Starting here…**K:_Social Networking Packages** in the appropriate month's folder (which should have been created when the posts were written), there should be a word document with the original posts, and an excel file named 'all the posts. xlsx' (which is copied from the previous month's folder). Copy the posts from the Word Document to the Excel sheet, in the 'all posts' tab. Pay attention to the difference between Facebook and Twitter posts, designated in Column H.

- -1 is Facebook
- -2 is Twitter

Color code the different lines of business so that it's easy to see. And change the text color of the posts that include a link (I usually use blue).

Teen drivers sure do get a bad rap! Here are some safe-driving tips for teens that will make the roads a little safer–and maybe make your insurance a little less exper

Who doesn't love lower insurance rates? Check out these tips for saving you money. http://yhoo.it/161j7cl

Good students deserve discounts. Learn more about how making excellent grades can save you money. http://bit.ly/14v1wdk

Did you know your credit score can have an impact on your car insurance rates? This article has all the information… http://nyti.ms/1529vll

Take a look at this article from Forbes. Is your car on the list of the most expensive to insure? http://onforb.es/MUGx0u

Did you know that different states have different auto insurance rates? Is your state one of the most or least expensive? http://aol.it/18FLTTx

Looking for {cheaper|new|friendly|better} service for your auto {insurance|policies|plans}? We're here for you. {Call|Contact} us today and we can get you started

{Searching|Looking|Hoping} for a {better|cheaper|easier motorcycle|RV|ATV|auto} policy? {Call|Contact|Visit} us to see how we can find you the perfect coverage.

If your vehicle gets {hail|flood|ice} damage, are you covered? {Call|Contact|Visit} us to check your {coverage|policy}. We can {make sure|ensure} you have what you

Don't let life's 'what ifs' {scare|frighten|intimidate|burden} you. Get the auto {policy|plan} you need to keep you {covered|safe|protected}.

The forecast may call for {rain|clouds|cold|snow} but the {savings|service} is always sunny with us. {Call|contact|visit} us today to save on your auto insurance {r

Sometimes bad things happen to good people. {Insure|Protect|Safeguard} your {car|truck|ride} from {misfortune|bad luck} by {calling|contacting|visiting} us today

{Searching|Looking|Longing} for the {perfect|best} {policies|protection|coverage|insurance} for your ride? We've got you covered!

Are your auto rates way too high? Let us try to bring them back down to earth for you.

Pop quiz: If you get into an accident with an uninsured motorist, who's paying? Call us to find out the answer.

If softball-sized hail smashes your windshield, are you covered? Give us a call to make sure!

Statistics say there are over 9 million property crimes in the United States each day. Is your business protected if you get burglarized? http://1.usa.gov/nRsjzN

Hey, small business owners! Here's a great resource for insurance information for you. http://1.usa.gov/15RNuaA

Here's a great article about umbrella policies–this is a must-read for business owners. http://bit.ly/wtvI5U

Can having a life insurance policy protect your business? This article has a lot of answers: http://bit.ly/YbLcLb

Confused about what types of insurance you need as a small business owner? This quick read will answer some questions and we can answer the rest. http://bit.ly/1

Pop quiz: Do you know what D&O Insurance is? Does your business need it? Read this, then give us a call. http://bit.ly/fgar5s

Business owners: Thirteen types of insurance your business needs to have. Do you have all the coverage you need? http://onforb.es/ze32Js

Do you really need to have Workers' Compensation Insurance for your business? Read this, then give us a call. http://bit.ly/ex495f

{Wondering|Curious|Worried} how {getting|purchasing|buying} a business policy will change in 2014? {Call|Contact|Visit} us to learn about all your options.

If someone {slipped|tripped|fell} at your {business|store}, how would you {compensate|pay} for their injuries? {Call|Contact|Visit} us to make sure your business is

What if a {fire|flood|burglar} {destroyed|ruined|wrecked} your {building|office|store}? We have a policy for that. Give us a call to make sure you're covered.

Setup the schedule dates for each tier, starting on the 'tier 1' and 'tier 2' tabs:

Tier 1
- 1 Twitter post per day
- 3 FB posts per week

Tier 2
- 3 Twitter posts per day
  - 1 of which is custom on weekdays
- 1 FB post per day
  - 15 for the month must be custom and on a weekday

Hanover Good – FB Only
- 1 post per week

Hanover Better – FB Only
- 5 posts per week
  - 1 of which is custom

Hanover Best – FB Only
- 5 custom posts per week

Write in the Holiday posts on the 'tier 1' and 'tier 2' tabs. Links to the images need the http:// in front and can be shortened here: http://agncy.bz/create.htm, then pasted into columns B & E.

social_post_text	social_post_url	social_po	social_po	social_post_image_url	post_date	post_time	social_account_id
					9/30/2013	1300	-1
					10/3/2013	1500	-1
					10/4/2013	1615	-1
					10/7/2013	1030	-1
					10/9/2013	1145	-1
					10/11/2013	1215	-1
It's National Boss's Day, which means...play a prank! Or just get them :	http://agncy.bz/mC6YWc			http://agncy.bz/mC6YW	10/16/2013	1330	-1
					10/17/2013	1400	-1
					10/18/2013	1500	-1
					10/21/2013	1700	-1
					10/23/2013	0900	-1
					10/24/2013	1530	-1
Beware of any haunted houses that might be catching you in scary, but hilarious, moments: http://agncy.bz/RQKMP6					10/30/2013	0945	-1
Happy Halloween to everyone!	http://agncy.bz/GXxb6x			http://agncy.bz/GXxb6x	10/31/2013	1100	-1
					11/1/2013	1145	-1
					11/4/2013	1245	-1
					9/30/2013	1030	-2
World Vegetarian Day...try it out for a day!					10/1/2013	1145	-2
					10/2/2013	1215	-2
					10/3/2013	1330	-2
National Cinnamon Roll Day & Taco Day. 2-for-1!					10/4/2013	1400	-2
It's Do Something Nice Day...so...do something nice. Before it's too late.					10/5/2013	1500	-2
					10/6/2013	1530	-2
					10/7/2013	1700	-2
					10/8/2013	0900	-2
Emergency Nurses Day -- thank goodness for those nurses who were there for you during an emergency.					10/9/2013	0945	-2
					10/10/2013	1100	-2
					10/11/2013	1145	-2

all posts / **tier 1** / tier 2 / normal tier 1 / normal tier 2 / no auto tier 2 / auto only tier 2 / hanover good / no life & health /

For the posts that need to be customized (hanover better, hanover, best, & tier 2), I changed those date colors to purple so I know they still need to be customized, even when they're all mixed into the schedule:

social_post_text	social_post_url	social_post_title	social_post_url_summary	social_post_image_url	post_date
					9/30/2013
					10/1/2013
					10/2/2013
					10/3/2013
					10/4/2013
					10/5/2013
					10/6/2013

Start by copying the Holiday posts over to the 'normal tier 1' tab and fill in the blank entries with the posts you've color coded on the 'all posts' tab. I mix up the order by putting them all in alphabetical order. I also try to give Tier 1 customers posts that have links.

For Tier 2, I start by giving them the posts that don't have links included, because they get their posts customized with their Agency Name, Phone Number, or link back to their own site.

When it comes time to customize the phrases, find a way to use the following markers in a closing phrase:
   %%account_phone_number%%
    %%account_web_primary%%
    ...and feel free to get fancy with the web address and add a 'business/' or 'contact.aspx' to the end
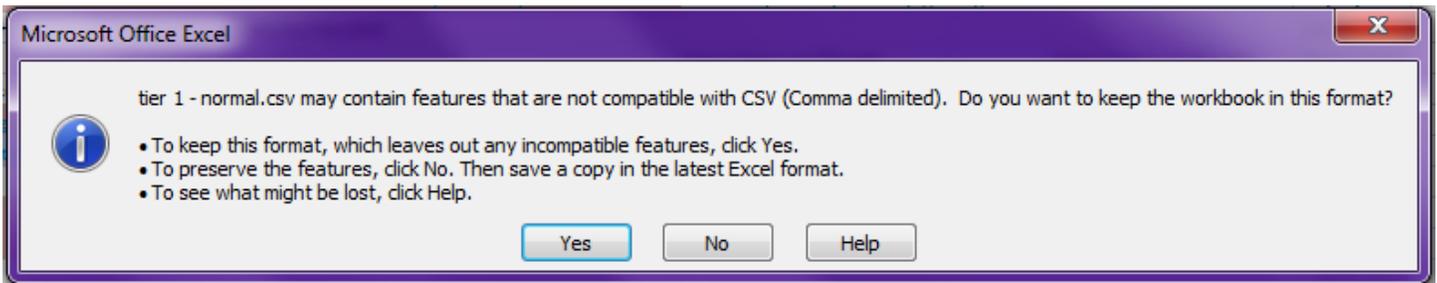   %%account_name%%

So once everything is in order in the Excel file, save before proceeding to the next step...which will be exporting the Excel sheet to a CSV file.

Go the tab you want to export. File. Save As. Save as type: CSV (Comma delimited)(*.csv) and make sure it's saving in the appropriate month's folder.
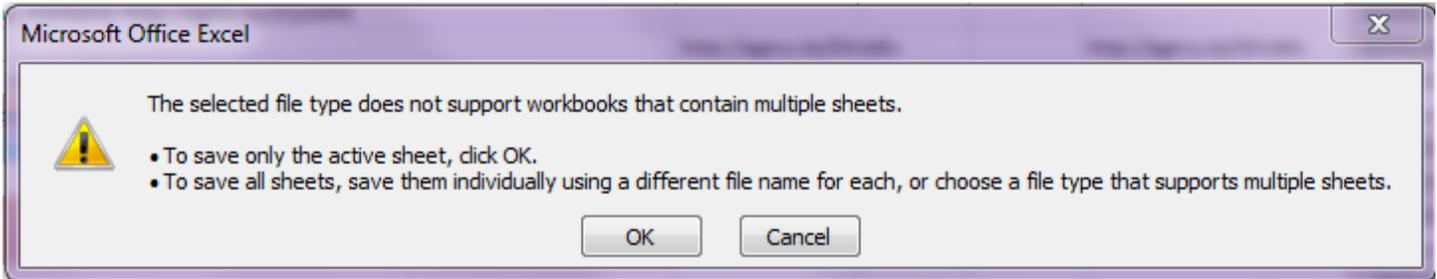
Click OK.

Click Yes.

Then close the Excel file without saving.

Open the .csv file, check to make sure there are no random commas at the end of the lines or at the end of the file. Here's examples of commas that need to be deleted:
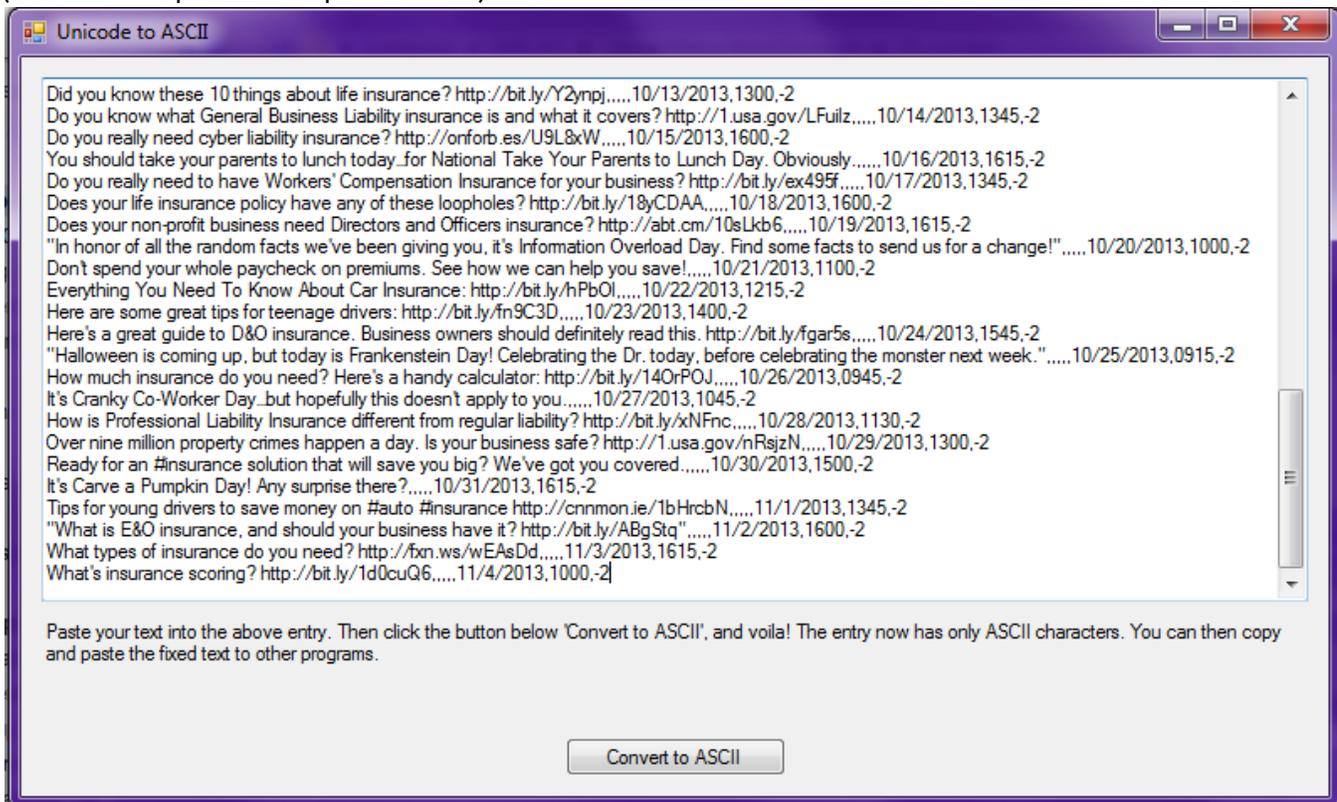

or

Once extraneous commas are deleted, copy all the text and paste it in this text converter to check all your content for any phantom characters that may cause AgencyBuzz to get hung:
\\tfs1\windowsd\Tools\Utilities\UnicodeToAscii\unicodetoascii.exe
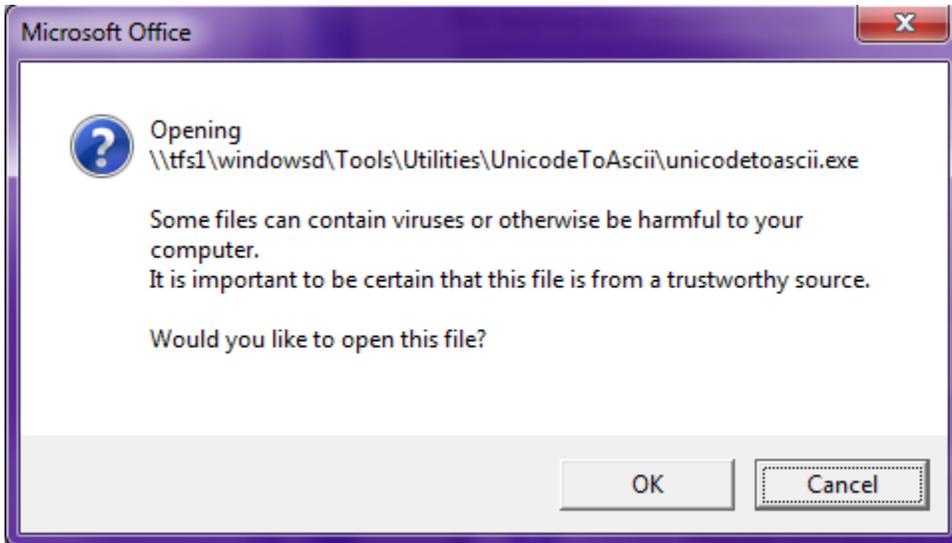
Click OK.

(remember to paste the copied content)

Click Convert to ASCII.

Copy from the Unicode converter back into the .csv file. Save the .csv file.

Now that Tier/File is done and ready. But start over and repeat for the other 4 Tiers/Plans. Then send an email to Kirsten, Darmini, Haley, and John telling them what day to upload the files!

Done ☺