

SOCIAL MEDIA MARKETING

Creating a Google Alert to appear in the dashboard

Setting up a Google alert to appear within the Content research section of your dashboard

1. Go to <https://www.google.com/alerts> and sign into your Google account.
2. At the top of the screen you will see a text box where you can type in keywords about what you would like to be alerted about.
3. Click on CREATE ALERT.
4. Once you have done this a box will appear displaying your alerts. On the right hand side, you will see a cog. Click on the cog and make sure that both options are unticked, then click save.
5. Now go to the alert you have created and click on the pen symbol and make sure the Deliver to option says RSS feed. Click on Update alert.
6. Now you will see an RSS icon has appeared. Click on this icon and it will open a page with lots of writing on it. Copy the URL that appears at the top of the page.
7. Now open up your social media dashboard and go to the Content Research section and click on the RSS feed tab.
8. Paste the URL that you copied into the box: Enter feed URL. Then click RETRIEVE FEED.
9. This will now pull content from Google about the alert you have created. You can now schedule these into your social media feeds.

How to Schedule the Alerts into your Social Media Scheduler

Now you have created a Google Alert RSS feed inside your dashboard below are the instructions on how to schedule the alerts into your social media scheduler:

- You will see a list of all the titles of the alerts. We recommend that you read the alert you have received before you publish it to your social media to ensure that it is appropriate for your target audience. You can do this by clicking on the title which will open the alert in a new window.
- Once you are ready to schedule the alert to your social media click on the calendar icon on the right hand side of the alert
- Select the social media network(s) that you wish to schedule the content to.
- Select the date and time that you would like it to go out.
- Click SCHEDULE THIS.

Receive Updates from Google Alerts

To receive alerts from your RSS feeds.

- Complete the same process of searching for keywords in Google alerts page and generating an RSS feed URL.
- Once you have grabbed your generated RSS feed URL click on the pencil of your feed on your account alerts interface and navigate to the "Deliver to" option.
- Change your option back to your email address to receive updates from your generated RSS feed
- To disable alerts to your email address, switch the "Deliver to" option back to RSS.

