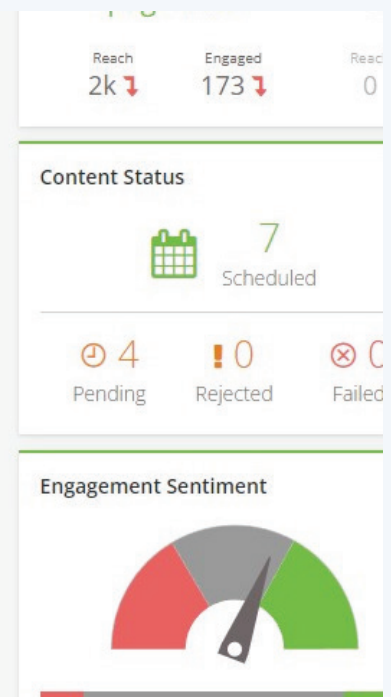
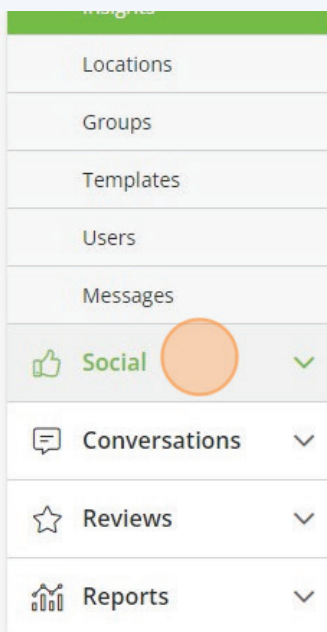


# How to Upload Custom Content Using SOCi Scribe<sup>®</sup>

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

2 On the left menu of your dashboard, click "Social"



3 In your Scheduler calendar, click on the date you would like to post

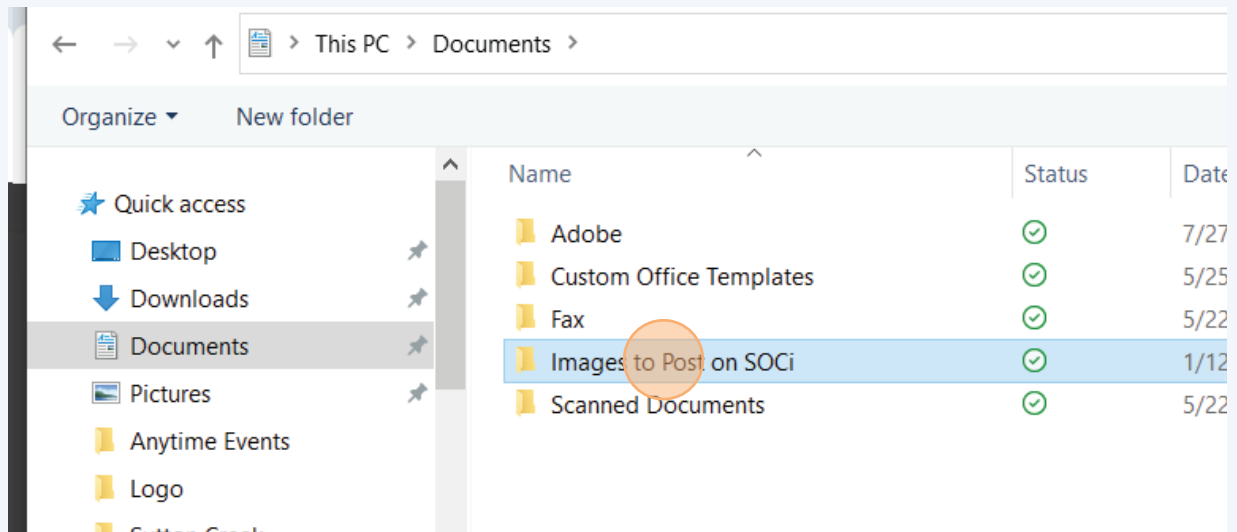
Calendar interface showing a grid of dates from Wednesday to Saturday. The date Dec 8 is highlighted with an orange circle. A sidebar on the right contains options for 'Build Calendar', including 'Choose Calendar' (Royal American M), 'View Ir', 'Select Scheduled Time' (Custom Time, 10:00), 'Select Networks' (Facebook, Instagram, LinkedIn), 'Select Content' (Select Library), and 'No conten'.

4 Click "Upload Photos/GIF" and select the custom graphic or photos you would like to add from the file explorer

Content creation interface showing social media icons (Facebook, LinkedIn, Instagram, and a custom graphic icon) with green checkmarks. A message input field is present. The 'Upload Photos/GIF' button is highlighted with an orange circle. Other options include 'Choose an Image', 'Upload Video', and 'Shorten URL'. There is a 'Tags' section with a text input field. A 'Schedule' section has a checked box, a date field (12/08/2023), time fields (10:00 AM), and a dropdown for '±15 minutes'. A 'Posting As' section is partially visible at the bottom.

5

Find the spot you saved your photos/graphics to and open the folder. This may be in the Downloads folder if you haven't specified for them to be saved somewhere else.



6

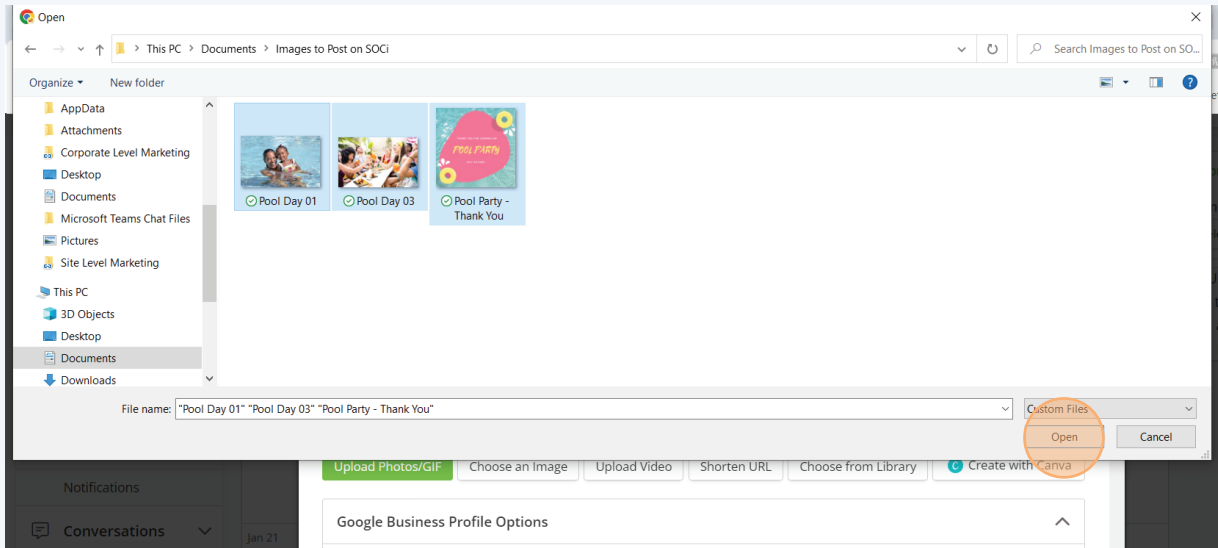
Select the image you would like to post to SOCi.  
If you have more than one image to add, follow the instructions on pages 4 & 5.  
Otherwise, click the "Open" button and skip to page 6



## UPLOADING MULTIPLE IMAGES (Skip to page 6 if you are only uploading one image)

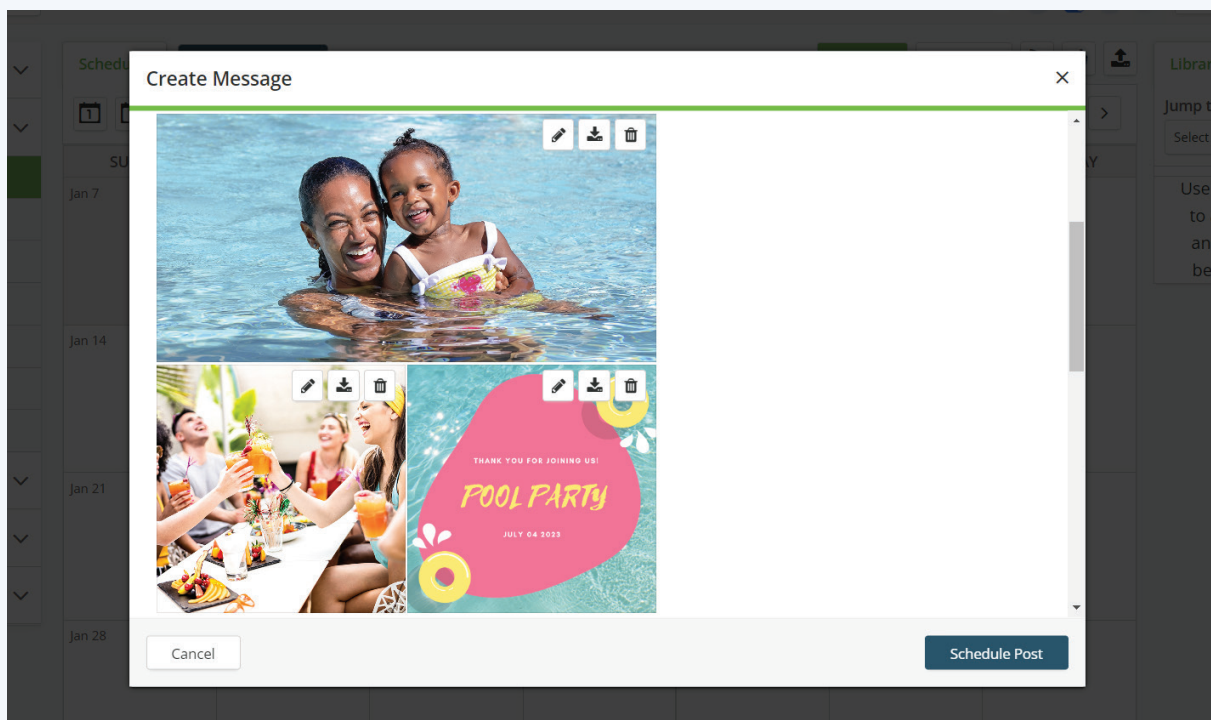
6A

If you have multiple images to add, select ALL images you would like to post together. You can select by clicking and dragging to select all images with a Selection Box, OR press the CTRL key and click on each individual photo you would like to add. You can also hold SHIFT and click on the first and last images to select all images in between. Click the “Open” button once you have selected the images.



6B

The uploaded images will now appear in the SOGi upload box



## UPLOADING MULTIPLE IMAGES (Skip to page 6 if you are only uploading one image)

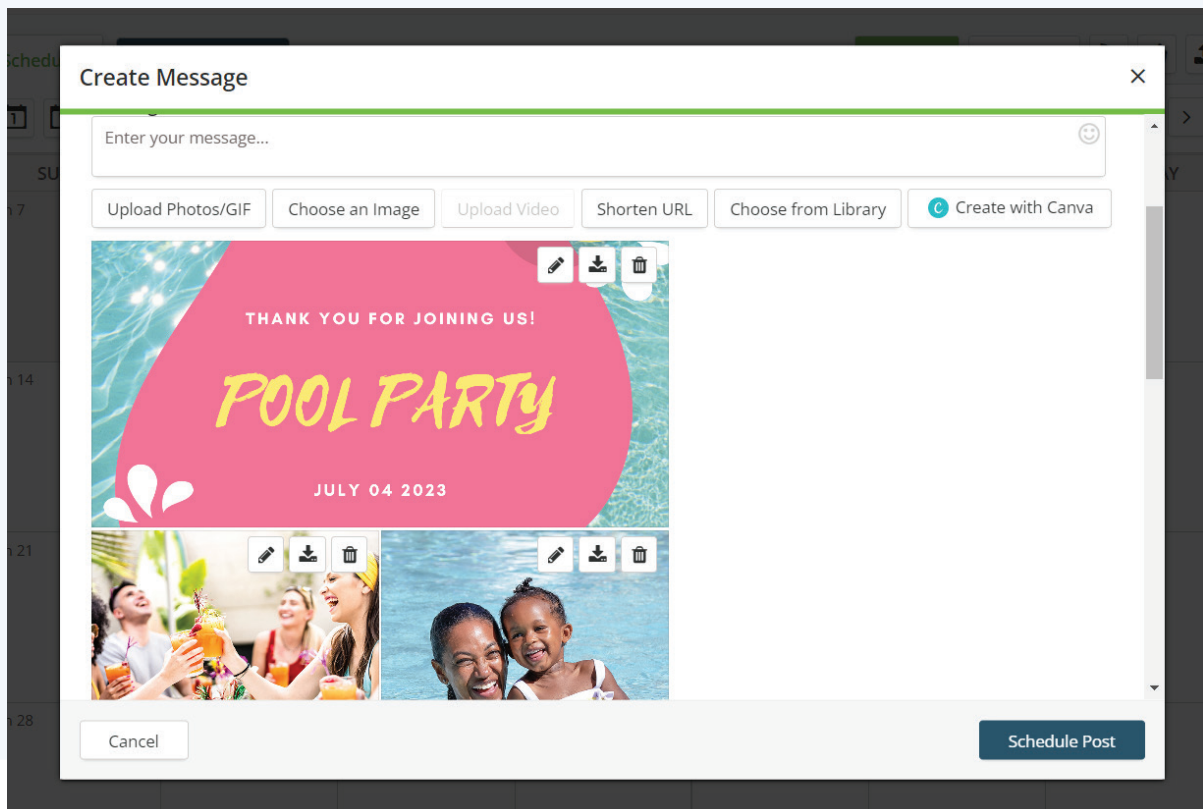
6C

If you want to change the order that images show up, click and HOLD. Drag the image to the spot where you would like it, then release the mouse.



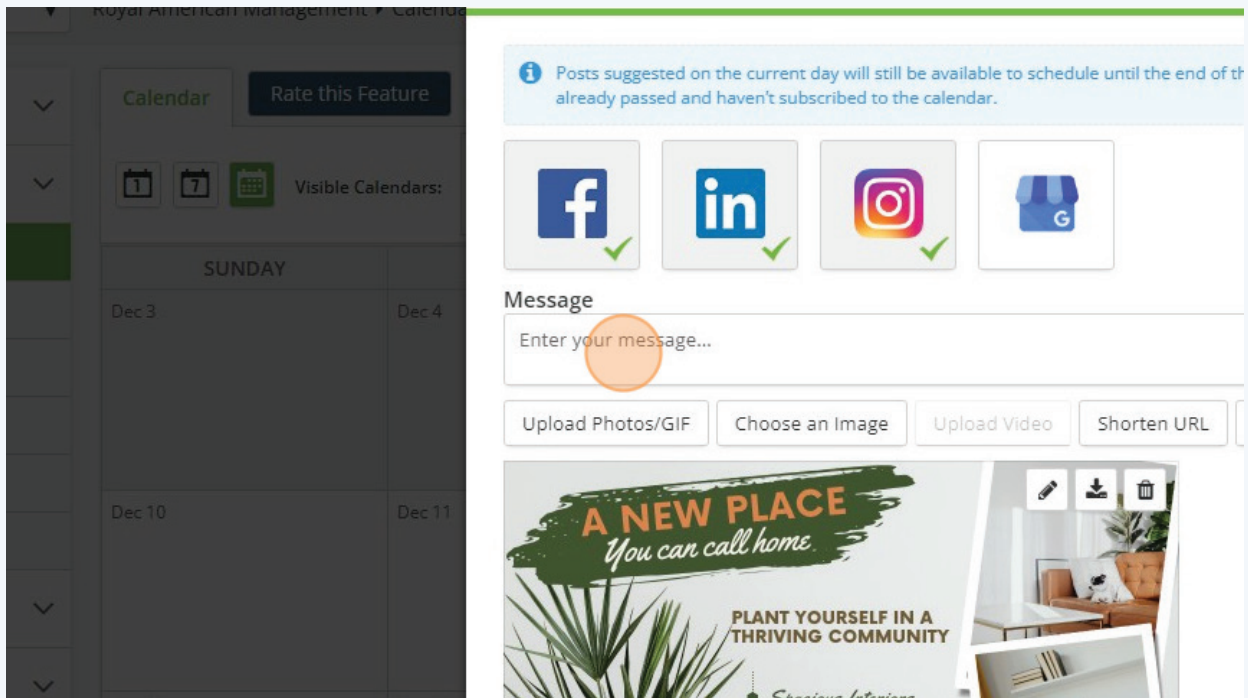
6D

Once you are happy with the image order, proceed to step 7



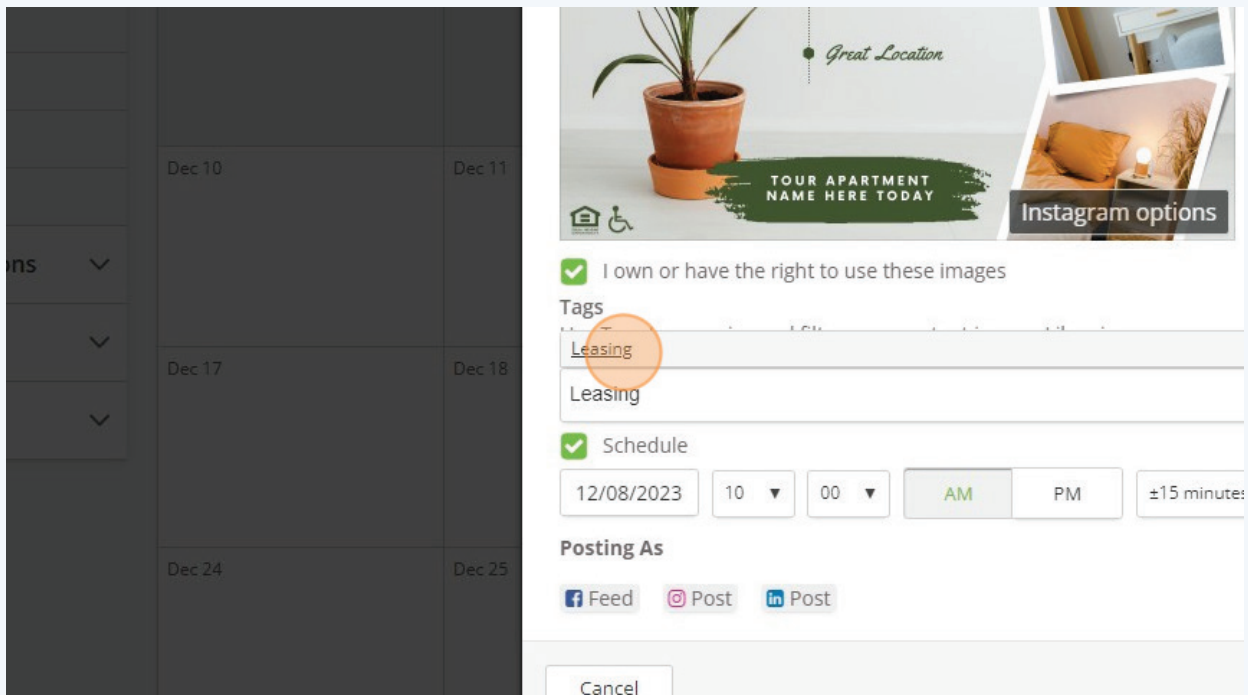
7

Click here and type to add a caption with details about your event, property, or what you need to communicate to your social media page



8

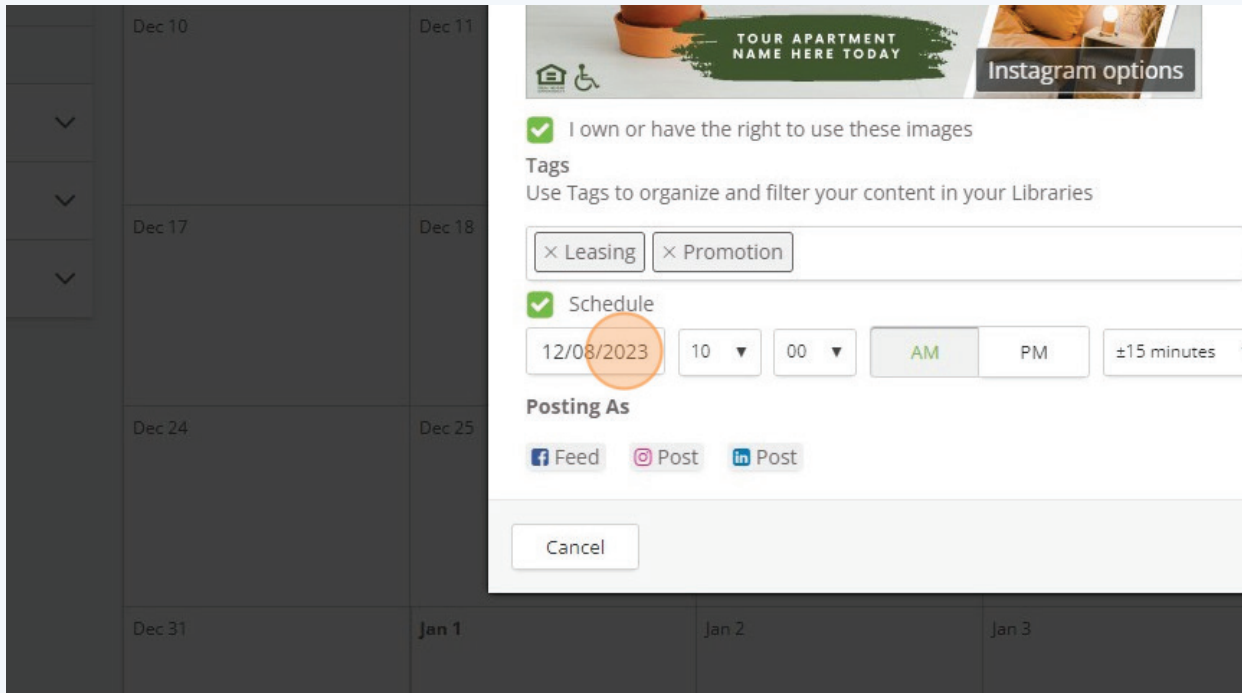
Click on the tag you would like to add in the drop down



9

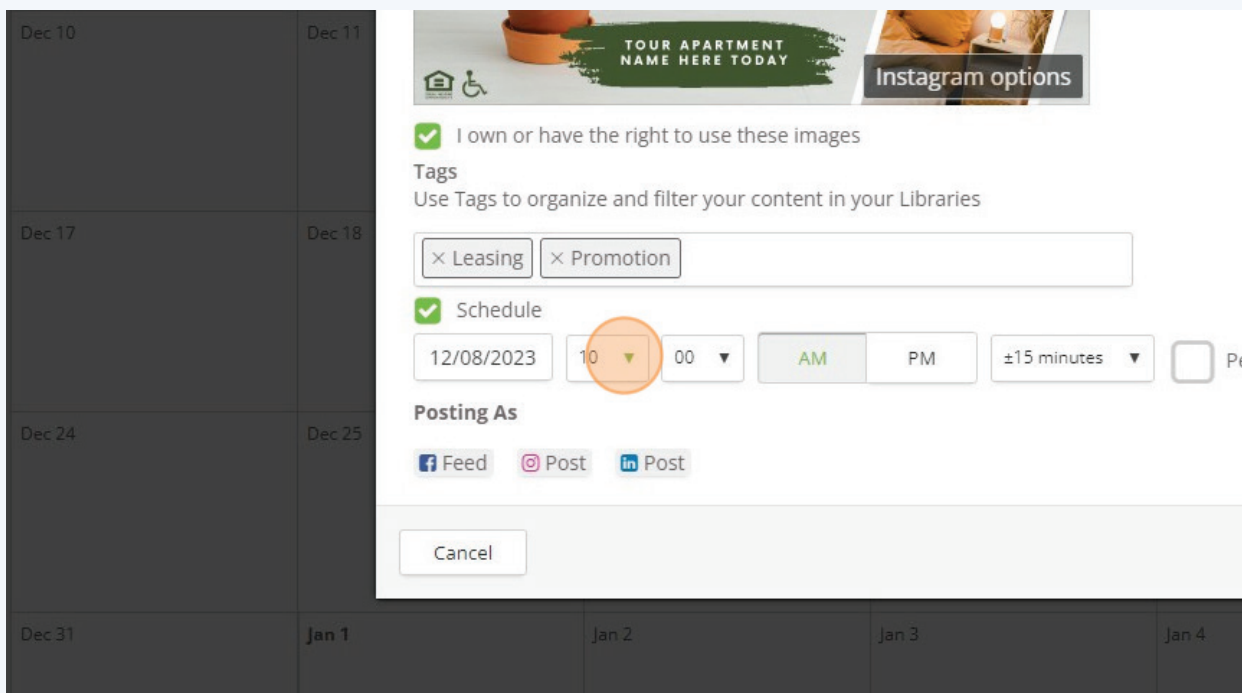
Make sure that the "I own or have the rights to use these images" and "Schedule" checkboxes are checked and green (should be selected by default).

If you need to change the date you want to post, click on the date and select a new date



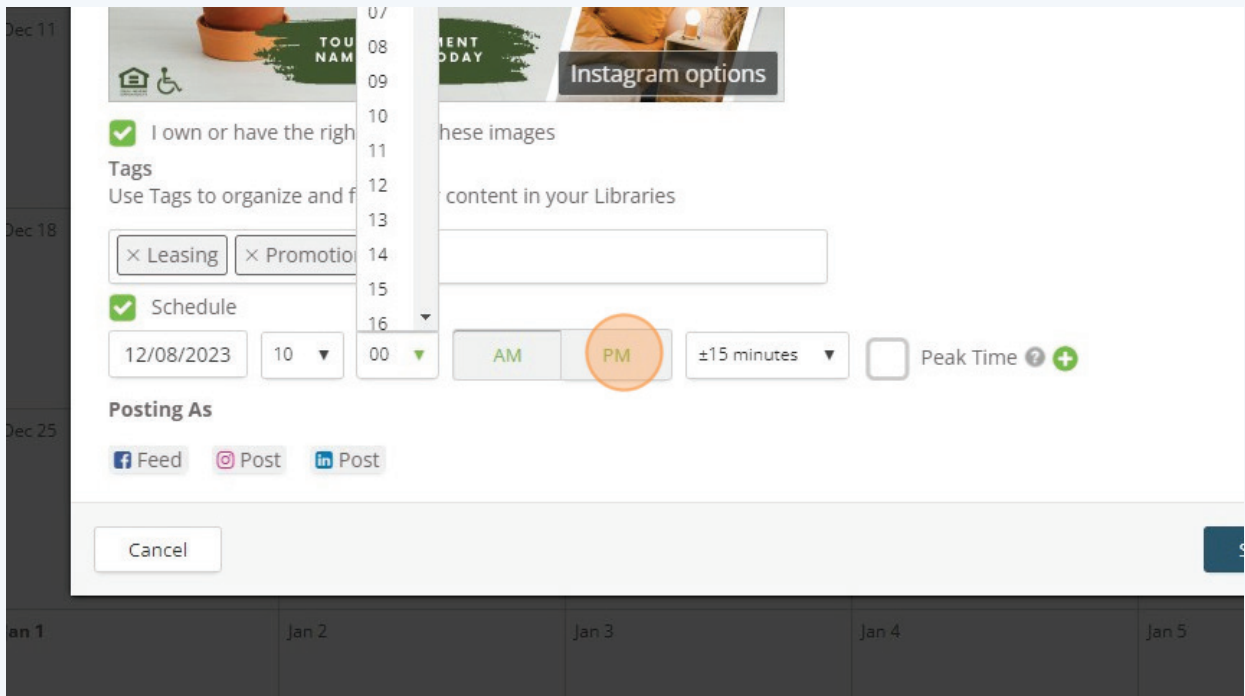
10

You can change the hour and minute your post is scheduled at



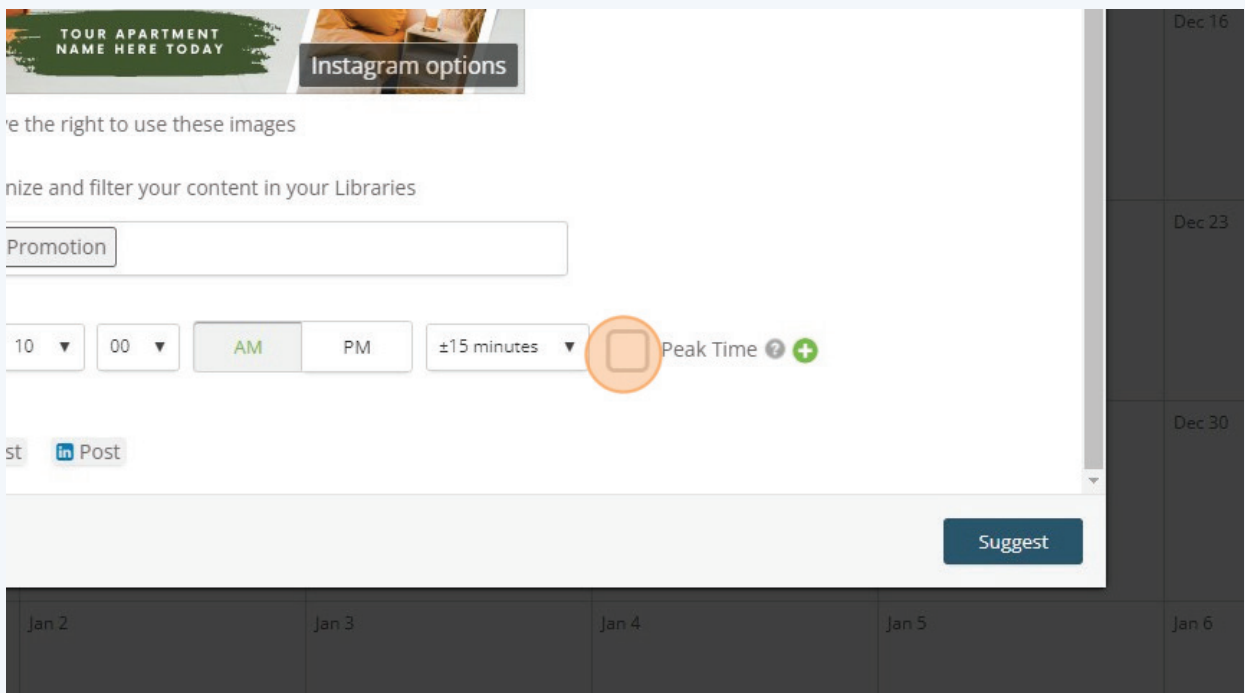
11

You can also select if you would like your content to be posted in the AM or PM



12

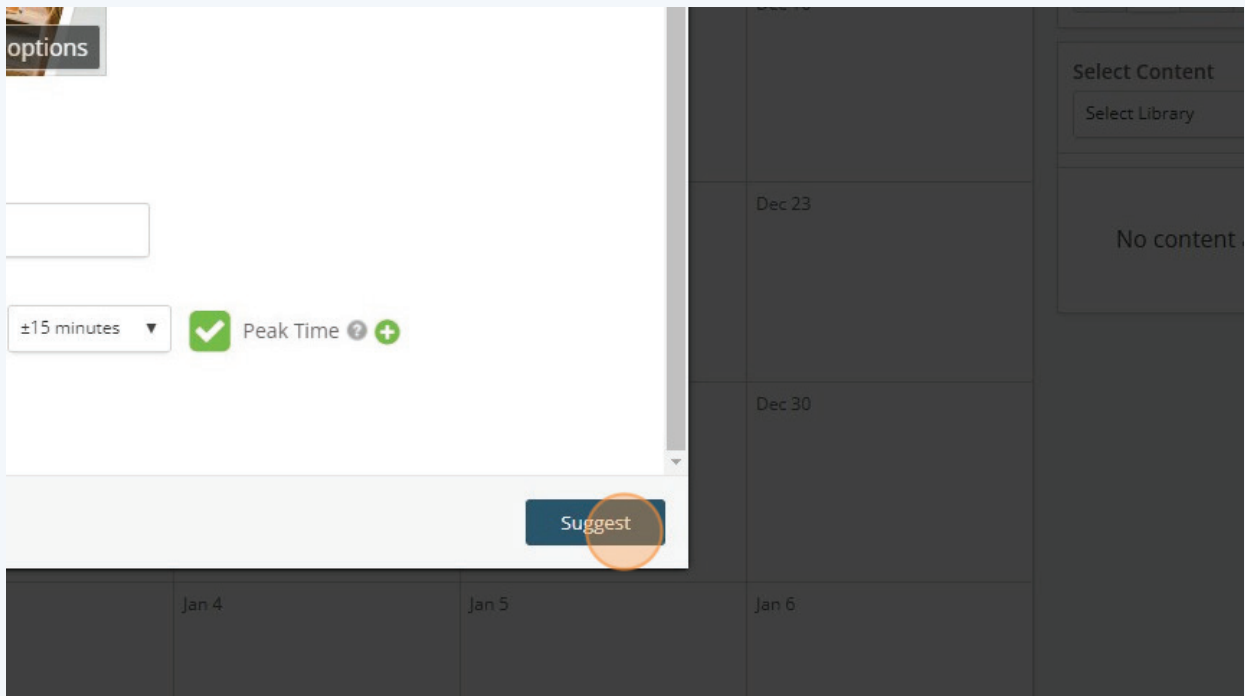
To increase engagement and make scheduling even easier, click the checkbox next to "Peak Time". This will automatically select the best time to post your content to get the most views





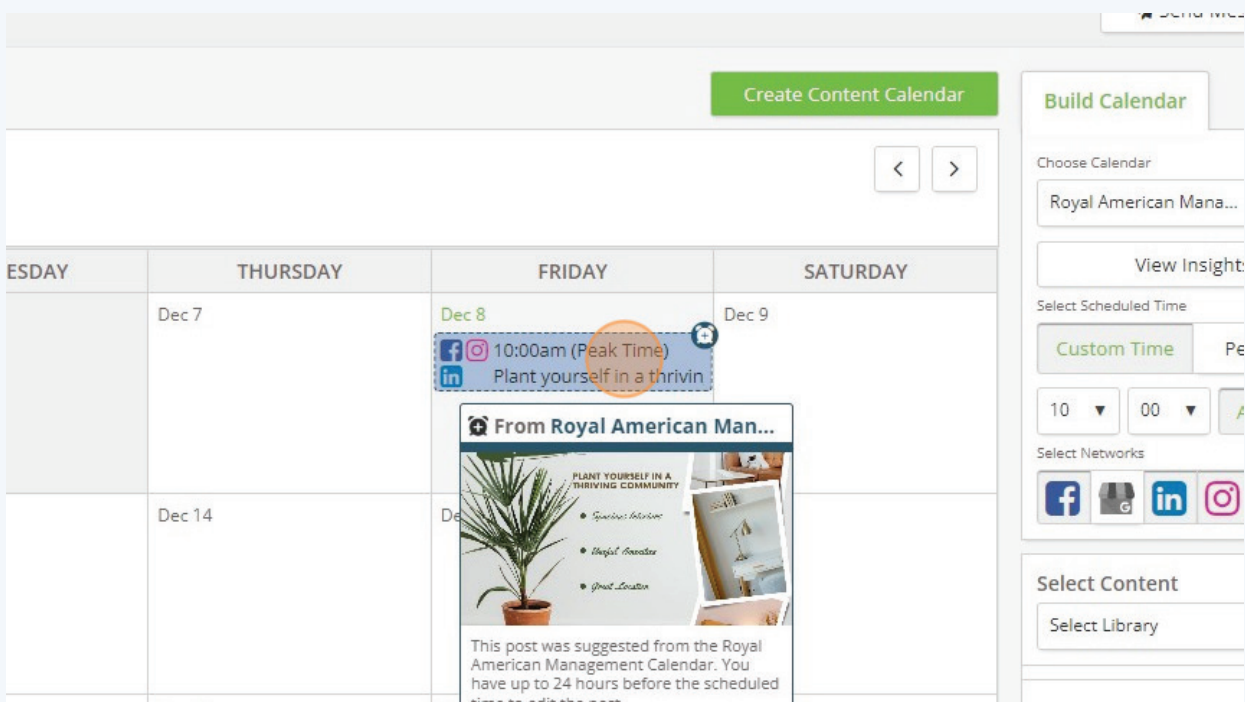
13

When you're done setting up your post, click on the "Suggest" button and wait for approval from the Marketing Team

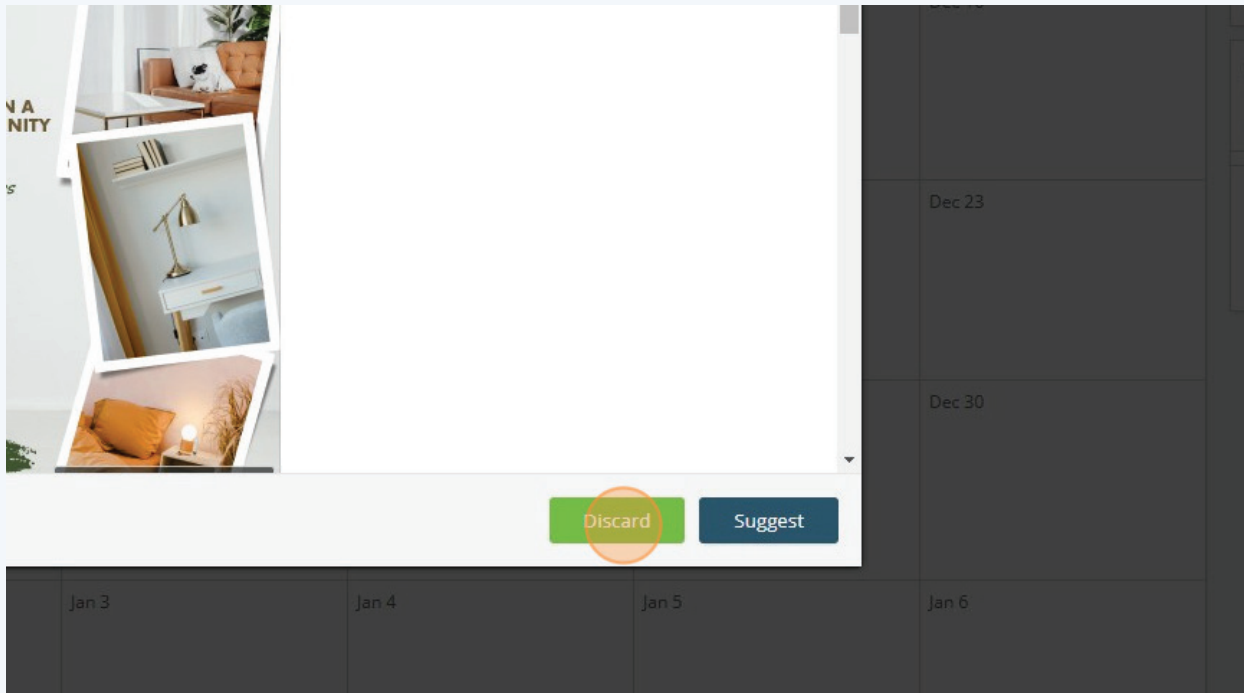


14

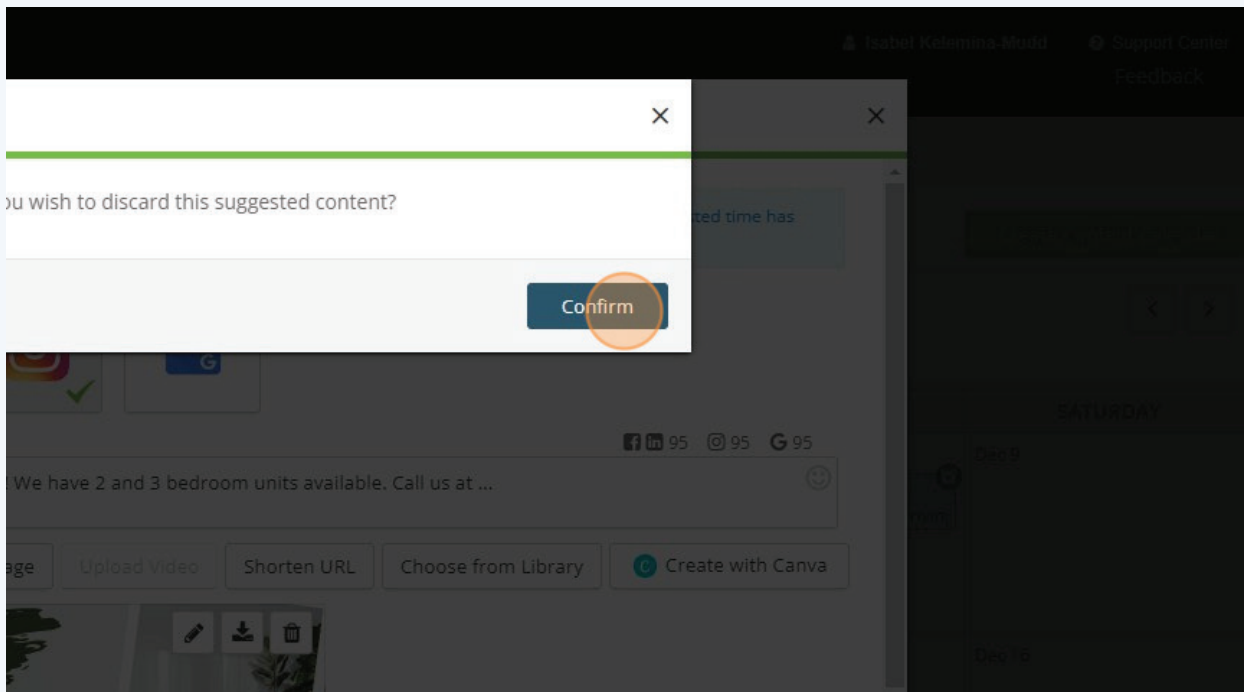
If you change your mind about your post and want to remove it before it is posted, click on the post in your calendar



15 Click "Discard"



16 Click "Confirm"



17 If approved, your content will be posted at the selected date and time that was set when you created the post!