Content Tags

Content Tags are used to help manage your content library. Content Tags will help you in three major areas:

- Inform your overall content strategy by thinking of concepts that are unique to your brand
- Organize your Post Library so end users can easily find the content they want to post
- Track metrics based on Content Tags to identify top-performing types of content

Each post that you suggest can have multiple Content Tags associated with it (i.e., "Holiday" and "Promotions"). You can always edit your Content Tags as time goes on, but we recommend maintaining around 20 to 30 Content Tags. If you have too many tags, the Post Library can get cluttered for end users.

CONTENT TAG SUGGESTIONS

Here are some common Content Tags:

- Industry News
- Company News
- Sports
- Foundations and Non-Profit
- Just for Fun
- Holiday/Seasonal

- Company Initiative #1
- Company Initiative #2
- Product/Service-Specific
- Community Events
- Advisor Spotlights and Stories

CREATE AND EDIT CONTENT TAGS

Follow these steps to create and edit tags:

1. Go to Settings -> Content Tags
2. Type a new tag name and click Add
3. To edit a tag, select the pencil icon to the right of the tag
4. To remove a tag, click the "X" to the right of the tag

USE INVISIBLE TAGS

Use invisible tags for your Content Channels and campaigns. Invisible tags begin with "_HSS" and are not viewable by end users. You can use these tags on campaign content to help you quickly find it while avoiding any confusion or clutter for your agents or advisors.

REVIEW AND CLEAN UP TAGS

Tags should be reviewed every six to twelve months to make sure only relevant tags are in use. If there is no content associated with a tag, the tag is not providing any value. Partner with your Customer Success Manager or Customer Success Executive to help you determine what is and what isn't working with your Content Tags.