

# What Is The Social Media Manager Post Ideas Section?

Last Modified on 11/02/2020 3:30 pm CST

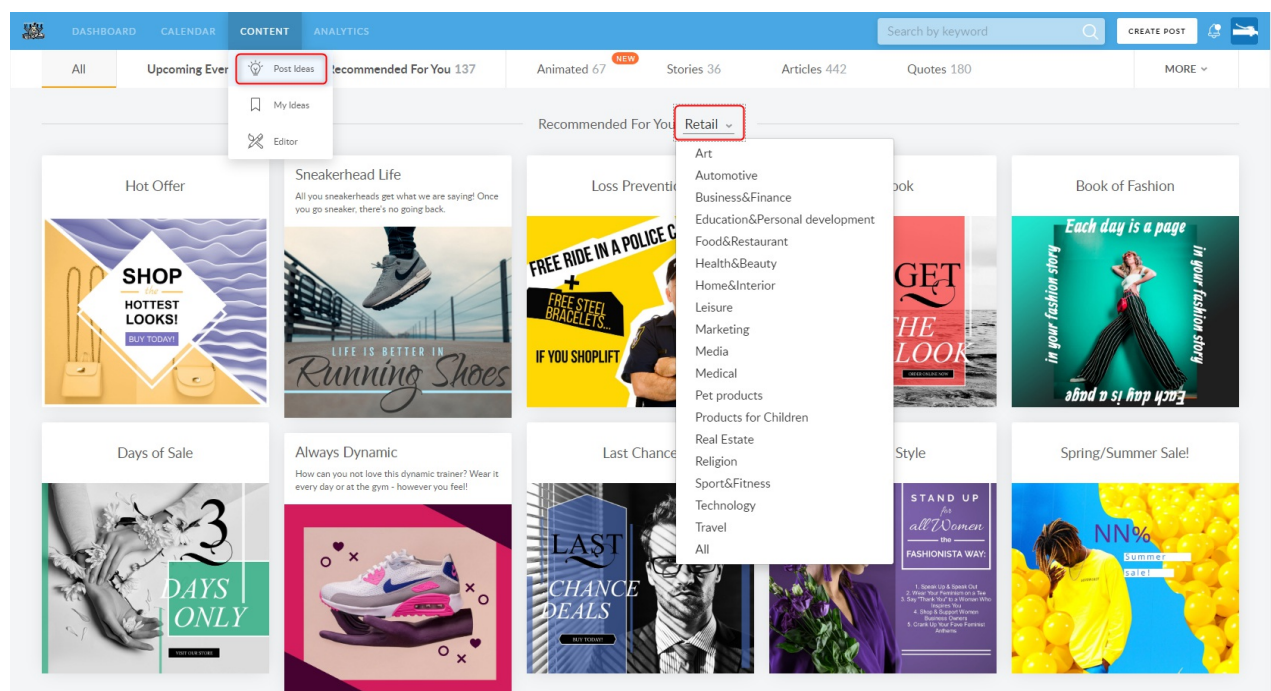
Social Media Marketing doesn't have to be a chore nor does it have to be a marketing effort that doesn't deliver. The best content plan will deliver conversions in the form of likes, shares and web traffic. Filling your social profiles with relevant content is essential. It shouldn't be only **promotional posts**. You really should work on educational and engaging type of content to build a community around your brand instead of constantly selling something. On top of that, you need to post **regularly**, but you might not feel inspired all the time.

**Where is the source of inspiration?** "Post Ideas" is an easy-to-use tool that provides stunning visual content with pre-loaded layouts, graphics, and text. In addition to organic content, it's crucial to take advantage of our templates to level up your Social Media marketing without spending a lot of time.

## What Can I Find in the Post Ideas Library?

### Recommended For You

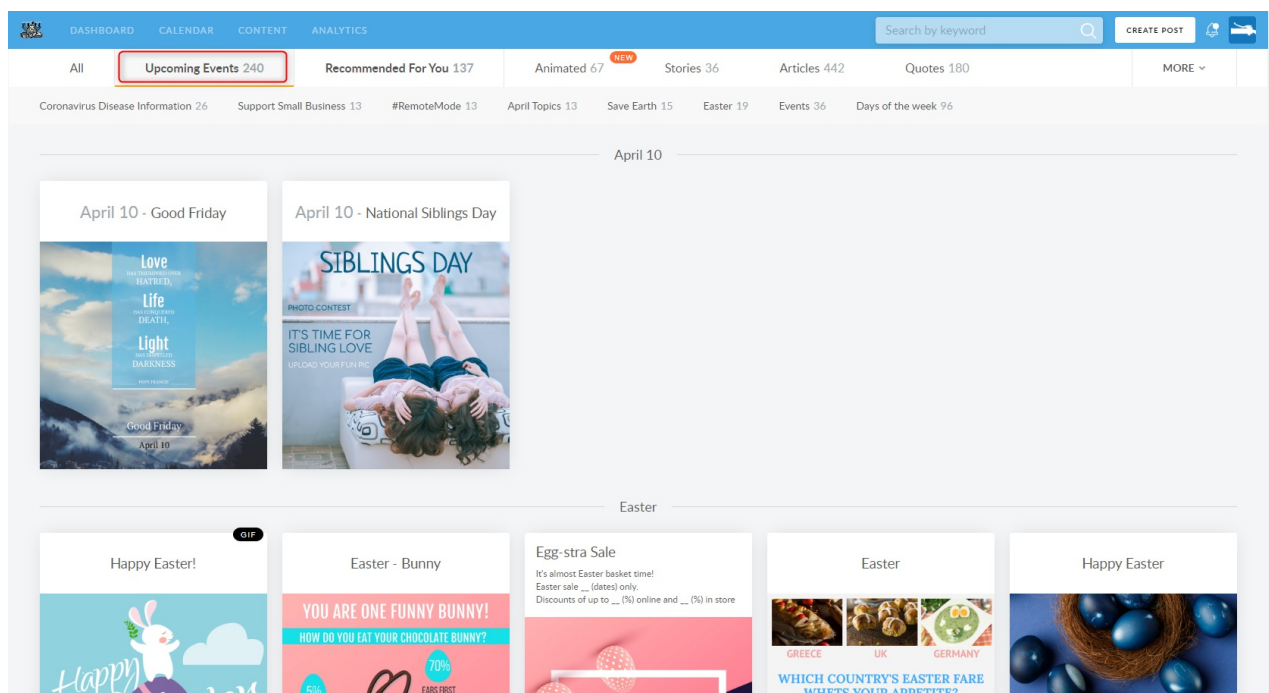
Under "Content" in the top toolbar, select "Post Ideas." You will be given a page of "Recommended" graphics, but you can also toggle between different business industries for different types of posts.



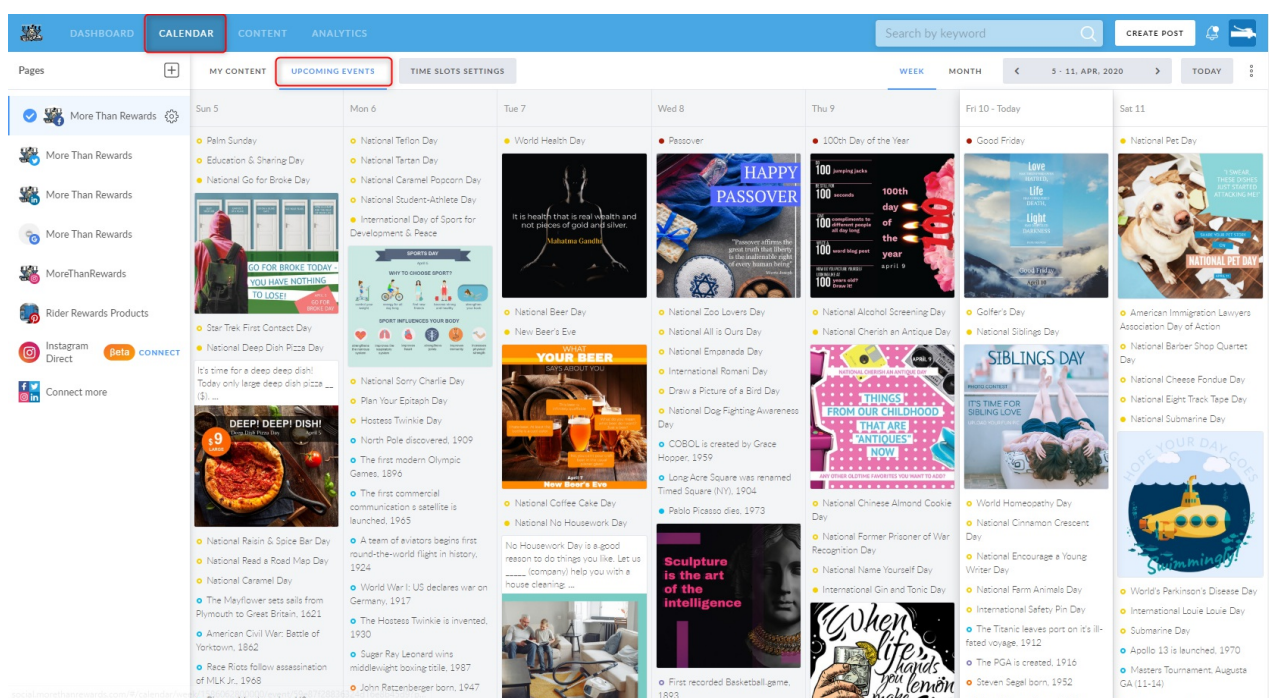
Let's say, for example, that you're promoting some new motor clothes apparel. You can change to "Retail" to find templates best suited for that sort of post.

### Upcoming Events

Do you want to stay in the loop when it comes to the hottest trends, upcoming holidays and breaking news that not only could, but should be an integral part of your Social Media management? Never be late to the party thanks to our Upcoming Events section. There you will find posts for every season, month and every day of the week.



In addition, check the Upcoming Events tab in the Calendar.

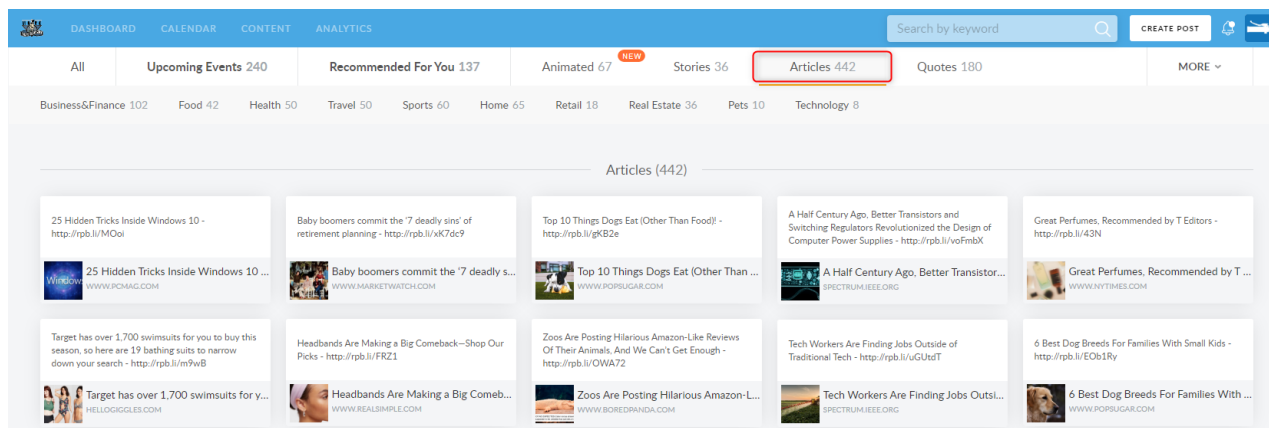


These are US-based events such as trends, holidays, history, sports, and celebrities. They are color-coded so they are marked red, yellow, blue, purple and orange colors respectively.

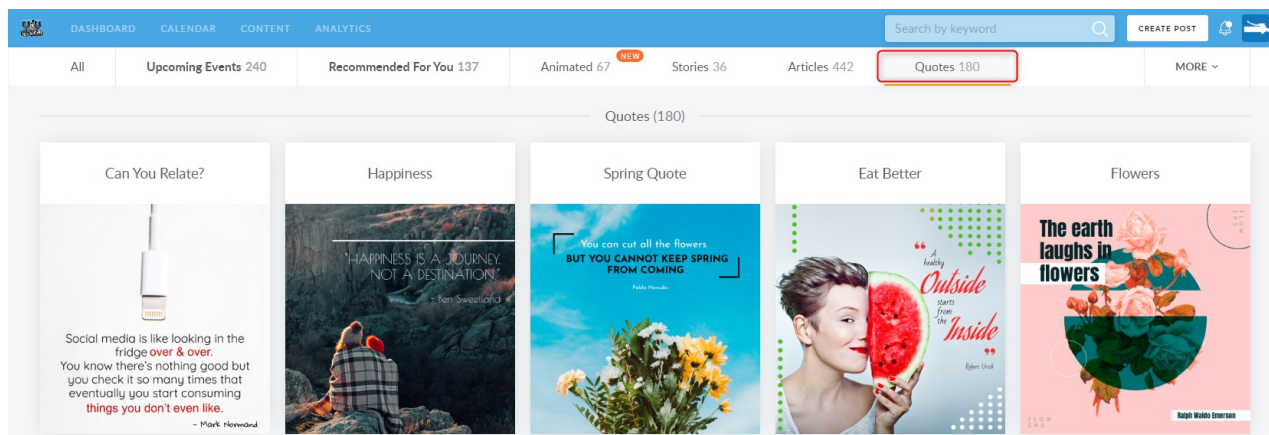
No matter what your industry is you'll always find something to post from here. And what's really great is that it is scheduled months ahead, so you can go as far as you would like.

## Other categories

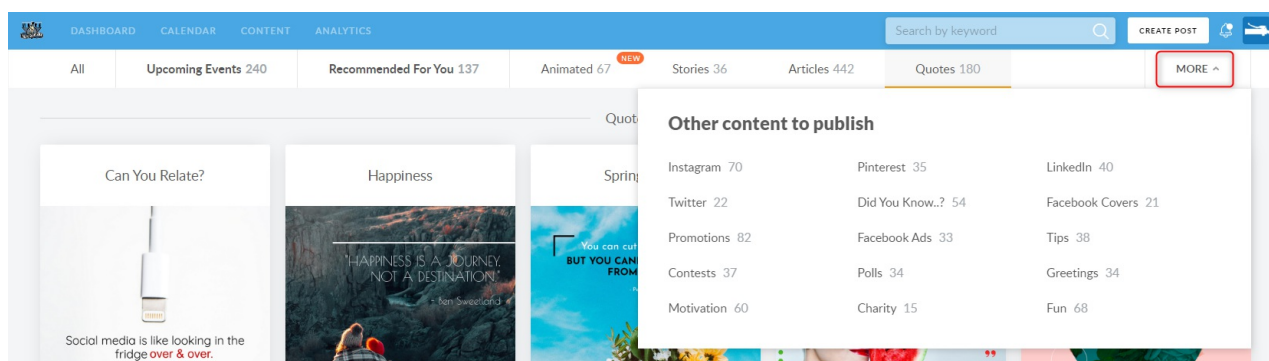
For curated content, check the **Articles** tab where we store more than 400 links picked within the boundlessness of the Internet.



For engaging content, head over to the **Quotes** tab that your followers will love you for.



Also, don't forget to explore the suggestions in the **More** section in the right corner. There you'll see templates sized specifically for Instagram, Twitter, LinkedIn, Facebook covers; posts to help you run a contest or a poll; motivational and did-you-know posts that are proved to drive engagement.



In **Promotions** you'll be able to find from among dozens of options selling mechanics that will meet your business needs the best.

## Search Bar

If you already know what you're looking for, utilize the search bar located at the top. Type in the key word and proceed directly with either a template from the library, a free stock image or a curated URL placed in Articles. If you're not satisfied with the results, pick a similar key word within the offered ones.

Photo stocks are integrated with our Social Media Manager. Just imagine saving the hours you used to spend just looking for that right visual.

Upon clicking on the preferred picture, you'll be redirected to the post editor form where you can, as you would expect, edit the image. ([Click here to learn more about our editor and it's many options.](#)) Once you have your image the way you want it, click "Use" in the top right to then schedule, add to queue, or publish the post right away.

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