

# IMPORT ALL YOUR OLD BLOG POSTS TO BULKLY

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EXTEND THE SOCIAL LIFE OF YOUR EVERGREEN CONTENT

If you are like most bloggers, you have spent countless hours writing blog posts to generate traffic back to your website.

But when it comes to social media, chances are that you have a process that looks like this for blog promotion:

- Publish the blog post
- Share it once on your social channels
- Start writing another blog post
- Repeat

**You know that your blog post deserves more social love.**

It's not a one-and-done thing.

Especially, if you write evergreen content.

So how can you get more social activity for your previous blog posts?

You share them again. And again. And AGAIN.

**But who has the time to remember to reshare old content?**

Look, if you are like me you probably have a million things going on.

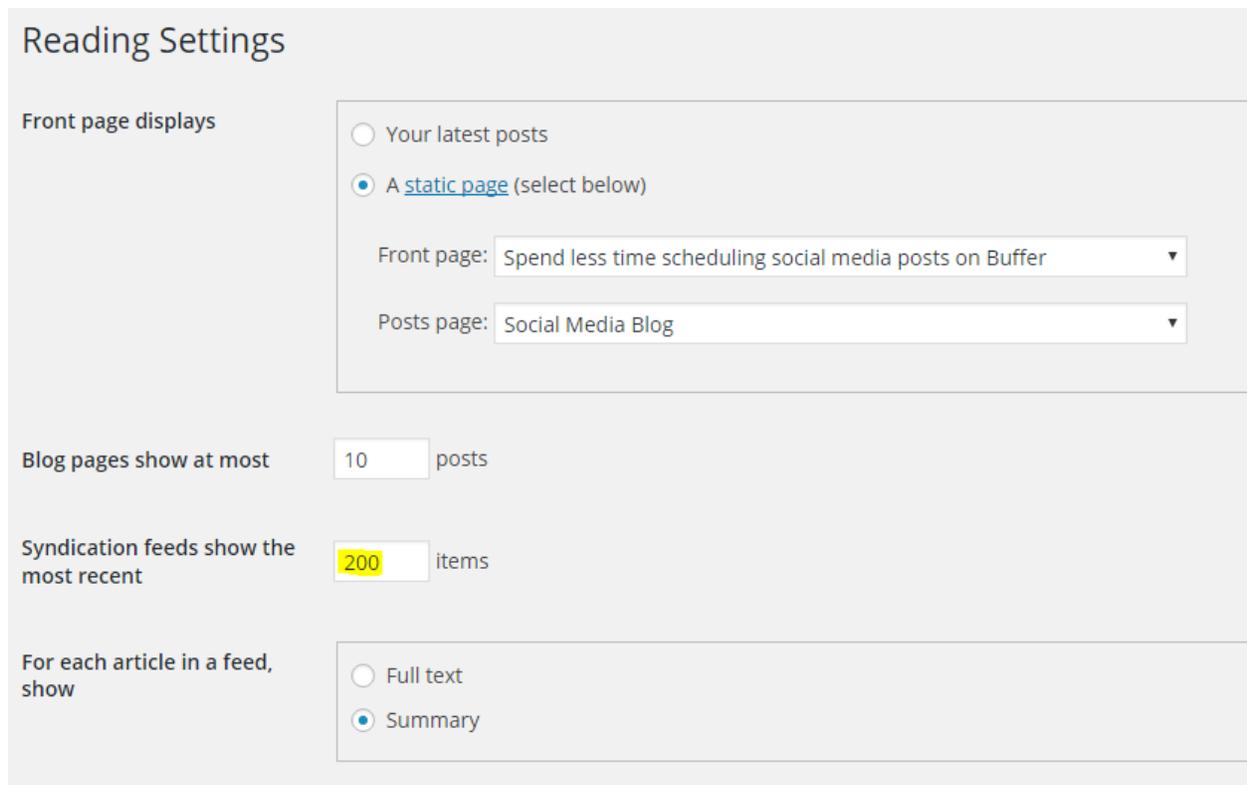
The last thing you on your mind is sharing your old content.

And if you are using WordPress, you can solve this by uploading your old content into Bulkly in less than 5 minutes - I'll show you how.

## Make One WordPress Tweak

You'll first need to login into Wordpress as an admin. Once logged in, you'll need to click on the "Settings > Reading" tab in the left menu.

Then in the syndication settings, enter a number higher than your total blog posts (highlighted below):

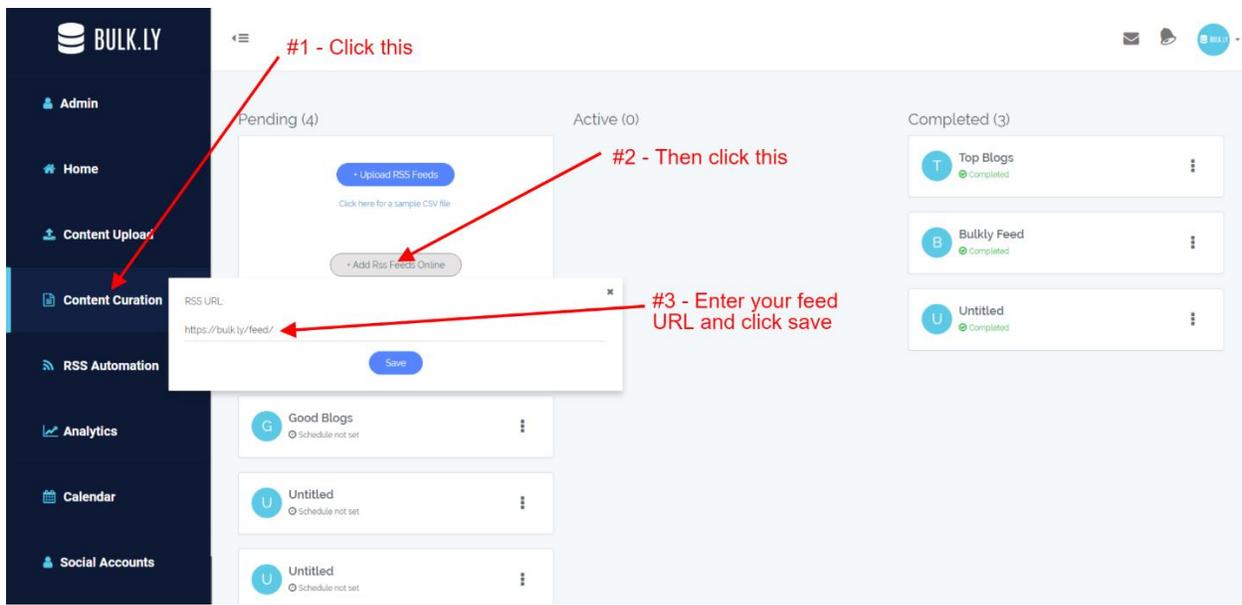


The image shows the 'Reading Settings' page in WordPress. The 'Front page displays' section has 'A static page (select below)' selected. The 'Front page' dropdown is set to 'Spend less time scheduling social media posts on Buffer' and the 'Posts page' dropdown is set to 'Social Media Blog'. The 'Blog pages show at most' field is set to '10' posts. The 'Syndication feeds show the most recent' field is set to '200' items, which is highlighted in yellow. The 'For each article in a feed, show' section has 'Summary' selected.

Save your settings.

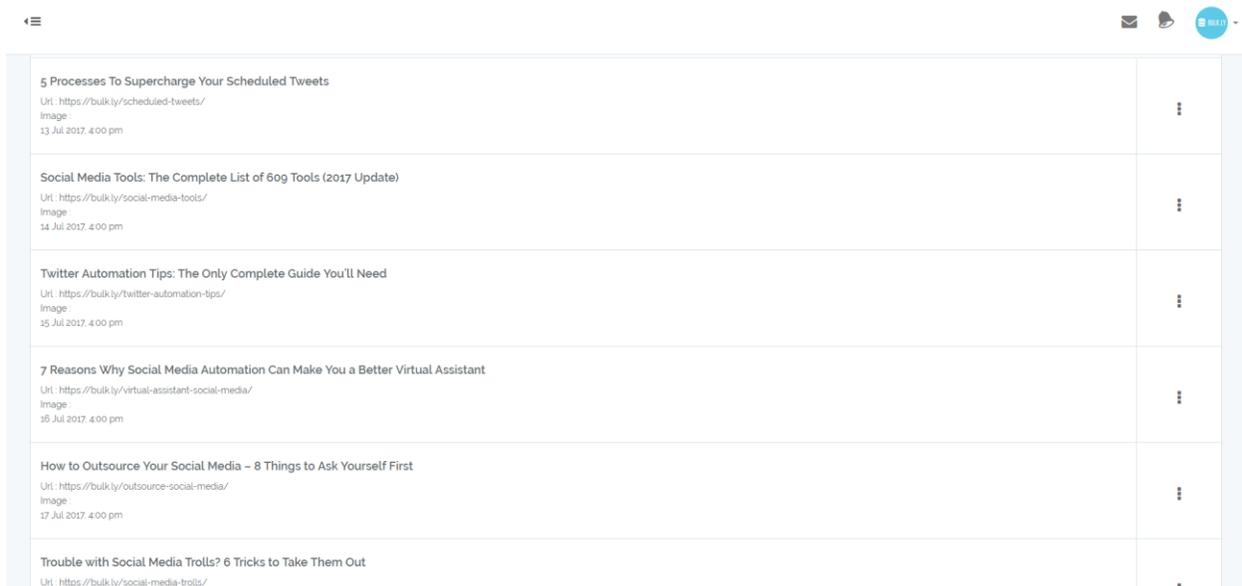
## Import Old Blog Posts to Bulkly

Login to your Bulkly account and in your dashboard, click on the "Content Curation" button. Then click on "Add RSS Feeds Online".



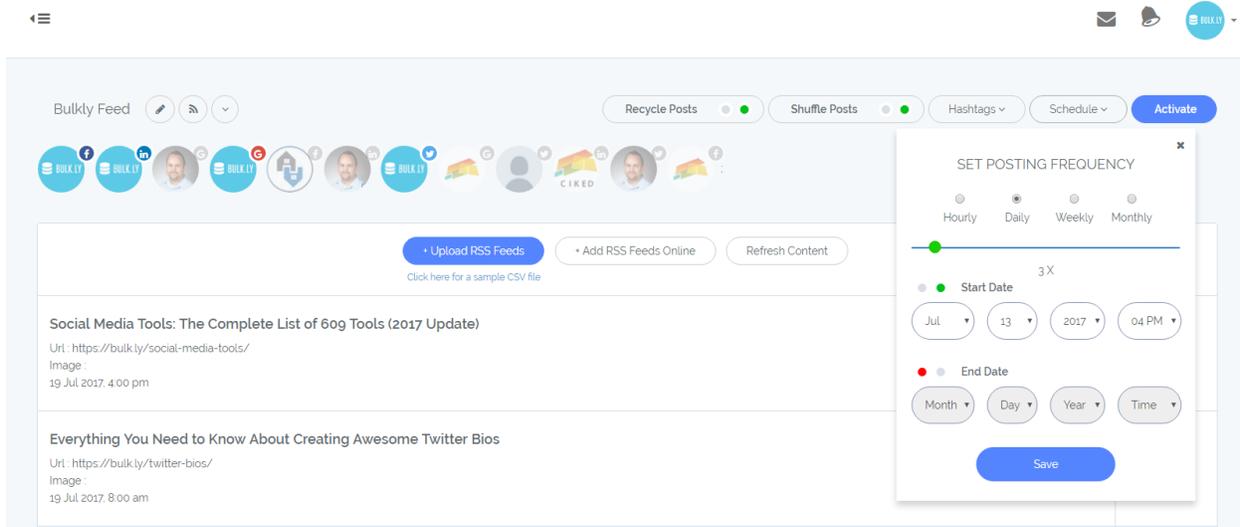
In the overlay, enter your feed URL - typically it is <http://www.yoursite.com/feed> if you are using Wordpress. For example, for Bulkly it is <http://www.bulk.ly/feed>. Type in any hashtags you want to use for each social network and click save.

The following screen will load with your group showing all the posts Bulkly grabbed from your RSS feed.



Be sure to go through your results, make any changes or delete the posts you don't want sent to Buffer.

Above the content, you'll see the settings you can configure.



You can:

- Select which social media accounts to send these posts to
- Whether or not to recycle them (send again and again)
- Choose if you want to mix up the order (Shuffle Posts)
- Assign hashtags to be added on each social media channel
- Enter a schedule to start (or stop) sending these updates to Buffer as well as how often

Once you are ready, simply click on the “Activate” button and depending on the frequency of your schedule, you should start to see one item from this group added to your Buffer account within a few hours.

Moving forward, you should see one item added based on your settings. For example, if you selected 6 times daily, then a new item should be added to your Buffer account roughly once every 4 hours.

## Revert Feed Settings in WordPress

Once you have successfully imported your old blog posts to Bulkly, be sure to go back into your WordPress settings and change the amount of items shown in your feed back to the number it was before.

Typically, this is 10.

Save your settings.

## **That's it, you are all set.**

Bulkly will have all your old content added and automatically send add it to Buffer without you having to do anything else.

Your old content will be shared again and again. FOREVER.