Content Creation
& Scheduling Workflow
FOR THE TREMENTO TRIBE

Stop worrying about creating content.
Sit down for 2 hours and get your content done
and scheduled for the full month ahead.

TREMENTO

HOSPITALITY
MARKETING

Content Creation

WORKFLOW

Time to batch create content!

- [ ] Open up your photo archive.

- [ ] Open the editable Content Calendar.

- [ ] Open the Tribe Area, so you have the calendar there available.

- [ ] Open the Caption Prompts page.

- [ ] First: write the posts. Use the Spark, Foster, Move model. Head over to the Tribe Area and Caption Prompts page for inspiration whenever you feel stuck. Skip a post if you don't feel like it.

  We recommend writing them and only after you've written everything, searching for the right pictures in your photo archive.

  However, some posts will be directly related to what you show people on the photo. So switch back and forth if needed, but only if needed.

- [ ] When you've written all the posts, add the pictures. Do you need a picture in a different size? Don't worry. Just put it in anyway.

  You'll be able to scale it to the right side once you start using Later or Hootsuite.

- [ ] Download the PDF by clicking the arrow down button at the top right corner of canva.com, left of 'print letterheads'. Choose PDF Print!

- [ ] Pro tip: Don't overthink your writing! Just write. You can always edit later.

TREMENTO

Content Scheduling

WORKFLOW

Let's get that content online!

- ☐ Go to https://pdfcandy.com/extract-images.html. This tool will extract all the images in their full size.

- ☐ Upload the PDF with your new content planning.

- ☐ Go to Later.com or Hootsuite.com (use your tool of choice)

- ☐ Upload all the photos that pdfcandy.com extracted for you. They should be nicely put together in a folder in your 'downloads' on your computer.

- ☐ Open the Editable Content Calendar in Canva. It's easiest to copy and paste your text from there, instead of from the PDF.

  When you copy and paste text from a PDF, there's sometimes some weird formatting...

- ☐ Start adding your posts in the tool. Just copy and paste the text from the Editable Content Calendar.

  With Later.com, you'll first have to drag your picture to the schedule and then you'll be able to add the text. With Hootsuite.com, you just click the pen tool to make a new post.

- ☐ Keep going until you've scheduled them all. Don't forget to add hashtags and the location!
  Pro tip 1: spend 1 hour to create 'hashtag captions' (saved captions) in Later, so you can easily copy and paste these while scheduling for the rest of the foreseeable future.

- ☐ Pro tip 2: put on some good music or a podcast. This is a bit of a boring task, but once you get it, you can do it on autopilot. And once everything's posted, you don't have to think about it again for the next 4 weeks!