socialbakers

Socialbakers Content Inspiration Hub

User Manual

Introduction

Great creatives should drive audience engagement. Instead of creating in the dark, power every design with data to level up your next campaign.

Using the Socialbakers plugin for the Adobe Photoshop app, you can easily discover the most engaging images and videos on social media without ever leaving the project you're working on. It helps you track what's hot on social media so that you always know what the audiences actually want to see.

This guide explains how to get the most out of Socialbakers Content Inspiration Hub Extension.

Installing the Extension

Socialbakers Content Inspiration Hub Extension is available for Adobe Photoshop CC and is published through the Adobe Extensions Marketplace for the Creative Cloud at https://www.adobeexchange.com. To install our Content Inspiration Hub Extension in your Creative Cloud, click on the “Free” button located on the top right corner of the page. The system will then install the extension on your Creative Cloud.

The Adobe Creative Cloud control panel manages the installation and updating of the Extension. It may take a few minutes for the Creative Cloud control panel to process the installation, but once it does, you should receive a system notification informing you that the operation has been completed.

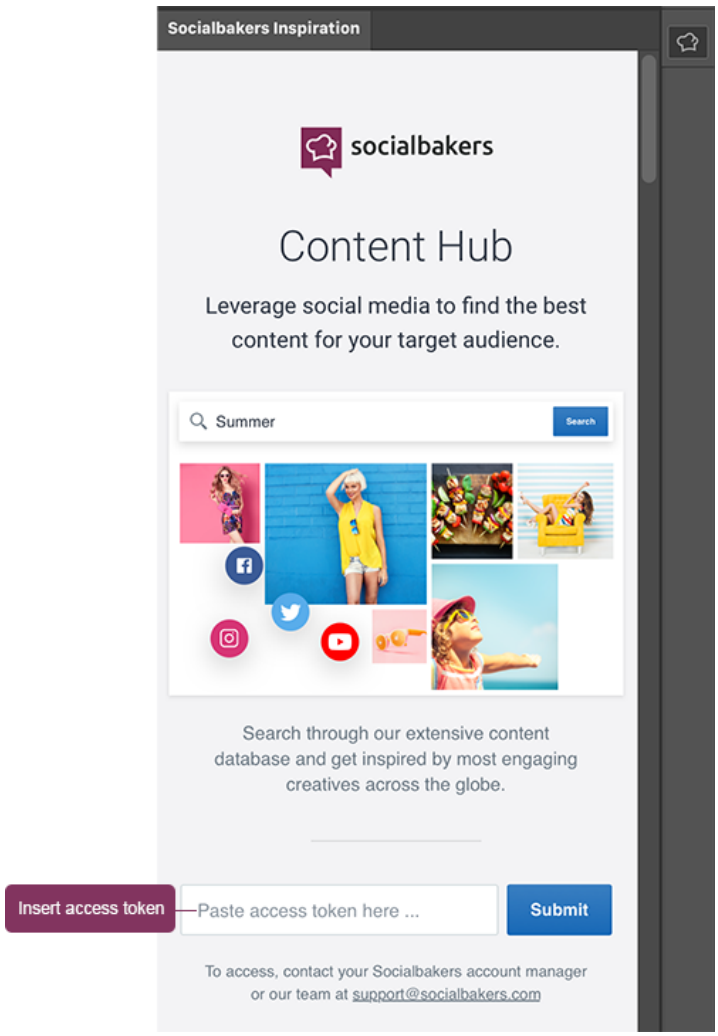
Logging In

Accessing the Extension

When extensions are added to Adobe CC applications, they are not initially visible when the application launches. To start using the extension, you must access it from the Window menu. First, click on the Window menu in the Adobe Photoshop menu bar, and then find the Extensions submenu in the drop-down list. There you will see all installed extensions, including the Socialbakers Content Inspiration Hub Extension.

How to Log In

In order to access the Socialbakers Content Inspiration Hub, you have to be a Socialbakers customer and have access to Socialbakers Suite. In order to log in to the Extension, you will need a unique access code generated specifically for your Socialbakers account. In order to get the access code, please contact your account manager or our support team at support@socialbakers.com.

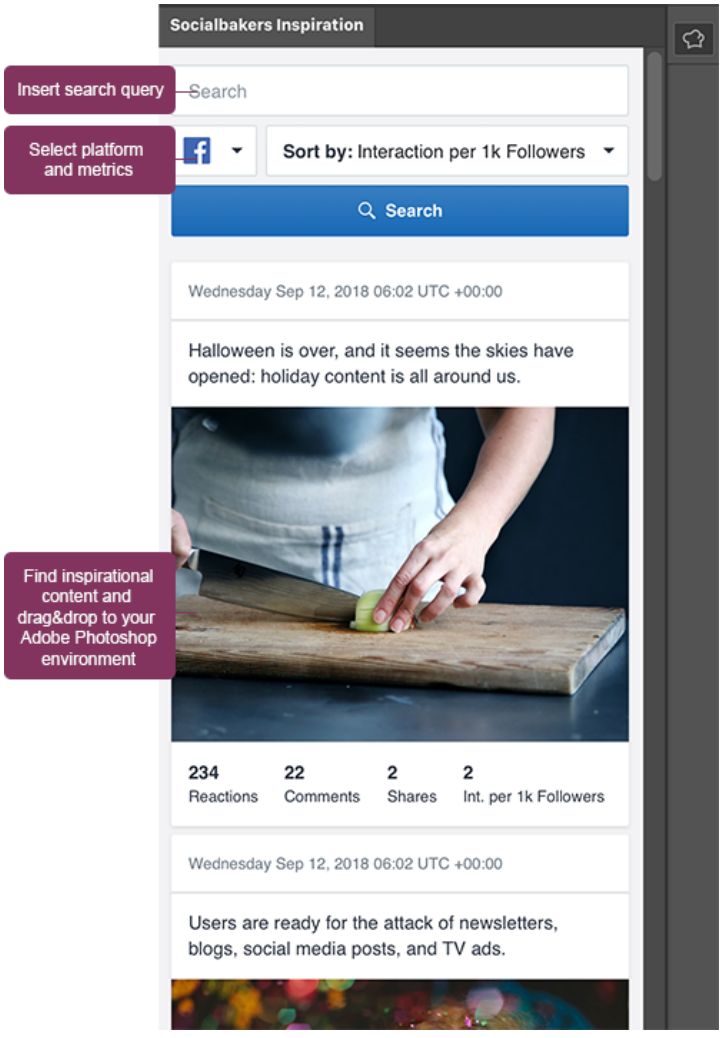


Using the Extension

After you have successfully logged in, you will have access to the Content Inspiration Hub. Content Inspiration Hub can be used the same way as you would use it directly in our Suite.

The extensions panel is resizable, and it can be made to use as much or as little of your Adobe CC app's window as you desire. To resize it, position the mouse cursor at any of the panel's edges, then click and drag the edge of the panel in the desired direction to change the panel's size.

You can insert your search keywords or phrases and search through our extensive database of social media content. Purpose of this search is to give you the top-performing content on social media based on your search queries. Once you specified the query, you can also select by which metric you want to order the search results.



After you run your query, you will see a list of top-performing content directly in the Extension. To use one any of the content for your creative designs, simply drag and drop the image into your main Adobe Photoshop's working area.