

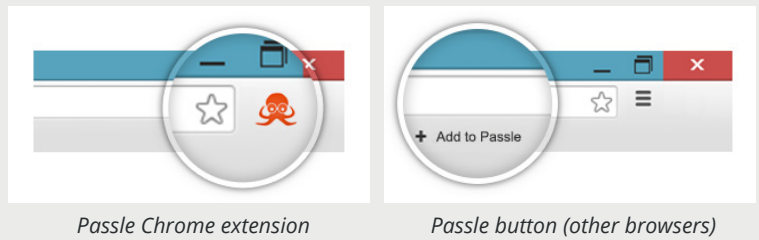
# PASSLE GUIDE

HOW TO CREATE PASSLE POSTS

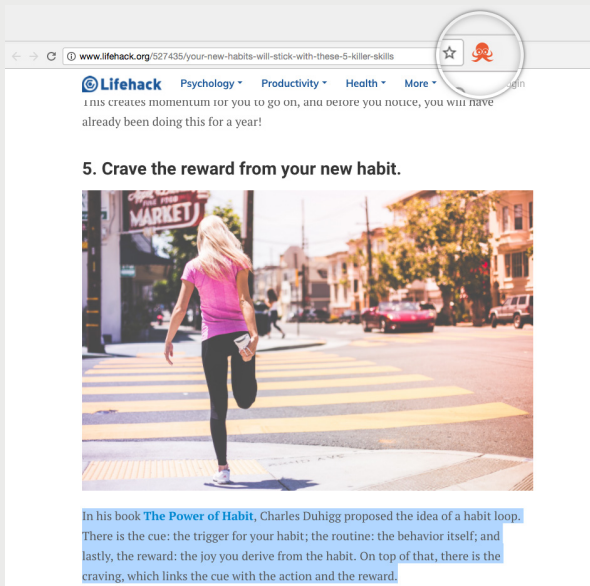


# HOW TO CREATE A POST USING THE PASSLE BUTTON

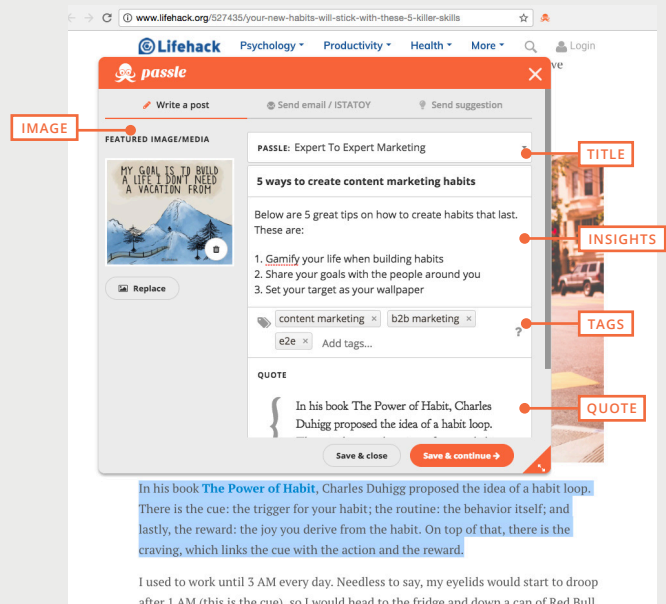
**1 Install the Passle button**  
 In order to create a post you will first need to have your Passle button or extension installed. To install it go to [www.passle.net/button](http://www.passle.net/button) and follow the instructions for your browser.  
*Note: this will only work if you are logged in.*



**2 Head over to any article online**  
 Highlight some text from the article and then select the Passle button.



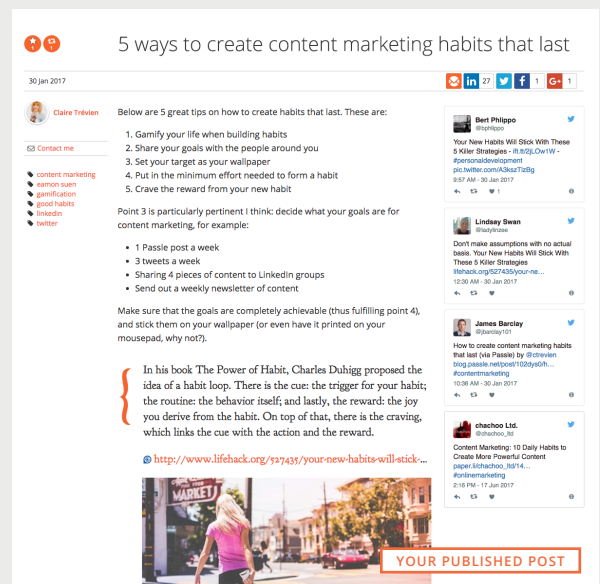
**3 Add content in the Passle popup**  
 Enter a title, your insights, and some tags. Select *Save and continue*.



**4 Add some tweets to your post**  
 You'll see a list of tweets from people commenting on the same article as you. You can also search for tweets by typing in a URL, keyword or hashtag.



**5 Send for approval, or preview**  
 You can then either preview your post or send it off for approval. If there is no approval process you can publish it straight away. Don't forget to thank the people whose tweets you've used!

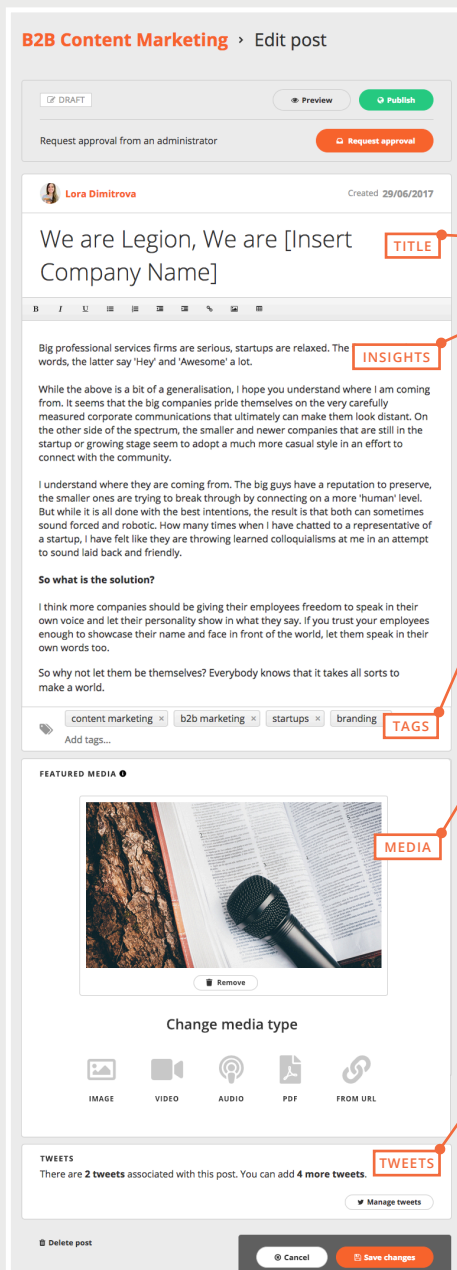


# HOW TO CREATE A POST FROM SCRATCH

1

## Open the Passle dashboard

Head to your dashboard at [www.passle.net](http://www.passle.net). Select *Write a post* from the top of your homepage. Or select the Passle you want to write for in the left-hand side column, and then select *Write a post* from your Manage Passle menu.

2

## Write your post

Create content as you normally would, including title, text, and tags.

3

## Add featured media

You can add many different media types to your post, such as an image, video, audio or PDF. Upload your own image or PDF, search for an image using the online library, add a pre-recorded video or audio file, or embed media from a URL. The featured media used here will be shared across your social media. Select *Save and continue* before adding your tweets.

4

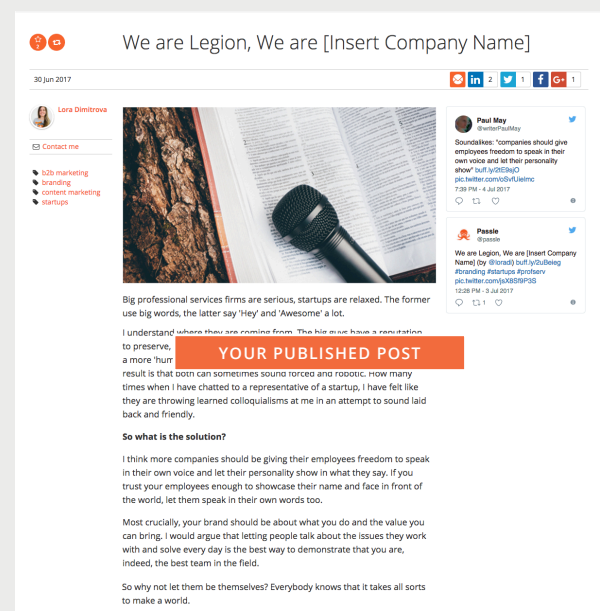
## Add some tweets to your post

Search for tweets to add to your post by typing in a URL, keywords or hashtags. Remember to select *Save changes*.

5

## Preview & make live!

When you have created your post, select *Preview* to make sure everything looks good. You can also *Request approval* from a colleague if required. When you are ready to make your post live select *Publish*.



# THE PERFECT PASSLE POST: TIPS FOR SUCCESS

The ideal Passle post will vary depending on your audience and industry. We've looked at the top 50 posts across the Passle network to share with you some best practice steps for success.

**TITLE** Create specific titles that give readers a clear idea of the content (the average top 50 posts were 8.1 words long).

**TITLE** Consider using a number in your title (4 out of 5 of the top most read posts included a number).

**TITLE** Alternatively, make your title a question (18% of the top 50 titles were questions).

**TAGS** Add 3-6 tags for your post to make it easier to find across the Passle network.

**INSIGHT** Break longer pieces up with bullet points or numbered lists.

**INSIGHT** Write in your own style - don't pretend to be someone else.

**INSIGHT** Keep your tone light and clear, and avoid jargon and acronyms (unless you have a highly technical target audience).

5 ways to create content marketing habits that last

30 Jan 2017

Claire Trévien

Below are 5 great tips on how to create habits that last. These are:

1. Gamify your life when building habits
2. Share your goals with the people around you
3. Set your target as your wallpaper
4. Put in the minimum effort needed to form a habit
5. Crave the reward from your new habit

Point 3 is particularly pertinent I think: decide what your goals are for content marketing, for example:

- 1 Passle post a week
- 3 tweets a week
- Sharing 4 pieces of content to LinkedIn groups
- Send out a weekly newsletter of content

Make sure that the goals are completely achievable (thus fulfilling point 4), and stick them on your wallpaper (or even have it printed on your mousepad, why not?).

In his book *The Power of Habit*, Charles Duhigg proposed the idea of a habit loop. There is the cue: the trigger for your habit; the routine: the behavior itself; and lastly, the reward: the joy you derive from the habit. On top of that, there is the craving, which links the cue with the action and the reward.

<http://www.lifehack.org/527435/your-new-habits-will-stick-...>

**SHARING** Don't forget to share it widely to your social media networks.

**SHARING** Share directly to a key contact using the ISTATOY (I Saw This and Thought of You) email feature.

**TWEETS** Include relevant tweets. If none are suitable, search for better ones using a hashtag or keyword.

**MEDIA** Always make sure to attach an image or media to your post – it will not only draw the reader in, but it's also an opportunity to add value to your post.

For more interesting content please go to [home.passle.net/downloads](http://home.passle.net/downloads)