

Social Hub

step-by-step guide



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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 online platform where Colleagues can log in and share Co-op content to their personal social media profiles.

From posts about new products and deals to news about the work we're doing for the community, Social Hub is the place to be for colleagues to share Co-op content. It is an amazing tool that can help you to build and engage with communities across various social media.

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

Simply find content that is relevant to you and share in exchange for points. And points = prizes!

Social Media policy

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](#).

“

Social Hub is awesome – I love that it is so simple to sign up for and to use. It's a great way to share more about what we love and are proud of about our Co-op, to our communities, customers and members.

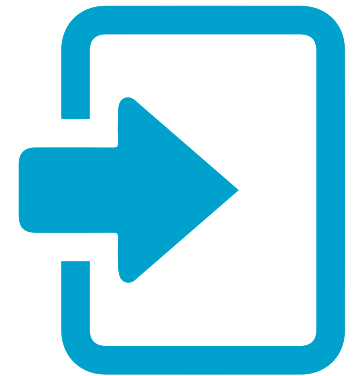
I also love that there's a lot of fun and incentives around it! Every time you share our Co-op content, you get points (there's a Co-op leaderboard where you can suss out the competition...). I've won a Social Hub prize twice now and received money on my Membership card – it's such a buzz!

Charlie McArthur

Community & Membership Participation
Adviser, Social Hub ambassador

”

1. Getting signed up and logged in



1. Getting signed up and logged in

Signing Up

Co-op Colleagues

Click [Join](#) if logging in for the first time.

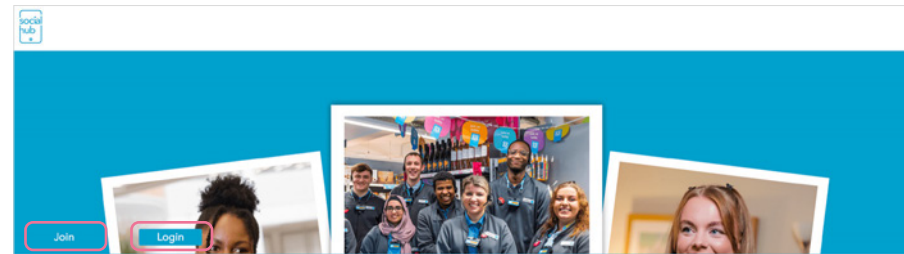
You will then be taken to the Co-op Modern Workplace Single Sign On portal. (This is what the picture is below.) Enter the same details you use when logging in to MyHR or MyApps.

Don't know your credentials? Contact IT on IT.Service.Desk@coop.co.uk to find out.

NISA/Franchise Colleagues

Click [Join](#) if logging in for the first time.

Sign up using your personal social media profile and you will be approved by the Co-op Social Media team.



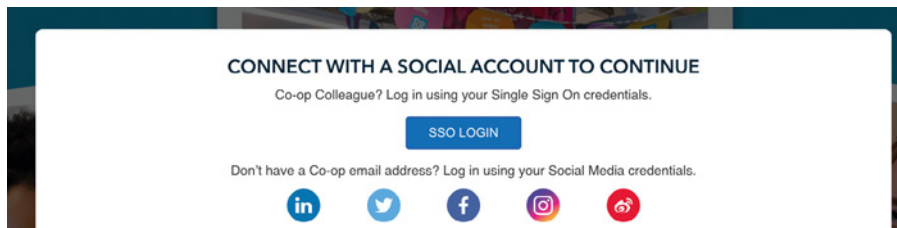
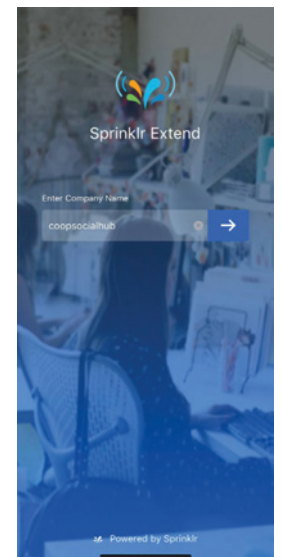
Logging in

Head to coop.co.uk/SocialHub

Click [Login](#) if you have already signed up.

Join or log in from mobile

To use Social Hub via mobile, please download the Sprinklr extend app from the Android or iOS app store. When downloaded, please input 'Coopsocialhub' as the company name. You will then be taken to the join or log-in page.



2. Navigating the homepage



2. Navigating the homepage (desktop version)

- House** • Home button
- 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, terms & conditions and toolkit
- Bell** • Click here to see your notifications
- Initial** • Click here to look at your account and settings

Most Recent
Click here to see the other content lists

House • Home button

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, terms & conditions and toolkit

Bell • Click here to see your notifications

Initial • Click here to look at your account and settings

Most Recent

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

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

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

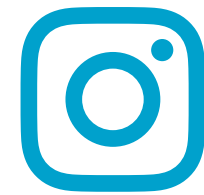
Coins on the left
This is the total number of points you've earned

Pen icon, bottom
See page 7 for what kind of content to suggest

TOP 5 RANKING PROFILES
See the top performers for the month here

Profile	Points
Mark Laker	21110
TJ Toni Jarvis	17947
ZS Zoe Stephens	16517
Stuart Brain	12746

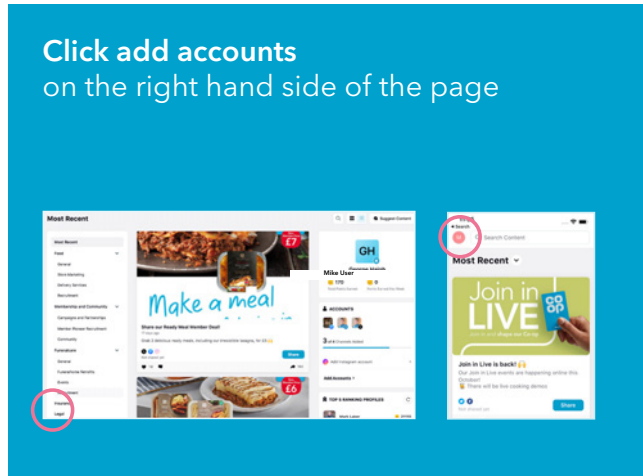
3. Connecting your Social Media Accounts



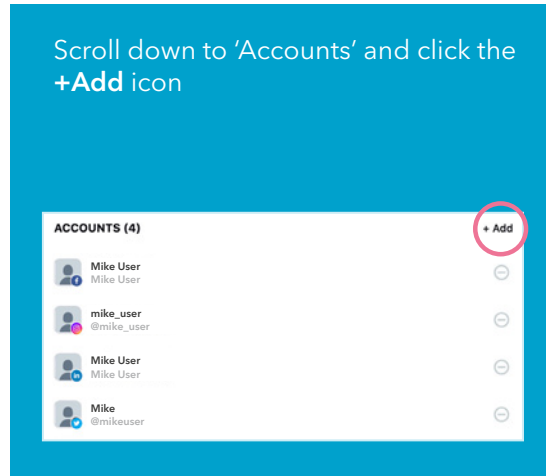
3. Connecting your Social Media Accounts

Desktop

Click add accounts on the right hand side of the page

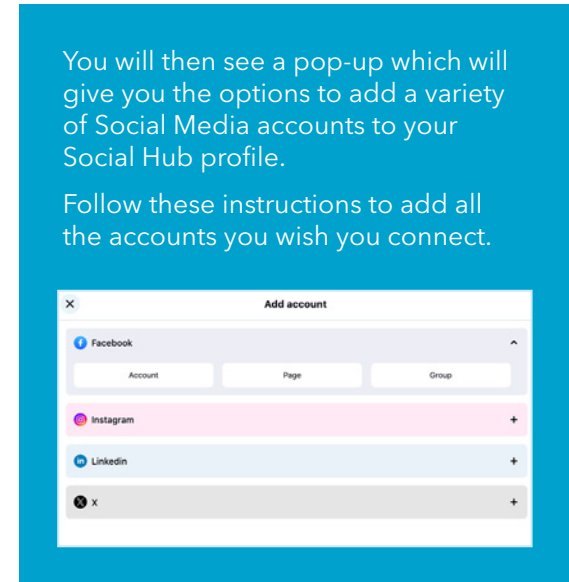


Scroll down to 'Accounts' and click the +Add icon



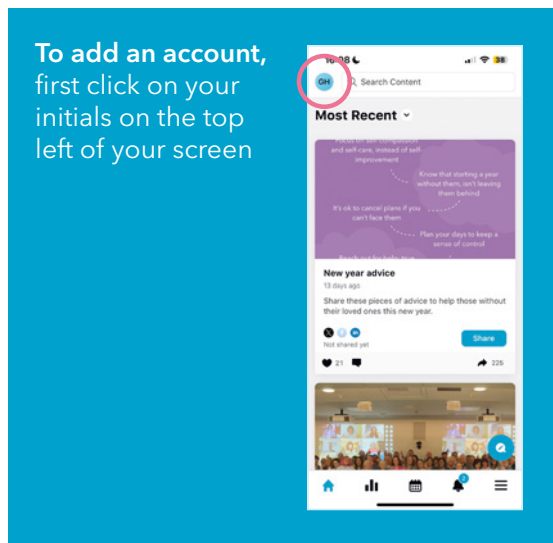
You will then see a pop-up which will give you the options to add a variety of Social Media accounts to your Social Hub profile.

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

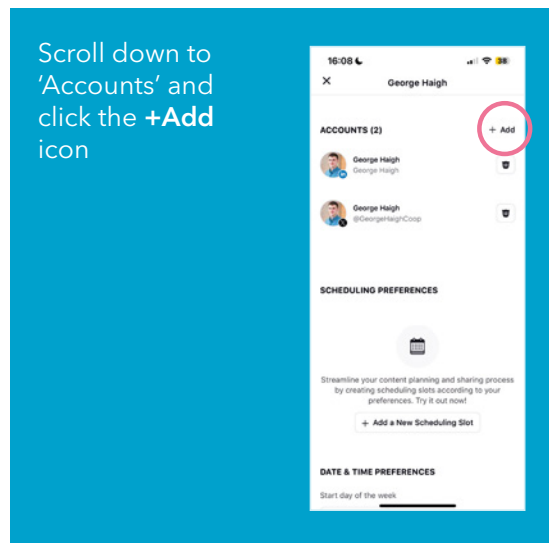


Mobile

To add an account, first click on your initials on the top left of your screen

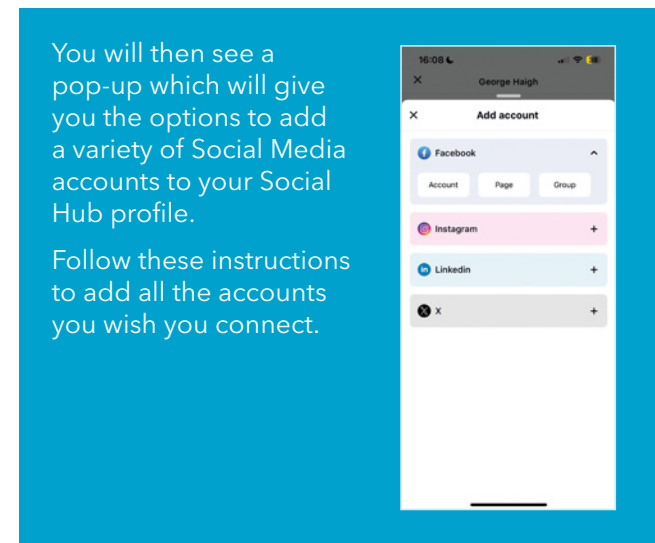


Scroll down to 'Accounts' and click the +Add icon

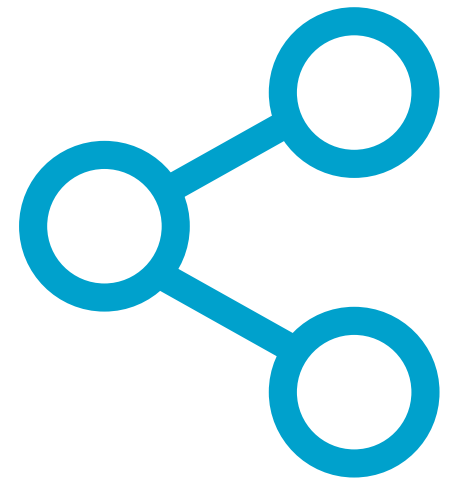


You will then see a pop-up which will give you the options to add a variety of Social Media accounts to your Social Hub profile.

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



4. How to share content

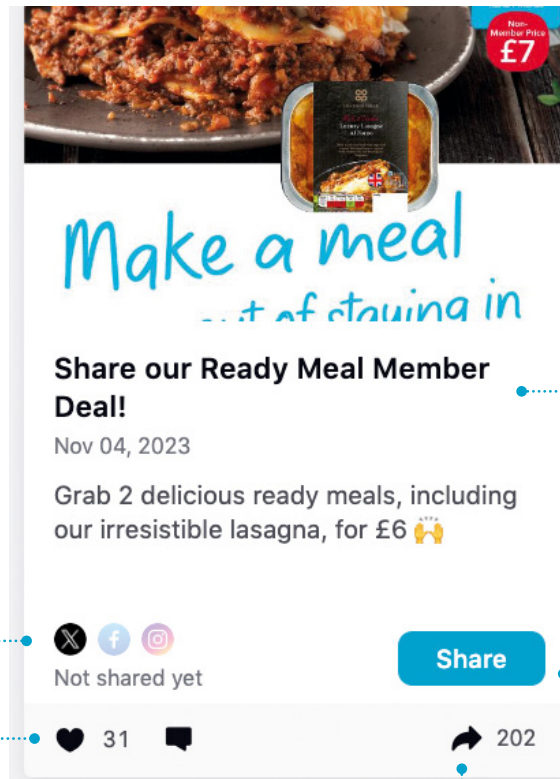


4. How to share content

Step 1, locate the piece of content you want to share

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

Blue share box

Click here to share the content

Heart icon and comment

You can like and comment on content in Social Hub

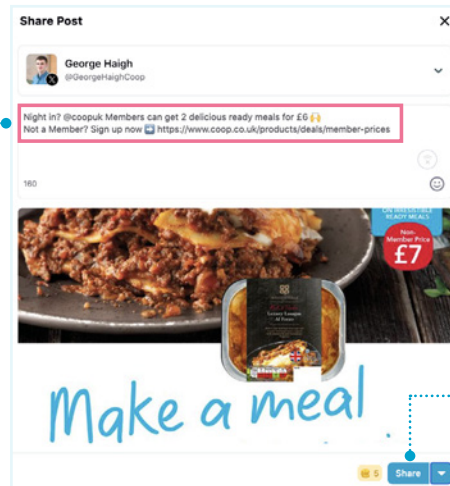
Arrow

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

How to share content continued

Step 2, finalise your sharing options

Recommended - make text edits before sharing. This will be a requirement for some posts and we would always recommend tweaking the text so it sounds more like you before you share

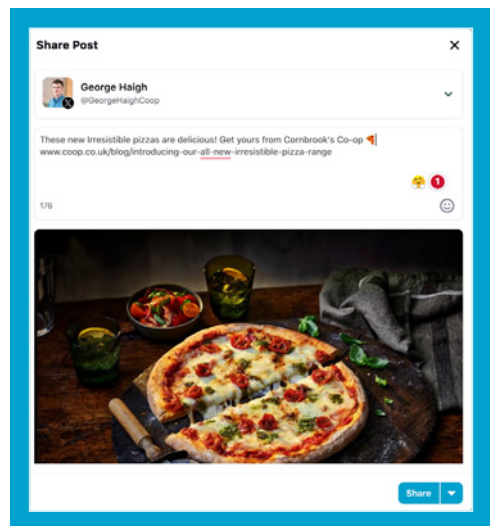


Click this drop-down arrow to select the social platform you'd like to share to

Click this to share immediately

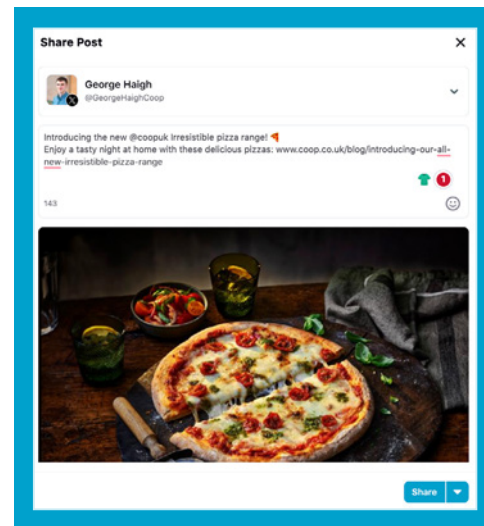
Click the blue drop-down arrow to see the scheduling options. Find out more about those in Section 5

Reasons to make edits



Edits

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



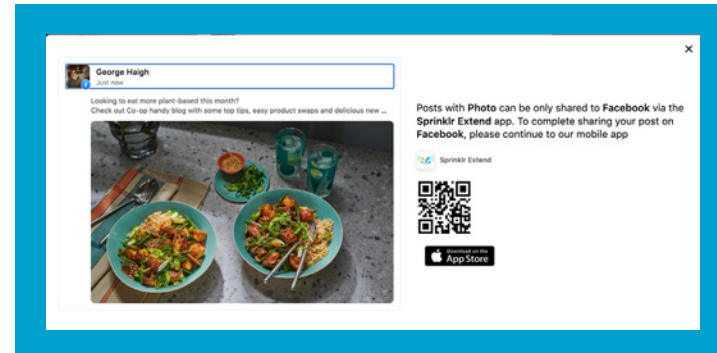
No Edits

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

How to share content continued

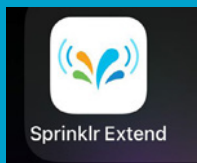
Sharing on desktop or via your mobile browser?

For some posts, you may be required to complete the sharing via the Sprinklr Extend App (see prompt pictured on the right).



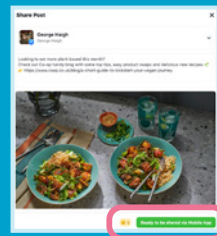
Step 1

Download and log into the Sprinklr Extend App. You can find this wherever you access your mobile apps (e.g. App Store or Google Play). Log in using the business name 'CoopSocialHub'. You will then be taken to the normal log in page.



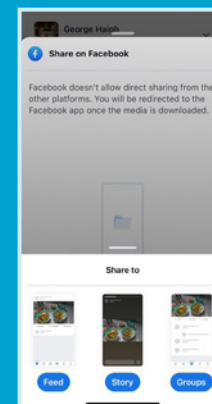
Step 2

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



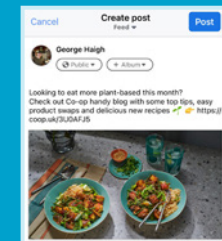
Step 3

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 Group, Feed or Story



Step 4

Paste the caption from your clipboard which has been automatically copied for you. Click share and you're done!



(Screenshot shows iPhone iOS 17 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. Scheduling content



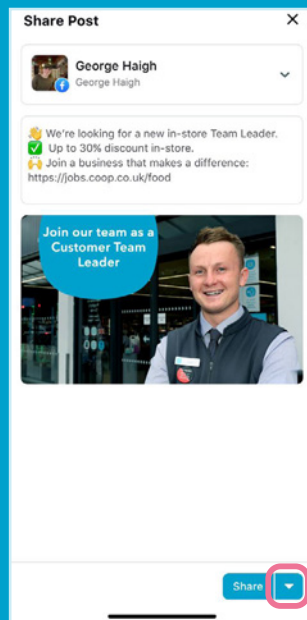
5. Scheduling content

Scheduling content is a great way to make yourself look extremely active on Social Media without having to do too much work!

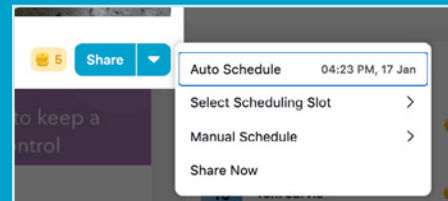
Top Tip

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, rather than click share, click on the blue arrow



You will then see 4 options for sharing your content.



Auto Schedule - This gives you a recommended time to schedule this content, based on platform best performance

Select Scheduling Slot - This will give you some timeslots to post the content, based on platform performance

Manual Schedule - Select this to choose when you post the content

Share Now - This shares the post immediately

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

”

6. How to find content



6. How to find content

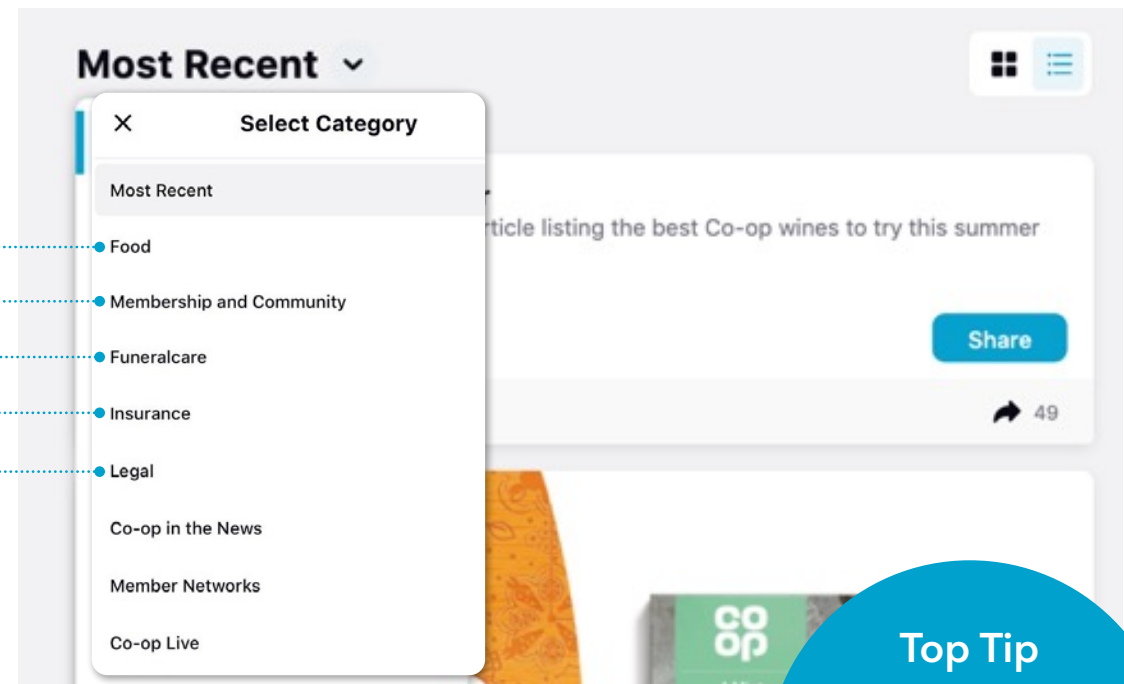
When content is uploaded into Social Hub, it is categorised to help you find it easily. All posts will be shared into the Most Recent content list, but you can also explore some of the other content lists to help you find interesting posts to share.

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

This contains posts for Member Pioneer recruitment and community comms

Find great content to promote these business units such as recruitment and events

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



Top Tip

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

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

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.

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
- 5 Look out for updates on Viva Engage 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 toolkit 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.

WIN a Costa hamper*

Share content from social hub to be in with a chance of winning.

social hub
Log in at coop.co.uk/socialhub

*Prize includes a £20 Costa Coffee voucher, reusable cup, Costa notebook and pen, premium instant coffee, Caramel Latte RTD & 250ml Latte bottles. T&Cs apply. see www.coop.co.uk/terms-social-hub-terms-and-conditions for more information.

Win a Costa Coffee hamper, including a £20 Costa voucher

30 sec read

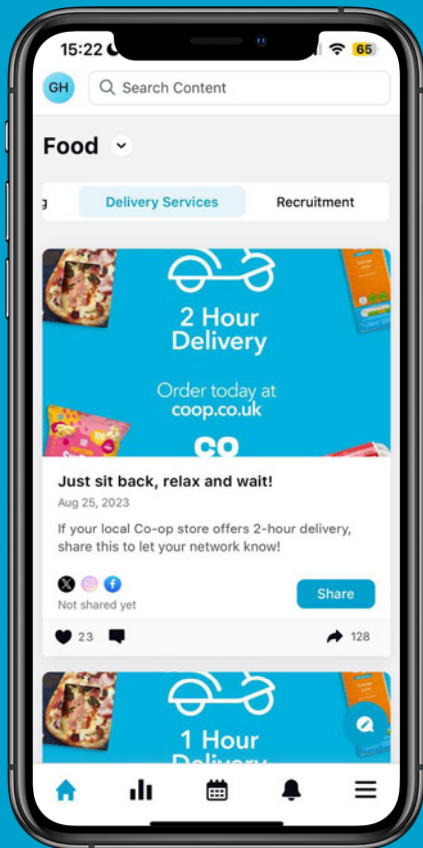
Big Ticket Prizes

Big ticket prizes are branded prizes from brands that we stock across Co-op stores. There will be up to 2 of these per month, and users need to earn a minimum of 10 points a month to be placed in the prize draw. Be sure to look out for updates on what prizes will be available in Social Hub, colleague comms and Viva Engage

Questions

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

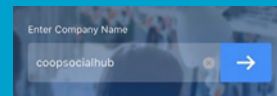
Don't forget to download our Social Hub App



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!

