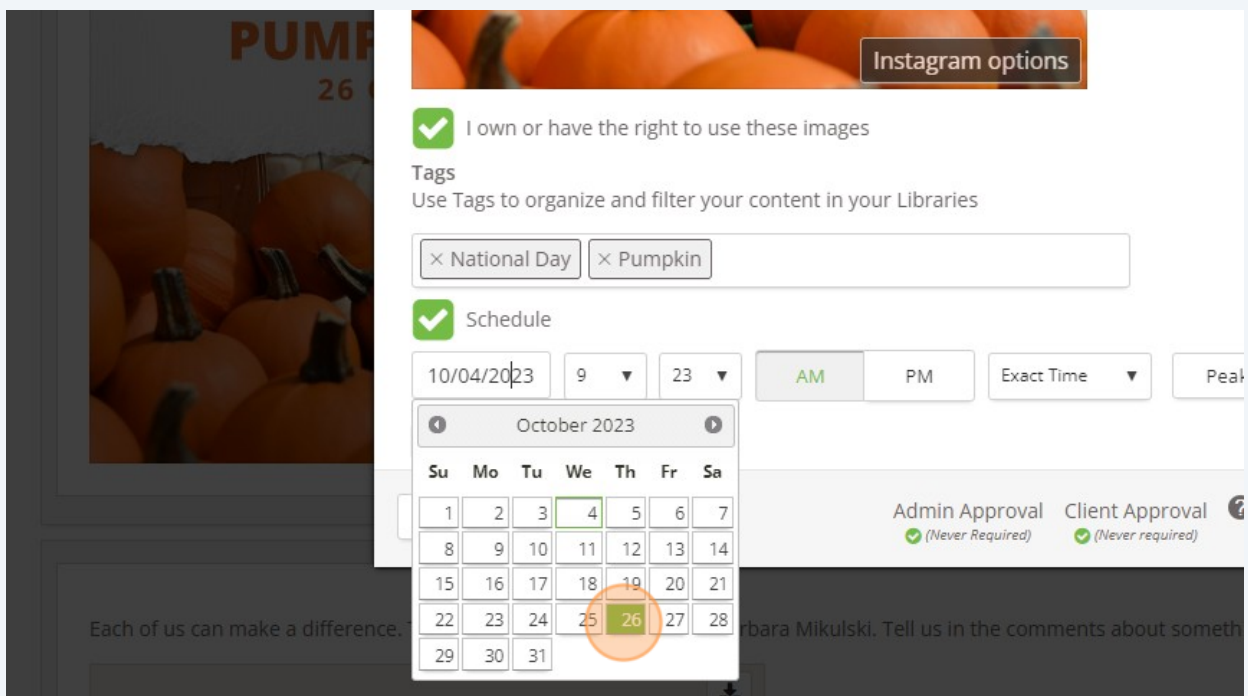
Click "Schedule"



11 The calendar date and time appear.

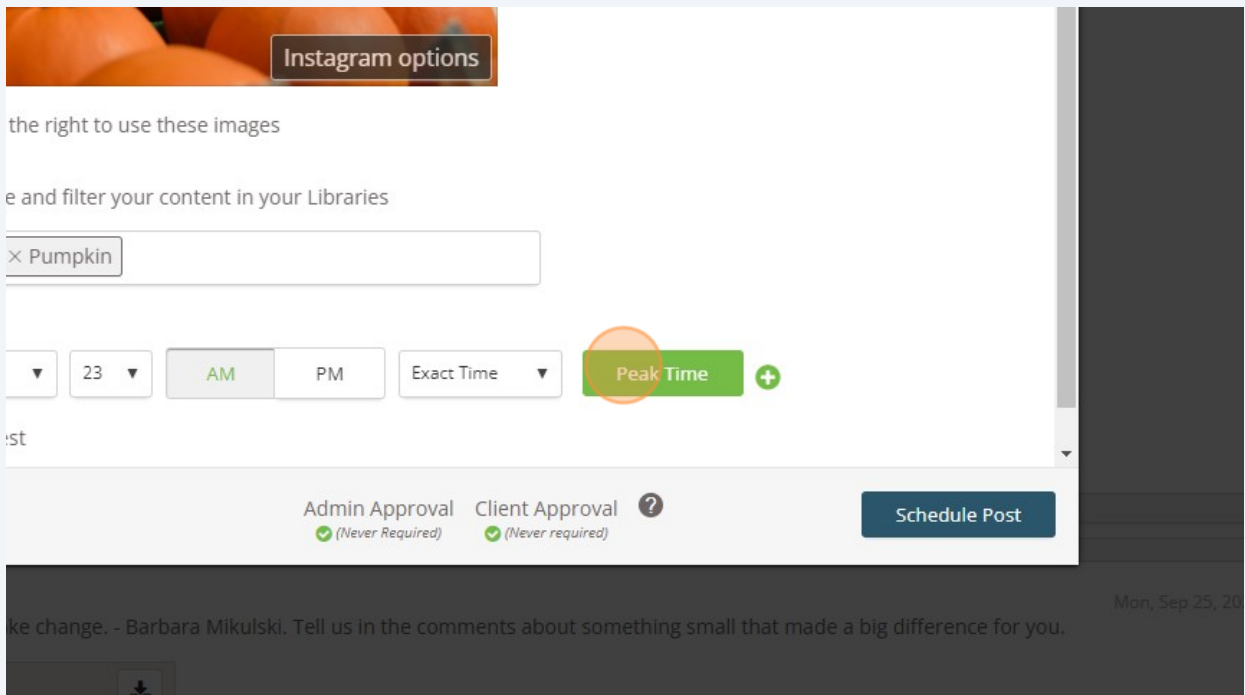


12 Click the date you'd like the graphic to be posted. You can click the current date or a day in the future.



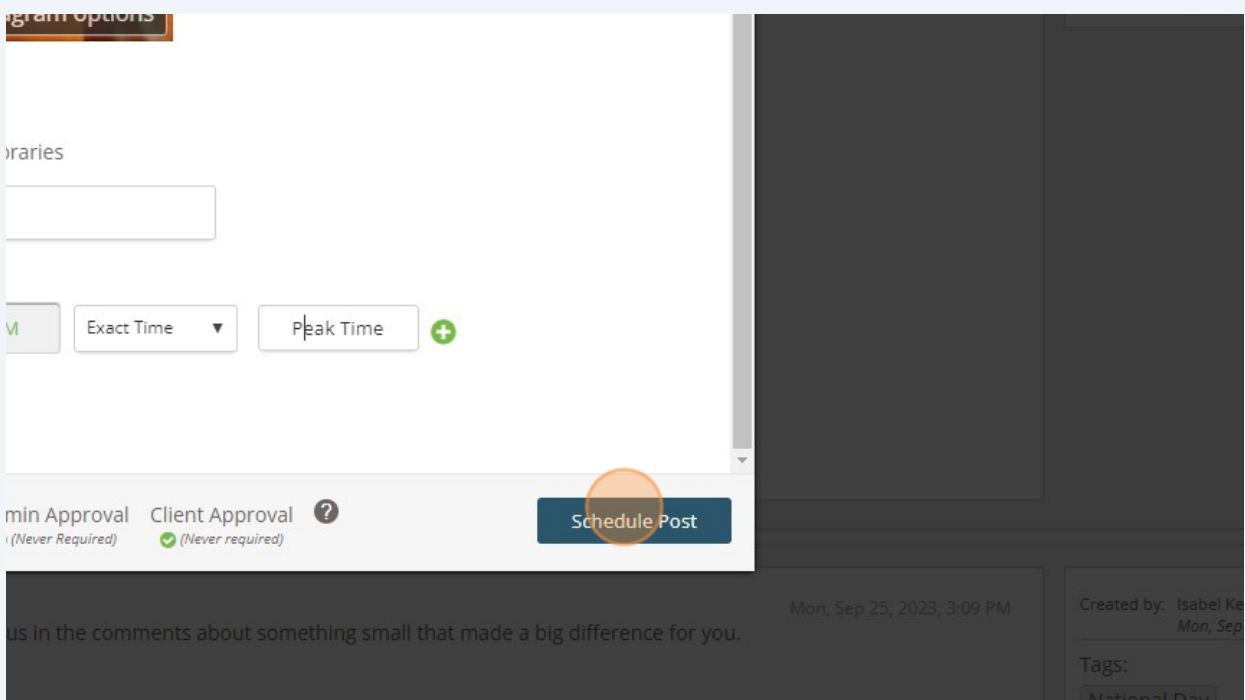
13

Click "Peak Time" for SOCi to provide the most optimized time to post, or pick a time instead.



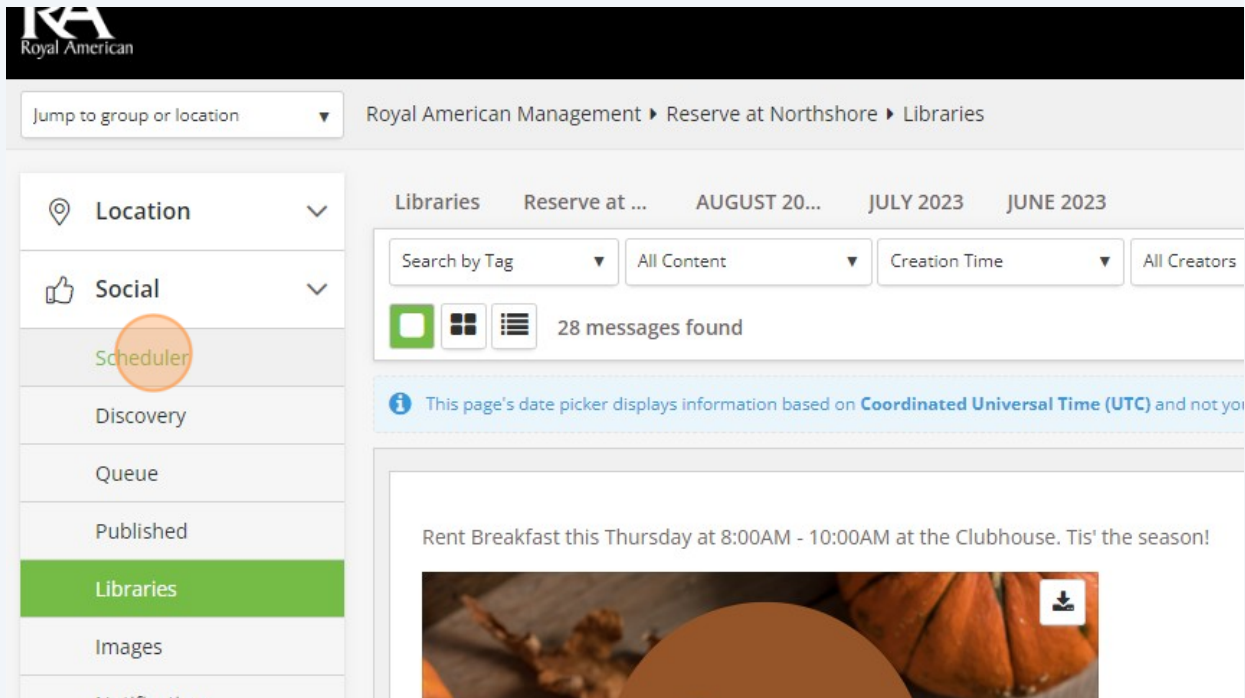
14

Click "Schedule Post"



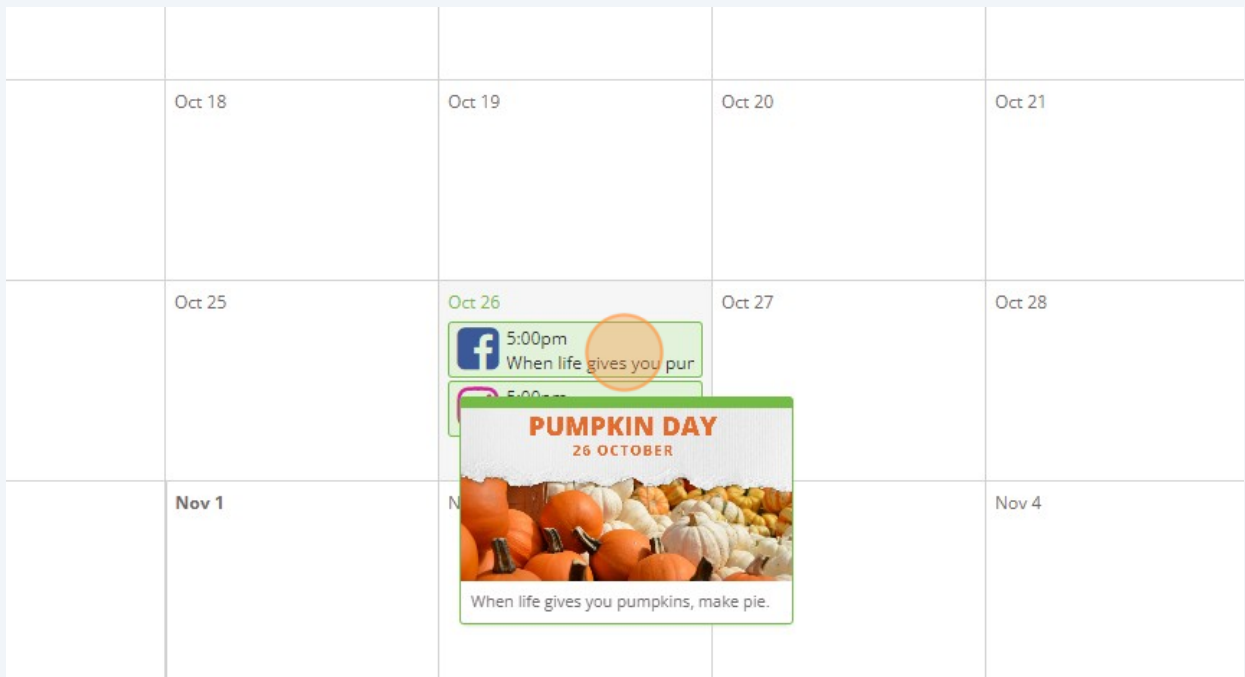
15

Once you've scheduled your post, click on "Scheduler" in the navigation menu on the left hand side.



16

You'll see your post on the calendar for the date and time you have scheduled. Click into the post if you need to make any changes before it goes live.



17 Then click "Save".

