

SOCIAL MEDIA MARKETING

Google News feature

Do you need ideas for content, up to date industry news, blogs and articles?

You want to treat your fans and followers to the best content available right?

The Google News search feature

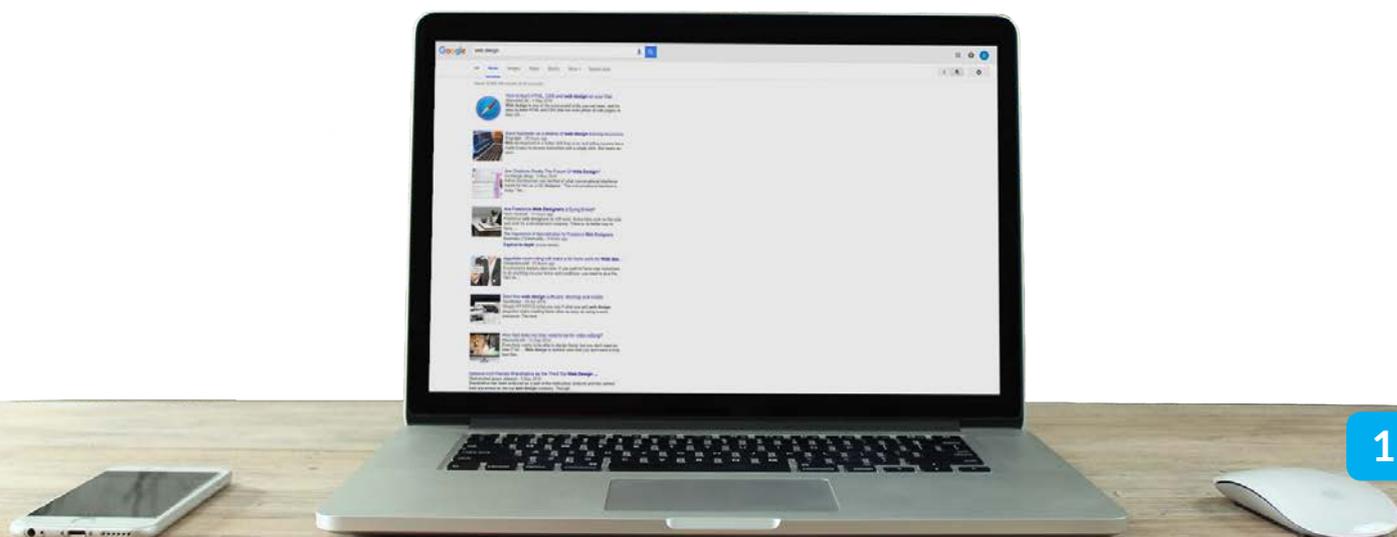


The great news is that we've made it easy with the Google News search feature in our content research tool (You can find it under 'Research' in the social media dashboard).

Google now processes over 40,000 search queries every second on average, which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide, those are some big numbers.

Google undoubtedly is excellent for offering up to date news, blogs, articles and alerts on almost any topic, that's why we've harnessed this massive search potential for your dashboard.

It's simple to use and we'll give you a quick overview right now . . .

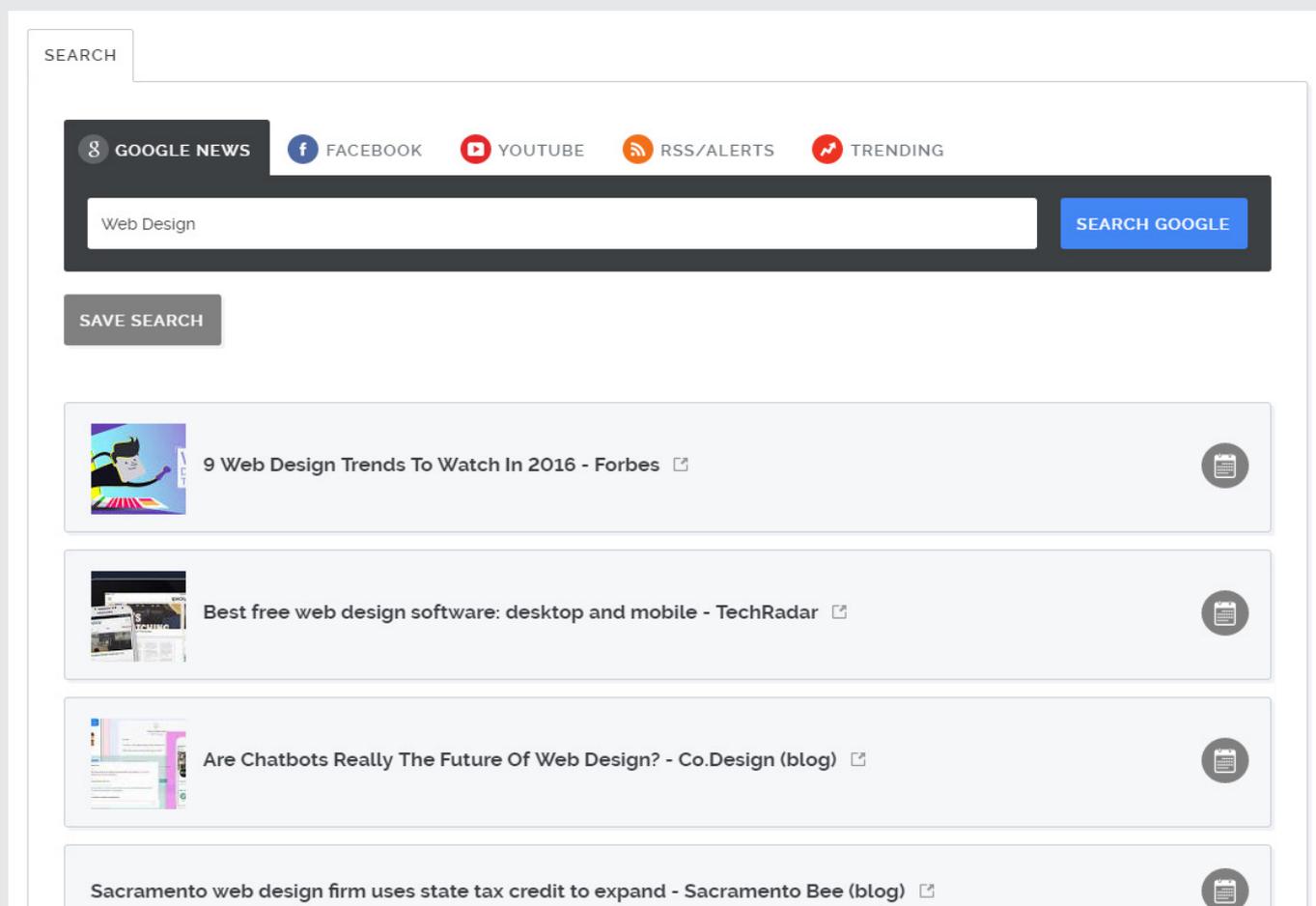


Log in to your Social Dashboard and click on the 'Research' tab

By default you'll already have the Google News feature selected.

Next up, just enter your search term and hit 'Search'.

Each result is a real link so you can check out the real thing by clicking on it.



Tip

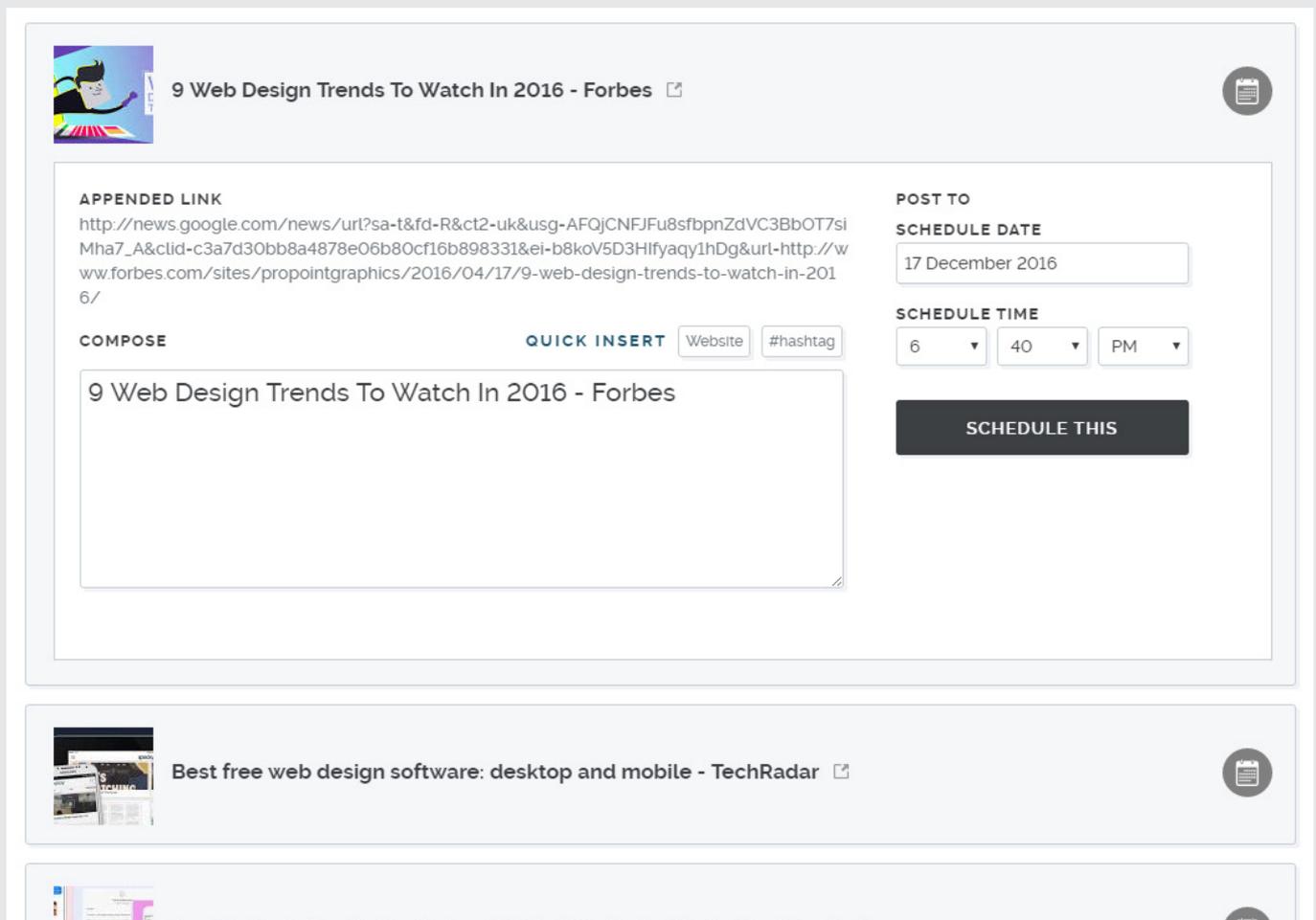
You'll notice the 'Save Search' button above your results. This is very helpful for locating your results in the future if you've come across a feed of results that you really like but want to use later on.

Also you'll notice the calendar icon to the right of your results.

This is your tool for scheduling your chosen result into your dashboard.

Choose your platform, schedule date and schedule time.

When you're all done customising, click 'Schedule This' and it will appear immediately in your scheduler.



Note

You can click 'website' to add in your website URL straight into the post, and use our hashtag tool to find the best trending hashtags to boost the popularity of your post.