

Social Hub step-by-step guide



It's what we do

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Click on the Social Hub logo in the top left of each page to return to the contents page.

Hello and welcome to this step-by-step guide to using Social Hub!

Social Hub is an amazing tool that can help you to build and engage with communities across various Social Media platforms.

There's all kinds of content ready to be shared, such as posts about new products and deals, store information, business updates, recipes and much more!

Simply find content that is relevant for you, update the accompanying text and share to your personal social media profile in exchange for points. And points = prizes!

This guide will take you step-by-step though how to use Social Hub and some top tips to get the most out of it.

Note: Our company policy dictates that no Store/Region/Area/Funeralcare Home/Depot or any other part of the business can have their own Social Media accounts, whether branded or unbranded. Use of Social Hub is entirely voluntary and should only be used to share content to your personal Social Media accounts. Anyone found breaching this policy will have their access to Social Hub suspended

Some colleagues may prefer to have a work profile, where they share their work updates and build a network relevant to their role within Co-op; this is perfectly fine, but it must look like a real person! You can find out more about our Social Media Account Policy [here](#).

“

I'll be honest, I don't actually know how I managed before Co-op Social Hub! I have several roles within Co-op and they all use differing levels and methods of media engagement, material and communication, both internally and externally. I was really struggling to create professional, clear, effective content on social media. It was taking up lots of my time and I would worry if it was sending out the right message I was aiming to communicate to my audience.

It's a busy online world so we need to stand out from the crowd when trying to get a message to our communities. That's why I think it's great that Co-op have given us the tools to be able to champion and represent our Co-op in an interactive, fun, engaging and Co-op way! I think it gives us personality, plus it's more natural.

Hannah Tuck

Depot Quality Control Officer, Member Pioneer,
Depot engagement champion,
Co-op Aspire Network Ambassador

”

1. Getting signed up and logged in



1. Getting signed up and logged in

Signing Up

Head to **coop.co.uk/SocialHub**

Click **Join** if logging in for the first time

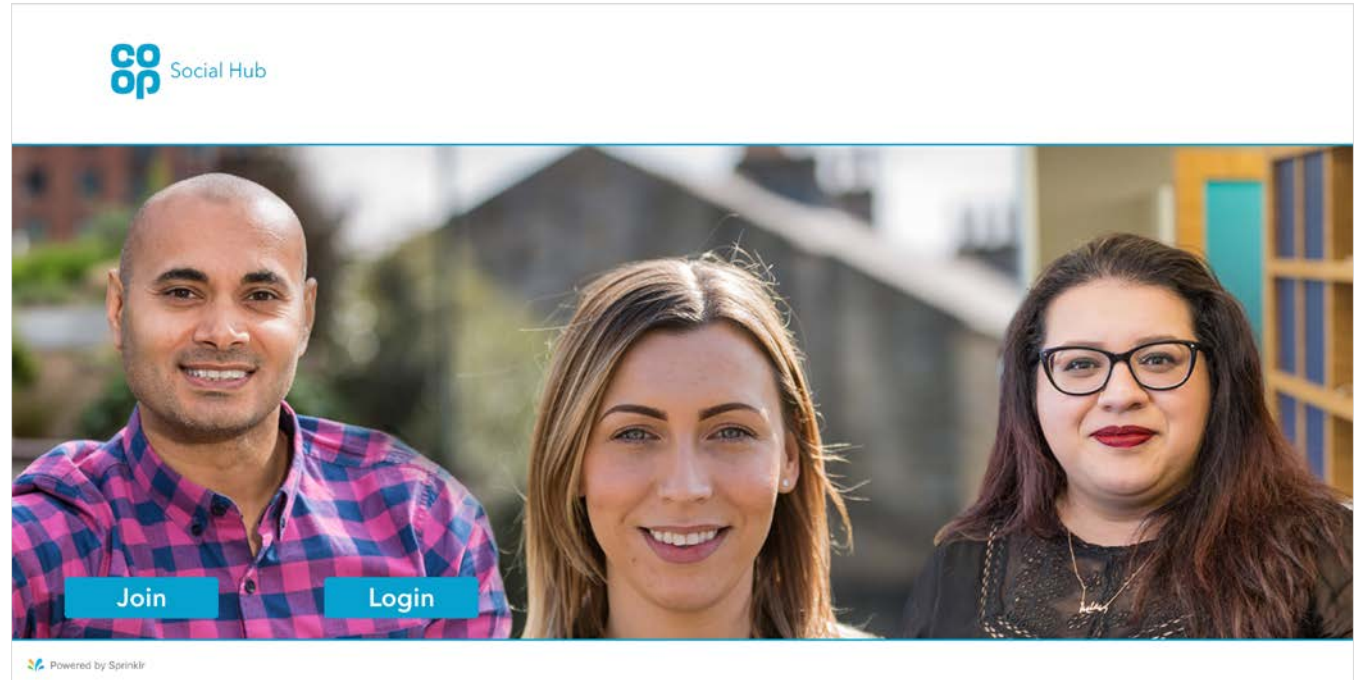
You will be taken to the Co-op Modern Workplace Single Sign On portal. Enter the same details you use when logging in to MyHR or MyApps

Don't know your credentials? Contact IT on **IT.Service.Desk@coop.co.uk** to get sorted.

Logging in

Head to **coop.co.uk/SocialHub**

Click **Login** if you have already signed up



2. Navigating the homepage



2. Navigating the homepage

House
Home button

Most Recent
Click here to see the other content lists

Square/Lines
Toggle this to change whether you see the posts in a list or tile formation

Stats
Find your personal analytics for the posts you share, including the number of posts you have shared, your post engagements and reach, and where you rank in all Social Hub users

Calendar
Check out your content calendar to review any scheduled posts

Ribbon
Look at the leaderboard, which you can filter to the past 7, 30 or 365 days, or lifetime, to see how well your colleagues are doing

Hamburger
Click this to see our FAQ and training documents

Bell
Click here to see your notifications

Initial
Click here to look at your account and settings

Content
Here's an example of some content you can share to your profile, follow the instructions on the next page to learn how to share it!

Accounts
Here are the linked accounts

Top 5 ranking profiles
See the top performers for the month here

Stats
Find your personal analytics for the posts you share, including the number of posts you have shared, your post engagements and reach, and where you rank in all Social Hub users

Coins on the right
This is how many points you've earned in this week

Coins on the right
This is how many points you've earned in this week

Pen icon, bottom
Upload your own suggested content for the chance to have it featured for other users to share! Check out our guide here (link tbc).

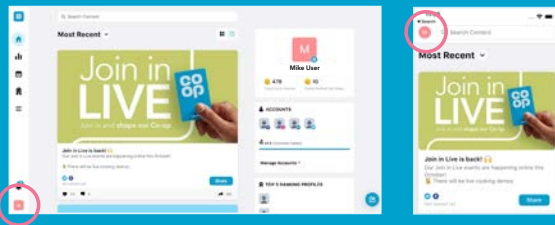
3. Connecting your Social Media Accounts



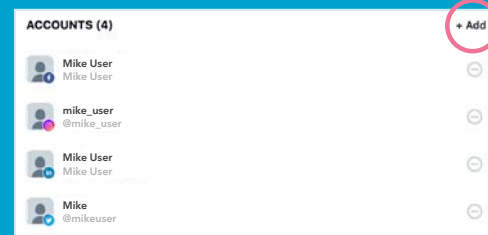
3. Connecting your Social Media Accounts

Click on your initial

This will be in the bottom left on desktop, or at the top left on mobile

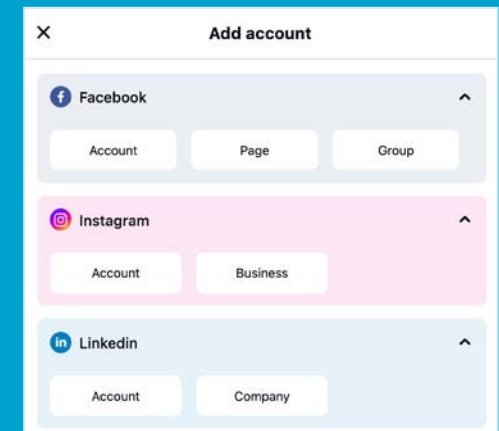


Scroll down to 'Accounts' and click the +Add icon



You will then see a pop-up which will give you the options to add a variety of Social Media accounts to your Social Hub profile.

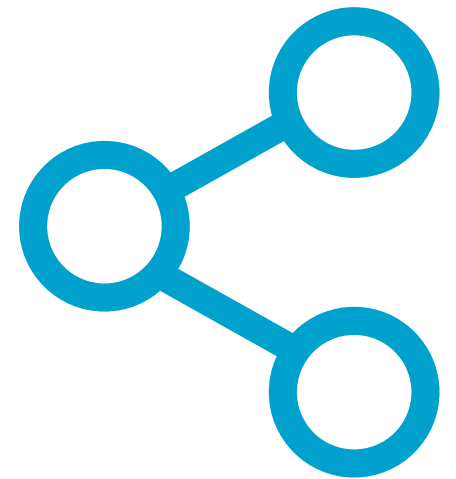
Follow these instructions to add all the accounts you wish you connect.



Note

You can connect multiple types of the same account, i.e. if you have a Twitter account where you share your work updates as well as a personal account, you can connect both of these.

4. How to share content



4. How to share content

Social icons

This shows where a piece of content can be shared. Once shared to a platform, a little tick will appear next to the logo.

Text

Click here to see the full post description with all the comments



Heart icon and comment

You can like and comment on content in Social Hub

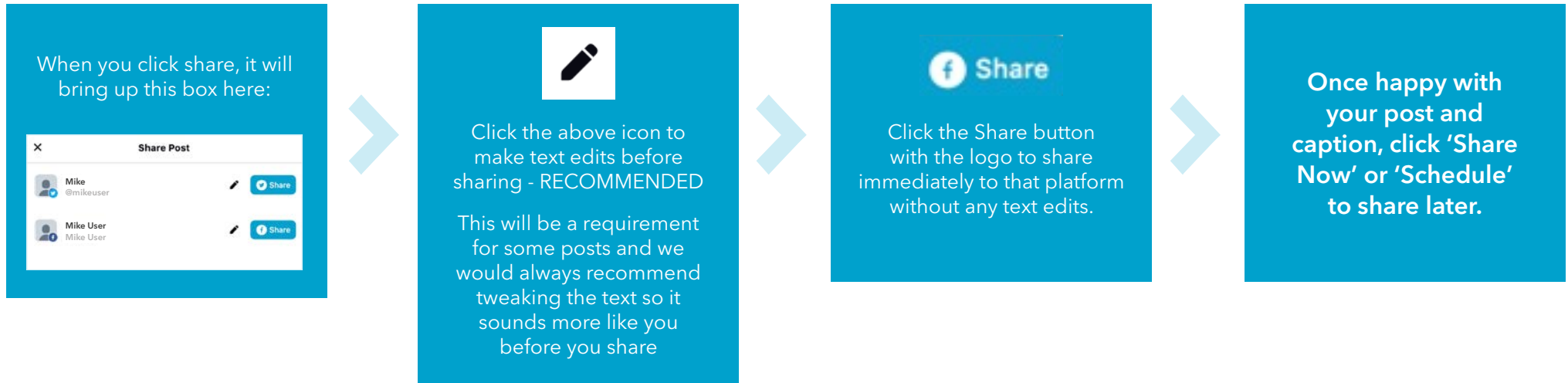
Blue share box

Click here to share the content

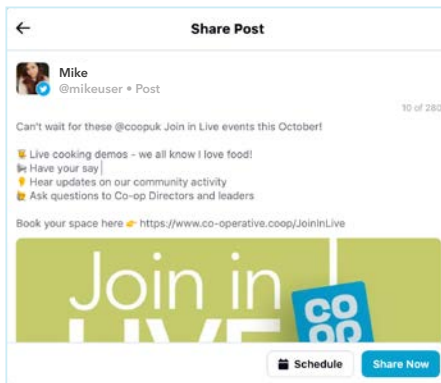
Arrow

This shows you how many times a piece of content has been shared

How to share content continued



Reasons to make edits



Edits

- ✓ More engaging
- ✓ Helps to make your feed sound more like you



No Edits

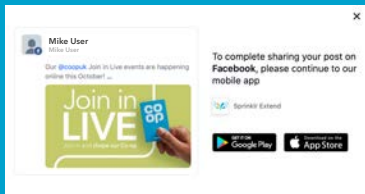
- ✗ Not personalised and very generic
- ✗ Same as all other posts coming from Social Hub

How to share content continued

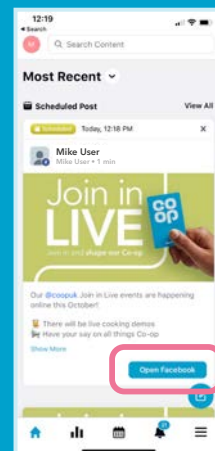
Sharing on desktop or via your mobile browser?

For some posts, you may be required to complete the sharing via the Sprinklr Extend App and will see the below prompt:

Log into the Sprinklr Extend App (instructions on how to do this are provided in this guide)



You will see the post you wish to share listed as scheduled. Click the button to open the relevant App, i.e. Facebook.



This will copy the caption to your clipboard for you to share easily. You will be asked to choose where you'd like to post the content, e.g. Facebook Feed or Facebook Stories.



Paste the caption from your clipboard which has been automatically copied for you. If sharing to Facebook, use the button in the top left to share to a Facebook Group if you like. Click share and you're done!



(screenshot shows iPhone ios14 for reference. It may appear different on other mobile platforms but instruction to select the platform you wish to share to is the same).

5. How to find content



5. How to find content

When content is uploaded into Social Hub, it is categorised to help you find it easily. All posts will be shared into the Most Recent content list, but you can also explore some of the other content lists to help you find interesting posts to share.

Take a look here for content around Community, Member Participation and Local Causes

Click here to see posts to share around store services, delivery (home delivery, click & collect and Deliveroo), food share, Taste & Tell, Recruitment and sustainability

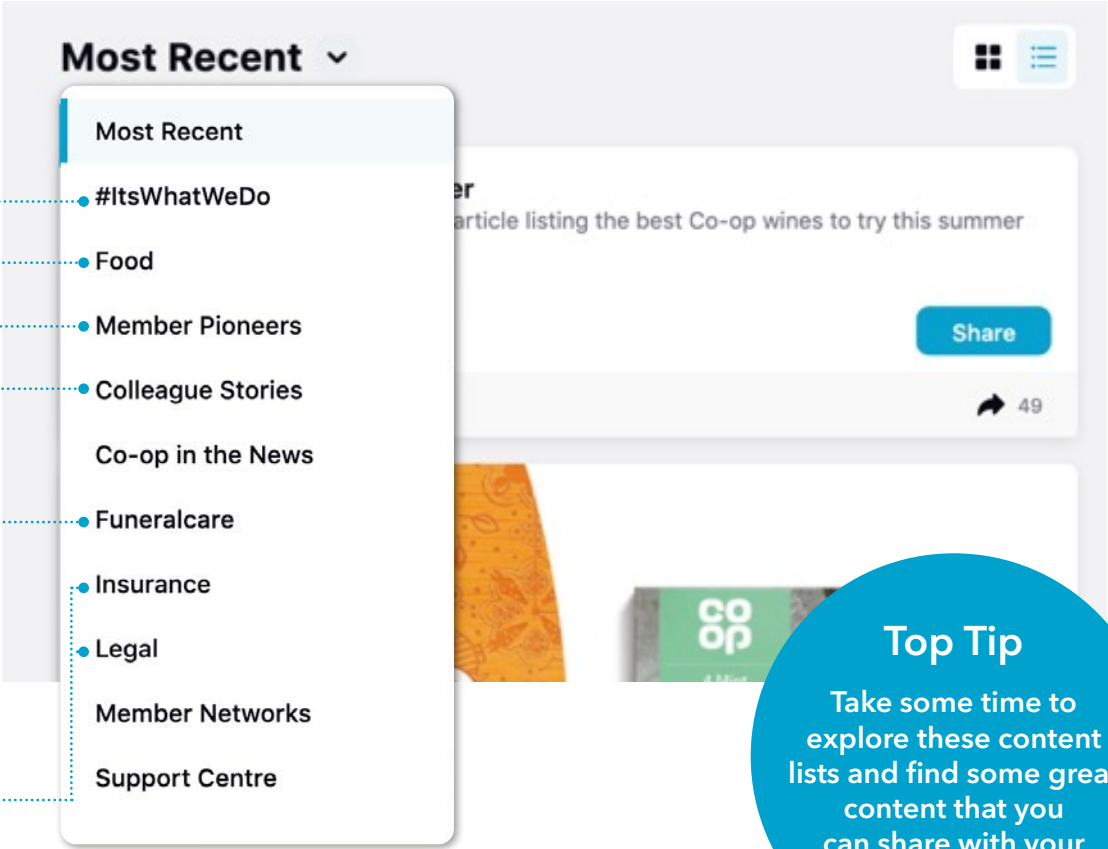
This contains great posts around recruitment and general Member Pioneer comms

There's some great blog posts here to share with your network about what it is like to work at Co-op

Look in here for content to promote refits, events and recruitment

Both have some great content to help promote those Business Units

Click on the drop down arrow next to the Most Recent to find a list of content categories for you to explore!



The screenshot shows the 'Most Recent' dropdown menu with the following categories:

- Most Recent
- #ItsWhatWeDo
- Food
- Member Pioneers
- Colleague Stories
- Co-op in the News
- Funeralcare
- Insurance
- Legal
- Member Networks
- Support Centre

Top Tip
Take some time to explore these content lists and find some great content that you can share with your network.

6. Scheduling content



6. Scheduling content

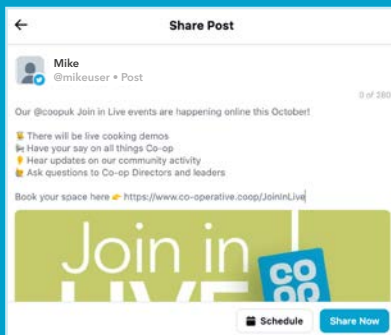
Scheduling content is a great way to make yourself look extremely active on Social Media without having to do too much work! To schedule content, follow the instructions to share a post, but ensure you click the EDIT button.

Top Tip

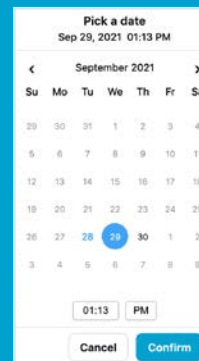
Schedule your posts for times when you know you get more comments/likes to make sure your audience see your posts

Once you have edited the text to your liking, rather than click Share Now, click on

 **Schedule**



This will bring up a calendar for you to select the date you wish the post to go live.



By setting some time aside every few days, you can look for any new or relevant content that has been posted, schedule this in ahead of time and then just let your posts go live without any additional work from you!

If working on a desktop, you may need to follow the instructions in Step 4 to finish your sharing on mobile. Log in to the App when your post is due to go live to complete the sharing.

You can review what posts you have scheduled in by clicking on this icon on the home screen.

This will show your content calendar and allow you to edit any posts that you have going live in the future.



“

I set aside 30 minutes a week to share from Social Hub. I also set up some delayed sends so I am active all week

Sean White, Area Manager

”

7. Suggesting your own content



7. Suggesting your own content

We're always on the lookout for amazing pieces of content suggested by our colleagues for us to share in Social Hub. If you suggest a piece of content that we can post in Social Hub for other users to share, you will be awarded 10 points!

Note: This is not a way for you to share content to your own Social Media profile. Do not upload content here that is for your personal profile as it may not be approved to be shared through Social Hub.

What we'd love to see

- ✓ Amazing news about your local causes
- ✓ Good news stories from your store/Funeralcare home/community/business unit
- ✓ Fundraising wins
- ✓ Links to articles about amazing things that have happened in your store/Funeralcare home

Please avoid sending us

- ✗ Selfies, low resolution images or pictures of people who you do not have permission to share
- ✗ Posts from other colleagues
- ✗ Screenshots of news headlines
- ✗ Stories that would not be relevant for other colleagues to share



Click the pen icon in the bottom right-hand corner



Give your post a Title

Enter Title

Add content to be shared across channels

Add an image - all suggested posts need to have an image we can share with it, but please ensure if you're sharing a picture with other people that you have expressed permission from them to use their image.

Choose an image here
Supports: JPG, PNG, GIF



Click submit!

Note: Due to the volume of content that is suggested we will not be able to provide feedback on every piece that is uploaded. Remember to only share a post if you think it meets the above criteria.

8. Top Tips for getting the most out of your Social Media



8. Top Tips for getting the most out of your Social Media

- 1 Log in to Social Hub regularly – at least one a week to check for great content you can share
- 2 Connect all your Social Media accounts so you can share as much content as possible
- 3 Personalise your content by using the pre-populated text as a starting point. This will help your network understand why you are sharing a piece of content and encourage them to click/like/comment. It also sounds a lot more authentic and will stop people from disengaging with your posts.
- 4 Share your own content, too! This is a great way for the Social Media Team to see what amazing thing colleagues are doing, as well as making your posts feel more authentic. Remember to tag @coopuk and use #ItsWhatWeDo where appropriate
- 5 Look out for updates on Yammer and via colleague comms to find out what prizes are being offered each month and updates on posts that are available to share
- 6 Use Community Groups on Facebook – these platforms are a golden opportunity to engage with an audience that are already interested in what you have to say. Share updates about your store and products available. Brands cannot usually post in there, so it's a great way to introduce yourself to your community.
- 7 Read our Social Media Training Guide for a more in-depth look at how you can build and engage with communities across the different platforms.



9. How to win prizes!



9. How to win prizes!

Each month, we award over 12 prizes to colleagues who log in and share Social Hub content, and you could be one of them!

It's so easy, as everything you do in Social Hub will earn you points!

1 point

Logging in

5 points

Sharing content

10 points

Having your content approved to share

The number of points you earn each month decides which of the Prize Tiers you will fall in to. You will then be entered into a random prize draw with a chance to win the below prizes:

Tier 1

100+ points

5 chances to win £20 on your Membership Card

Tier 2

60 -99 points

3 chances to win £10 on your Membership Card

Tier 3

10 -59 points

2 chances to win £5 on your Membership Card

We also have 2 Top Advocate awards available each month. £30 will be awarded onto the Membership Card of the users who have the Highest Reach and the Highest Engagements.



Join Social Hub this month for more prizes!

This month, colleagues who earn a minimum of 15 points in Social Hub have the chance to win a box of brand-new Brownie M&M's, all for yourself (or to share, if you're feeling generous).

There's 5 available, so log in and start sharing now!

[Find out more](#)

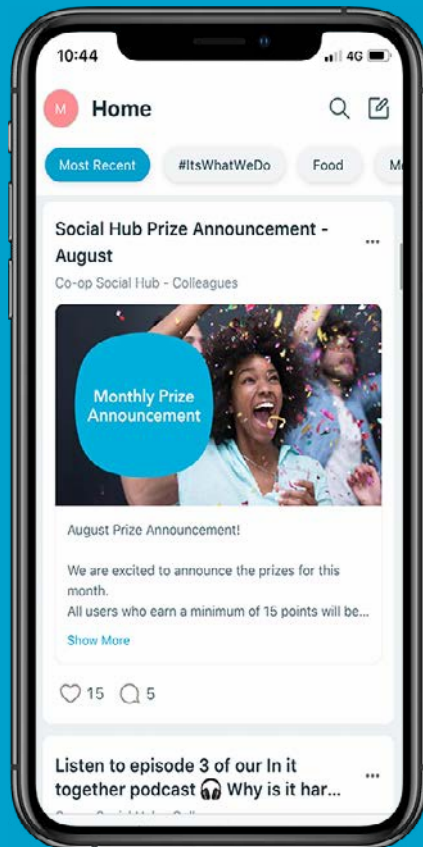
Big Ticket Prizes

Big Ticket prizes are usually new products that we will be stocking in our store and have previously included brands such as Cadbury and KitKat. Users need to earn a minimum of 10 points to be placed into the random monthly draw. Be sure to look out for any Big Ticket prize updates through Colleague Comms and Social Hub

Questions

If you have any questions or issues about Social Hub which cannot be answered by our FAQ page (<https://blog.coop.co.uk/social-hub/>) then please contact the Social Media Team at **social@coop.co.uk**.

Have you tried our Social Hub App?



Step 1 - Download the Sprinklr Extend App



Step 2 - Enter your company name: coopsocialhub



Step 3 - Connect your social media accounts



Step 4 - Share content, earn points, win prizes!



It's what we do