



Marketing Cloud Social

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MARKETING CLOUD SOCIAL

Create, manage, and monitor engagement with your social media content and advertising presence.

[Marketing Cloud Command Center](#)

To showcase a brand's social presence, use the Marketing Cloud Command Center application. Command Center gives you live details about what is happening on social media. Use Command Center on large displays to monitor and display high-level social performance information.

[Social Studio Automate](#)

Social Studio Automate augments your existing social platform functionality with the power of automation. It's a rules-based and web-based software engine designed to process and sort social media content. With custom conditions and selectable actions, you can process, augment, sort, and direct incoming social media content for follow-up. You can manage content for individuals and teams across locations, brands or departments, all in a common interface with full planning and scheduling capabilities.

[Social Studio Mobile](#)

To get closer to your customers on iOS devices and Android phones, use Marketing Cloud Social Studio Mobile. Use the same Social Studio functionality from anywhere as if you were sitting on your desk. Download the app for free from the iOS App Store or Google Play.

[Social Studio](#)

Social Studio is a one-stop solution to manage, schedule, create, and monitor posts. You can organize posts by brand, region, or multiple teams and individuals in a unified interface. Social Studio offers powerful real-time publishing and engagement.

Marketing Cloud Command Center

To showcase a brand's social presence, use the Marketing Cloud Command Center application. Command Center gives you live details about what is happening on social media. Use Command Center on large displays to monitor and display high-level social performance information.



Note: Learn about the [Work.com](#) Command Center and Salesforce's response to COVID-19. Continue reading for information about the Marketing Cloud Command Center in Social Studio.

Command Center acts as the social media hub for summarized information from a brand's Facebook or Twitter accounts.

Access the app from its own URL or use an iPad that meets requirements.

Command Center provides a central location so you can monitor and respond to social media posts quickly. You can route responses to the appropriate department. And, you can immediately respond and forward posts that contain product feedback, support issues or questions, or product suggestions to the right department in real time.

To ensure that you get the latest Social Studio features, sign up on our Marketing Cloud Salesforce Help for Marketing Cloud Release Communications. Specify Marketing Cloud under Interests.

Follow the steps at [Marketing Cloud Receive Release Communications](#).



Note: Web analytics and historical data that is older than 30 days is available upon request. Email marketingcloudsupport@Salesforce.com with this information: customer name, tenant ID, email contact information, and the type of historical data needed from the applicable topic profiles. Upon receipt, Salesforce provisions the specified products.

[Use Cases](#)

Command Center can be used in various ways across organizations, for different purposes and industries.

[Get Started with Command Center](#)

The Get Started with Command Center documentation page details how to get started with Marketing Cloud Command Center including prerequisites.

[Navigation](#)

In Command Center, you can configure different options and view and create specific displays. These displays show customized data for social account and top profiles post activity.

[Command Center FAQs](#)

Get the answers to frequently asked questions about Marketing Cloud Command Center

[Glossary](#)

View the Command Center glossary.

SEE ALSO:

[Use Cases](#)[Get Started with Command Center](#)[Use Command Center on an iPad](#)

Use Cases

Command Center can be used in various ways across organizations, for different purposes and industries.

Command Center can be used:

- Across organizations
- For Different common purposes
- For industries

Organization-wide Use Cases

Command Center can be used across the organization in these ways:

- Display the social health of your brands daily
- Connect the entire organization to the consumer by putting the consumer on everyone's desk and in everyone's hands
- Inform advertising and content strategy and development
- Discover situations as they unfold and respond quickly
- Empower teams with a platform to monitor and handle crisis management
- Stream live information to customers at events, online, and via mobile
- Show employees, partners, and vendors innovations at headquarters
- Share metrics faster and in real time
- Organize around several key consumer-focused metrics that appear globally
- Run your social media program from anywhere in the world

Common Purposes

Common Use	Feature
Business Insights	<ul style="list-style-type: none"> • Identify real-time trends • Track Social KPI and any Advocates and Detractors • Ability to go from a broad global view down to a focused post level view
Actionable Insights	<ul style="list-style-type: none"> • Supplement Service and Support activities • Act as a nerve center with output becoming the input to operational processes • Interfacing with Salesforce Customer Service
Event and Campaign	<ul style="list-style-type: none"> • Promote attendee social participation and feedback • Measure campaign effectiveness • Adjust or amplify content in real time based on performance and trends
Thought Leadership and Social Evangelism	<ul style="list-style-type: none"> • Promote social internally • Promote internal social evangelism • To differentiate from other companies with customers

Industries Using Command Center

- Education and Non-Profit
- Financial Services
- Media & Entertainment
- Retail
- Services
- Healthcare
- Technology
- Travel
- CPG

SEE ALSO:

[Configure Command Center](#)

[Customize Displays in Command Center](#)

[Navigation](#)

Get Started with Command Center

The Get Started with Command Center documentation page details how to get started with Marketing Cloud Command Center including prerequisites.

[Command Center Prerequisites](#)

To use Marketing Cloud Command Center, review these software and hardware prerequisites.

[Access Command Center](#)

Access Marketing Cloud Command Center using a customized URL in a web browser. You can also access Command Center on an iPad by creating and using a home screen shortcut. See screens with view-only with no editing possible. To change or edit screens, change them through a desktop web browser.

[Considerations for Using Topic Profiles in Command Center](#)

You create topic profiles in Social Studio for use in Marketing Cloud Command Center. When configuring topic profiles in Social Studio, optimize their effectiveness by considering post volume and keyword group information considerations.

[Configure Command Center](#)

Configure and customize Command Center to show current social media posts by themes, custom headings and profanity settings to best suits your needs. Enable specific displays a user can add.

[Customize Displays in Command Center](#)

To set the time frame and select to show posts from social accounts and topic profiles, customize the screens in Marketing Cloud Command Center. Add multiple displays showing different options and accounts.

[Use Command Center on an iPad](#)

Command Center can be used on a 9.7 inch iPad, but not the iPad Pro.

SEE ALSO:

[Access Command Center](#)

[Considerations for Using Topic Profiles in Command Center](#)

[Configure Command Center](#)

Command Center Prerequisites

To use Marketing Cloud Command Center, review these software and hardware prerequisites.

Software

- iPad support
 - Support for Safari browser only.
 - Supports only 1024x768 on 9.7 iPad only (not iPad pro or iPad Mini).
To get the maximum screen size for Command Center, add a shortcut to the home screen. To show full screen without safari menu bar, click Command Center.
- Browser Compatibility: Since Marketing Cloud Command Center is web-based and independent of operating platform, it is compatible with the following browsers:
 - Chrome (current version*)
 - Safari

- Firefox (current version*)
- Internet Explorer (v11, v10, and v9*)

Support for IE9 and older versions of Chrome and Firefox is 'Grade B: functional, untested.' See [Graded Browser Support](#) for more information.

- A valid login and password to Command Center. Contact your account executive or email marketingcloudsupport@salesforce.com with any account issues.
- A valid Marketing Cloud account and password if accessing Command Center within Marketing Cloud.

Recommended Hardware

Review these recommendations for Expo or War Room Command Centers

- 1.8 GHz or faster processor
- 4–8 GB of available RAM
- 1 GB of hard-disk space
- Broadband Internet Hardwired Connection (wireless not recommended)
- Minimum 42-inch Screen
- 1920x1080 display with 32-bit video card
- Appropriate and compatible cable for HD video connection (VGA not recommended)

Access Command Center

Access Marketing Cloud Command Center using a customized URL in a web browser. You can also access Command Center on an iPad by creating and using a home screen shortcut. See screens with view-only with no editing possible. To change or edit screens, change them through a desktop web browser.

[Access Command Center with a URL](#)

You can access Marketing Cloud Command Center from a customized URL using a desktop web browser. Also, you can access Command Center using a mobile web browser with limited functionality .

[Access Command Center with an iPad](#)

To get the maximum screen size for Marketing Cloud Command Center, you can add a shortcut to the home screen. To see a full-screen version Command Center without the Safari menu bar, tap the shortcut.

Access Command Center with a URL

You can access Marketing Cloud Command Center from a customized URL using a desktop web browser. Also, you can access Command Center using a mobile web browser with limited functionality .

1. Access your customized Command Center URL using <https://commandcenter.radian6.com/>.
2. Enter a valid login username and password.
3. Confirm your identity with multi-factor authentication (MFA).

At Verify Your Identity, provide a registered MFA verification method, such as an authenticator app or security, to finish logging in. If you haven't registered a method, you're prompted to do so before you're able to log in.

4. Choose an option:
 - a. If your command center is branded, choose your branded theme.

Configure Command Center

Configure and customize Command Center to show current social media posts by themes, custom headings and profanity settings to best suits your needs. Enable specific displays a user can add.

[Manage Themes](#)

Manage Themes in Command Center to either apply different themes, duplicate or delete existing themes, customize a theme, or delete a theme.

[Configure the Profanity Filter in Command Center](#)

If you don't want certain words appearing on your Marketing Cloud Command Center screens, use the Profanity filter. Enter the words that you want to block. The Profanity filter works for English words only and doesn't support special characters.

[Create a Screen in Command Center](#)

Create one or more Marketing Cloud Command Center screens of the same type using different data sources and configurations. Screens showing different accounts and topic profiles can provide a unique view of incoming posts.

[Delete a Screen in Command Center](#)

You can delete a screen that you have created. The screen can have the wrong data, be the wrong screen type screen, or you no longer need. You can also delete a screen that you have shared with others. You can't delete screens that you created by other users and shared with you. Delete the screen from the Home screen in Marketing Cloud Command Center.

[Duplicate a Screen in Command Center](#)

You see a screen in Marketing Cloud Command Center that was shared with you. You like it, but want to tweak a few things. Only the screen's creator can change a shared screen. But if you duplicate the screen, you can make changes.

[Enable Screens](#)

Limit the Command Center screen types that can be added.

[Remote Admin](#)

Manage multiple command centers from a central location using Command Center's remote admin. You can check the status of your command center locations to see what screens are running, manually reload and refresh them with the most current data.

[Set Custom Headings](#)

You can define up to 15 custom headings and subheadings per Command Center screen to display customized Topic Names with timespan and post count variables in the screen title.

[Share a Screen in Command Center](#)

You created a screen in Marketing Cloud Command Center that you are proud of. Share that screen with other users in Command Center. Only you as the creator of the screen can share it or change it. If others like the screen and want to make changes, they have to duplicate it.

SEE ALSO:

[Manage Themes](#)

[Set Custom Headings](#)

Manage Themes

Manage Themes in Command Center to either apply different themes, duplicate or delete existing themes, customize a theme, or delete a theme.

Command Center comes with three base themes to use in displaying the various screens.

Manage Themes Tasks	Description
Access Theme options	Click the down arrow next to the theme title to see the options for that theme. Not all themes have the same options and depends on the individual theme settings.
Create a Custom Theme	Create a custom theme in Command Center from an existing theme and define the background color, font, and upload a custom logo.
Customize a Theme	<p>An existing theme can be customized depending on the theme settings. Themes with a lock icon cannot be customized but you can duplicate them for further customization. You can also customize user created themes.</p> <p>Click the down arrow option next to the theme title. Select Edit. Change the theme name and background color for the theme. If the theme has been duplicated, does not have a lock icon, or is a custom theme, click Delete to delete the theme. Click Apply Changes.</p>
Duplicate a Theme	Select Duplicate in the theme options to duplicate the current theme and make a copy of it.
Delete a Theme	<p>Select Delete in the theme options to delete the current theme. You can also select Delete within the Edit theme inspector.</p> <p>A confirmation appears asking if you want to delete the theme. The change cannot be reversed.</p>
Select a Theme	<p>Select and apply defined themes to change the look of your command center.</p> <p>The Marketing Cloud Command Center comes with three standard base themes;</p> <ul style="list-style-type: none"> • Midnight Blue • Social Studio • Tuxedo <p>Enter a Theme name in Search if the number of themes fill the screen.</p>

[Select a Theme in Command Center](#)



Select a theme of background color, font, and logo from predefined Marketing Cloud Command Center themes or create your own based on an existing theme. You can use a different theme without having to log out.

[Create a Custom Theme](#)

You can create a custom theme in Command Center from an existing theme and define the background color, font, and upload a custom logo.


Select a Theme in Command Center

Select a theme of background color, font, and logo from predefined Marketing Cloud Command Center themes or create your own based on an existing theme. You can use a different theme without having to log out.

1. At the Command Center Home screen, click **Themes**.
2. If none of the shown themes is desirable, click **Create a Custom Theme**.
3. To modify a theme, click  in that theme tile:
 -  **Note:** Standard themes can't be changed only duplicated. To change a standard theme, duplicate it first.
 - a. To use that theme, click **Select**.
 - b. To edit that theme, click **Edit**.
 - c. To duplicate that theme and change it, click **Duplicate**.
If duplicating a standard theme, the Create Custom Theme appears. Follow the steps in [Create a Custom Theme](#) on page 9.
 - d. To delete that theme, click **Delete**.
4. You can select a new theme at any time. The currently selected theme is shown with a green circle checkmark. If the theme cannot be customized and changed, a lock icon appears in the top corner.

Create a Custom Theme

You can create a custom theme in Command Center from an existing theme and define the background color, font, and upload a custom logo.

1. Click **Create a Custom Theme**.
2. Enter a theme **Name**.
3. Select a base theme from the **Styling Based On** dropdown.
4. Upload an image for the theme. The logo appears on the Command Center screens.
5. Select the font for the theme.
6. Set the color for the theme's background color.
7. Choose a background image to appear as the background for the displays either by selecting **Change** or dragging the new file to the field.
 -  **Note:** Custom themes require PNG, GIF, or JPG formats. Images must be less than 5 MB and 1920x1080 pixels.
8. Choose either **Scaled to Fit** or **Original Size** for **Background Image Size**.
9. Click **Create**. You can customize the new theme further after applying it.

Configure the Profanity Filter in Command Center

If you don't want certain words appearing on your Marketing Cloud Command Center screens, use the Profanity filter. Enter the words that you want to block. The Profanity filter works for English words only and doesn't support special characters.

1. In the Command Center Settings menu, select **Profanity Filter**.
2. For Replace With, enter the character to use to replace the letters of a blocked word on screens and posts.
For example, if you choose an asterisk (*) as the character, a four-letter blocked word is replaced with ****.

3. Click **Edit filtered words**.
4. Enter the words separated by a comma.
Special keyboard characters such as world!, ^elvira, or non-English character sets aren't supported.
5. Click **Apply**.


Create a Screen in Command Center

Create one or more Marketing Cloud Command Center screens of the same type using different data sources and configurations. Screens showing different accounts and topic profiles can provide a unique view of incoming posts.

Command Center organizes the screens by color and then by name within the color category.

- Orange icons represent marketing-related screens
- Blue icons represent social-related screens
- Darker blue icons are sales-related screens
- Purple icons are service-related screens
- Gray icons are for other screens.

1. Click **Create a New Screen**.
2. Select the type of screen.

 **Tip:** To see a preview of the display, click the eye icon.

3. Enter a name for the new screen.
4. Customize the screen based on its type.
5. Click **Create**.
The new screen appears as a tile on the Home screen.

Delete a Screen in Command Center

You can delete a screen that you have created. The screen can have the wrong data, be the wrong screen type screen, or you no longer need. You can also delete a screen that you have shared with others. You can't delete screens that you created by other users and shared with you. Delete the screen from the Home screen in Marketing Cloud Command Center.





1. From the Command Center home screen, determine the screen you want to delete.


Keep in mind:

You can only delete screens that you have created

If you have shared a screen with other users, a notice appears reminding you that you have shared the screen.

You can't delete screens created by other users that are shared with you.

2. Click  > **Delete**.
The screen is removed from the list of screens.
3. To delete the screen when editing the screen, select  > **Edit This Screen** then select **Delete**.
The screen disappears and you return to the Home tab.
4. To delete more than one screen from the Home tab,
 - a. Hover over the first screen and click the circle  in the corner. A checkmark appears .
 - b. Select another screen.

c. To delete the screens, click the trashcan icon .

d. At the confirmation, click **Delete**.

If you delete screens that you shared with other users, a message appears to say that the selected screens are shared with other users.

The screens disappear from the Home tab.

Duplicate a Screen in Command Center

You see a screen in Marketing Cloud Command Center that was shared with you. You like it, but want to tweak a few things. Only the screen's creator can change a shared screen. But if you duplicate the screen, you can make changes.

1. At the home screen in Command Center, click  next to the screen to duplicate.

2. Select **Duplicate**.

A copy of the screen appears with "Copy" behind the screen title. Change the copy to suit your needs.

Enable Screens

Limit the Command Center screen types that can be added.


Command Center organizes the screens by color and then by name within the color category.

- Orange icons represent marketing-related screens
- Blue icons represent social-related screens
- Darker blue icons are sales-related screens
- Purple icons are service-related screens
- Gray icons are for other screens.

1. Click **Enable Screen**.

2. To make a screen available, select the screen.



Tip: To see a preview of the display, click the eye icon .

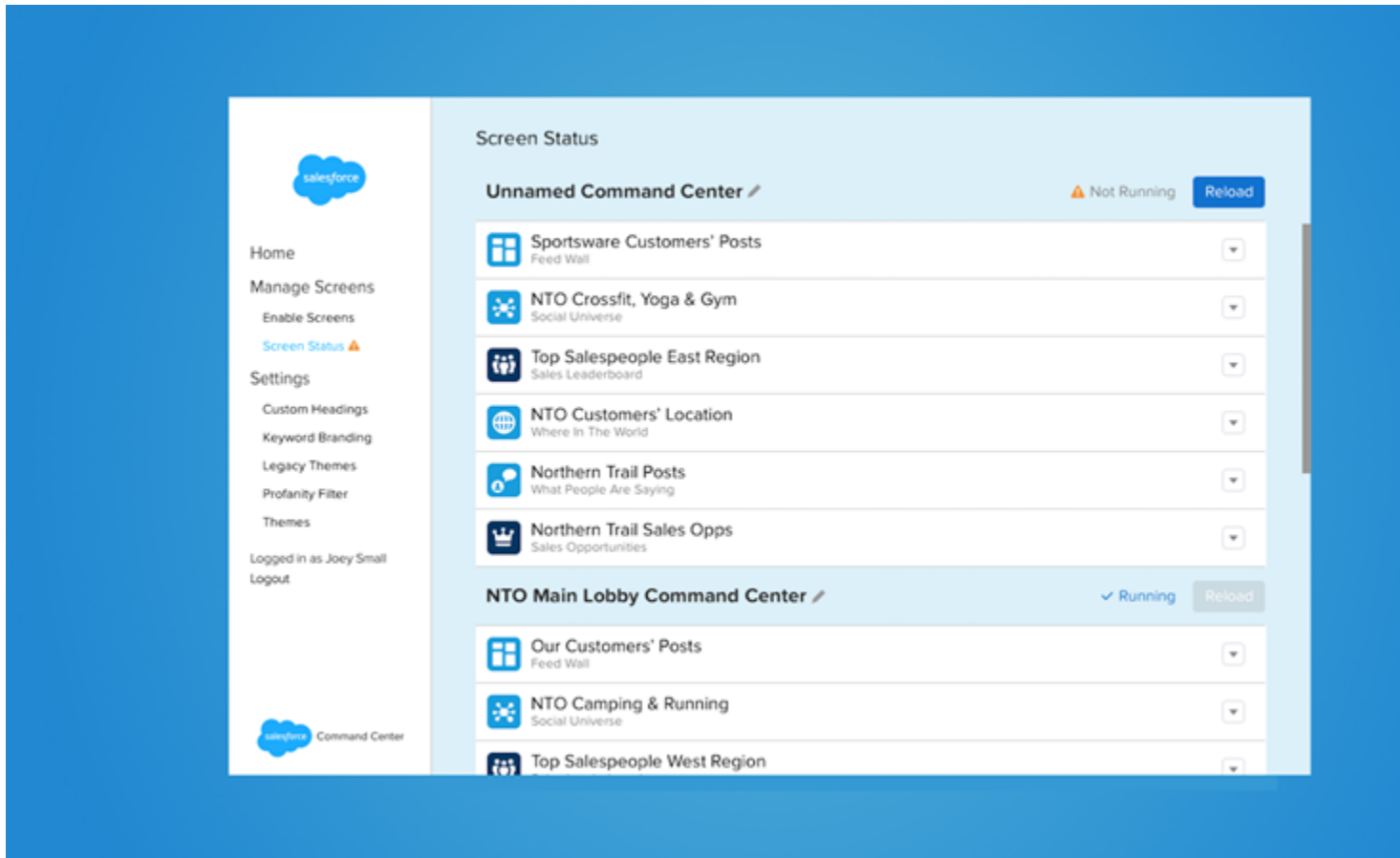
3. Click **Apply**.

The screen type is available when creating a screen.

Remote Admin


Manage multiple command centers from a central location using Command Center's remote admin. You can check the status of your command center locations to see what screens are running, manually reload and refresh them with the most current data.


You can also edit a particular screen or swap a screen for another. You can manage any of the running Command Centers that are utilizing the same user login only. To take advantage of the remote admin capabilities, launch the screens from the physical location initially.




1. At login, select **Screen Status** under Manage Screens.

If you administer multiple command centers, they appear in a list with their containing screens. The command center status appears below the title.

2. To rename a command center, click , enter a new title, and click **Enter**.
3. You can either reload the command center to get the latest data or edit an individual command center.
To reload the command center and get the latest data, click **Reload**.

To edit an individual command center screen, click  and **Edit This Screen**.


4. To replace an individual command center screen with another, click  and **Swap Screen**.
 - a. Choose the new screen.
Command Center replaces the screen with the new chosen screen.

Set Custom Headings

You can define up to 15 custom headings and subheadings per Command Center screen to display customized Topic Names with timespan and post count variables in the screen title.

1. Select a display from **Display**.
2. Enter a custom heading in **Headings**.

3. Enter a subtitle in **Subtitles** and insert either a Topic name, timespan, or post count dynamic variable to include in the subtitle:

 Topic Profile name - inserts a %topic% variable



 Time span - inserts a %timespan% variable

 Post count - inserts a %count% variable

Once added, the custom headings appears in the **Headings** and **Subtitle** drop-down menu on the launch pages of the corresponding screens. The chosen custom heading is the screen's main title.

Share a Screen in Command Center


You created a screen in Marketing Cloud Command Center that you are proud of. Share that screen with other users in Command Center. Only you as the creator of the screen can share it or change it. If others like the screen and want to make changes, they have to duplicate it.


1. At the home screen, click  next to the screen to share.
2. Select **Share Screen**.
 appears next to the screen's title. To see the screen's owner and the date it was created, hover over the icon.

Customize Displays in Command Center

To set the time frame and select to show posts from social accounts and topic profiles, customize the screens in Marketing Cloud Command Center. Add multiple displays showing different options and accounts.

You can configure these screens to show different topics, subtitles, time ranges, and filter out or show profanity:

 **Note:** For all displays, the Custom Heading menu allows you to customize the heading or subtitle with your own text.

 **Note:** Valid time ranges include:

- 1 hour
- 2 hours
- 3 hours
- 4 hours
- 12 hours
- 24 hours
- 2 days
- 3 days
- 5 days
- 7 days
- 15 days
- 30 days

The time ranges are used in these visualizations.

- Key Social Indicators
- Social Media Influencer
- Social Media Word Cloud

- Feed Wall
- Where In the World

Any created or edited displays appear in the first slot in the screen gallery.

Display	Description
Conference	This display shows the overview data widgets for up to six topic profiles. Parameters include latest tweets, social mentions, overall topic profile sentiment, hashtag cloud, and age or gender breakdown.
CRM Analytics	To use the CRM Analytics visualization in Command Center, complete a one-time setup with CRM Analytics. You can then create visualizations on any data you have in CRM Analytics.
Email Performance	The Email Performance screen visualizes key metrics from Marketing Cloud. Enable this feature to transfer data from your Marketing Cloud account to your Command Center account for access and use. The access and use are in accordance with the terms governing your subscriptions to the respective services. If your Marketing Cloud account has not been activated, contact your Marketing Cloud Account representative.
Feed Wall	<p>This display shows a cascading view of posts from within the time range selected and allows the workflow to be added to individual posts.</p> <p>To filter out retweeted posts and avoid seeing multiple instances of the same post, select or deselect Display Posts that are Retweets.</p>
Journey Builder Performance	<p>The Journey Builder Performance screen visualizes key metrics from Marketing Cloud. Enable this feature to transfer data from your Marketing Cloud account to your Command Center account for access and use. The access and use are in accordance with the terms governing your subscriptions to the respective services. Contact your Marketing Cloud account representative to activate your account.</p> <p>A connection to a Marketing Cloud account must be established for email performance data can be accessed.</p> <p>If you are working with more than one Business Unit (BU), you can switch the BU to see different campaigns. The last BU selected is remembered for quick campaign access. Users can only select those BUs available to them. The Enterprise BU is the default.</p>
Key Social Indicators	This display is also called Social Media Scoreboard and can display up to 12 topic profiles.
Sales Leaderboard	<p>This display shows up to 10 of your organization's salespeople, with their profile picture, by either total amount or the total number of deals closed. The first 3 tiles are slightly larger than the others. Each has a colored banner for first being gold, second being silver, and third being bronze.</p> <p>You must be logged in to Sales Cloud for Command Center to access Salesforce reports.</p>
Social Care	The Social Care screen visualizes key metrics from your Social Customer Service data from Service Cloud. If you use SCS, you can Authenticate to your Salesforce account now to transfer your Service Cloud data to Command Center for access and use. If your SCS Org has not been activated, contact your Marketing Cloud account representative.
Social Media Scoreboard (also called Key Social Indicators)	This display shows the volume of posts. Metrics appear as a number, percentage change and in a line graph. Overall sentiment, and Share of Voice with the breakdown by Keyword Group also appear.

Display	Description
Social Universe (also called Industry Landscape)	This display shows a Solar System-like visualization of the Posts surrounding a given topic profile. View the latest tweets in a ticker bar style format.
Slide Show	This display rotates among user created and configured screens on 1 monitor.
Source Inspector	Select the social accounts or topic profiles for some Command Center displays
Top Influencers (also called What People Are Saying)	This display uses a single topic profile and displays a cloud of active influencers on a given topic over a set time period.
Top Media	The Top Media screen lets you see popular images and video from topic profiles or social accounts. The images and video are what is trending around your brand over a set timeframe. Select or deselect Display posts that are Retweets to filter out retweeted images.
Web Canvas	Showcase third-party content and display secure web page content in Command Center. You can add a unique title for the display so your users understand the display's context. You can also choose from a standard or mini page header depending on your display needs. You can enter the secure URL but it must support iFraming.
Where in the World (also called Global Conversation)	Shows a Geographic Perspective, either Global or the United States, to the posts on a given topic profile. To filter out retweeted posts, select or deselect Display posts that are Retweets .
Word Cloud	This display shows the top 30 words used in posts related to the chosen topic profile or keyword group and the frequency of the word use.

[Conference Display](#)

The Conference screen in Command Center is also commonly called Social at a Glance and can be customized using Custom Headings. Use a maximum of six topic profiles on the display, with a different panel for each topic profile or one topic profile can be used for all six panels.

[Customize the Command Center Customer Care Screen](#)

View your Social Customer Service (SCS) data in the Customer Care screen in Marketing Cloud Command Center. Compare new and previous cases over a specified time period, and check case performance against your established SLAs. See how long it takes to close cases, and monitor reps success rate.

[Email Performance](#)

The Email Performance screen visualizes key metrics from Marketing Cloud. Enable this feature to transfer data from your Marketing Cloud account to your Command Center account for access and use. The access and use are in accordance with the terms governing your subscriptions to the respective services. If your Marketing Cloud account has not been activated, contact your Account Manager.

[Customize CRM Analytics Dashboards in Command Center](#)

You can view CRM Analytics displays in Command Center. Updates in CRM Analytics appear on the Command Center display as they are made in CRM Analytics.

[Customize Feed Wall Screen in Command Center](#)

To display posts from social accounts or a topic profile, configure the Feed Wall in Marketing Cloud Command Center. You can also specify a time frame from one topic profile, from multiple Facebook, Twitter, Instagram, and LinkedIn social accounts, or Instagram hashtags. Create multiple Feed Walls for different topic profiles, social accounts, or Instagram hashtags. You can hide or display their media types on the Feed Wall. If the social account isn't selectable, register it in Social Studio and try again. Before an Instagram hashtag can be used, you must create the hashtag in Social Studio.

[Filter Command Center Screen](#)

To show the data most important data to you, filter a Marketing Cloud Command Center screen. You can filter a Feed Wall, What People Are Saying, or a Top Media screen by author label and keywords. You can also filter by sentiment or post label.

[Journey Builder Performance](#)

The Journey Builder Performance display in Command Center shows a visualization of up to five journeys based on data from connected Marketing Cloud account.

[Customize the Key Social Indicators Screen in Command Center](#)

You can tailor the Social Media Scoreboard screen to monitor the key social indicators of up to 12 topic profiles in Marketing Cloud Command Center.

[View Your Top Sales Opportunities in Command Center](#)

You can add up to 10 sales opportunities on the Sales Opportunities screen in Marketing Cloud Command Center. Use a chosen Salesforce Sales Cloud report as a base, customize the Sales Opportunities screen.

[Sales Leaderboard](#)

Customize the Sales Leaderboard display in Command Center to show up to ten sales leaders from a chosen Salesforce Sales Cloud report.

[Slide Show Display](#)

The Slide Show screen in Command Center allows multiple screens to be displayed at once which is useful in a trade show or high visibility command center.

[Social Accounts and Topic Profile Media Types in Command Center](#)

To see only specific social account or topic profile media types in Marketing Cloud Command Center, select the media types.

[Social Universe Display](#)

The Social Universe display in Command Center shows a Solar System-like visualization of the Posts surrounding a given Topic Profile.

[Customize Top Media Screen in Command Center](#)

To display images and videos within social accounts, from a topic profile, or from Instagram hashtags, configure the Top Images display in Marketing Cloud Command Center. You can also specify a time frame for one topic profile and multiple Facebook, Twitter, Instagram, and LinkedIn social accounts, or Instagram hashtags. To use an Instagram hashtag, create the hashtag in Social Studio first.

[Top Influencer Display](#)

The Top Influencer display in Command Center can be configured with a single Topic Profile and provides the user with a cloud of active influencers on the given topic. This display comes pre-labeled as What People Are Saying.

[Use Source Inspector](#)

Use the Source Inspector in Command Center to select the Topic Profiles or Social Accounts configuring each display.

[Web Canvas](#)

Configure the Web Canvas in Command Center to show https secure web content that is publicly available. Use either a full header, with the title and back link, or a mini header, showing just the back link.

[View the Where in the World Screen to See Where Posts Are From](#)

When posts come into Marketing Cloud Command Center, you can see where they are from using the Where In the World screen. The screen shows a general world map to indicate where posts from a topic profile originated. Default country-specific maps include the US, Japan, Australia, and New Zealand. If you require maps of other countries, contact your account representative .

[Customize Word Cloud Screen in Command Center](#)

To show relevant words gathered from topic profiles, social accounts, or Instagram hashtags, use the Social Media Word Cloud screen in Marketing Cloud Command Center. In addition to selecting specific words, you can also specify a time frame from a topic profile or from multiple social accounts. You can even use Instagram hashtags. You can create multiple Word Cloud screens for different accounts or topic profiles.

Conference Display

The Conference screen in Command Center is also commonly called Social at a Glance and can be customized using Custom Headings. Use a maximum of six topic profiles on the display, with a different panel for each topic profile or one topic profile can be used for all six panels.

The display also has options for time range and transition option. The transition option relates to how the widget transitions from one effect to the next.

1. Enter a new name if desired for the display.
2. Select a **Title**.
3. Select a **Subtitle**.
4. Click **Add Panels** and select from the drop-down from the following to add up to 6 panels to display.

Widget	Description
Age Conversation	Shows the age ranges of Tweet authors who made Tweets matching the Topic Profile. The size of the circles is proportional to the volume of posts.
Gender	Shows a seesaw with a male and female figure that balances back and forth to show the greater percentage.
Latest Tweet	Shows the latest tweet matching the chosen Topic Profile.
Sentiment	Shows a happy and sad smiley face to indicate overall sentiment of the tweets. The percentage is also shown with the size of the faces indicating the proportion.
Social Mentions	Shows two bar graphs of the volume of mentions for the current year and last year.
Tag Cloud	Shows a word cloud with hashtags used in the tweets. The size of the word indicates the frequency of use.

5. Click **Add Source/Edit Source**.
6. Repeat to add another panel either using a different panel type or the same panel type using the same topic profile with different parameters.
Radian6 and Basic Demographics must be enabled for the Age Conversation, Gender, and Hashtag widget to work.
7. You can also select **Use the same source for all panels** to have all the panels use the same topic profile.
8. Select a **Time range** from the drop-down.
9. Choose a widget transition in **Transition** of Fade, Slide Down, Slide Left and Flip.
10. Click **Create** or **Apply Changes** to save the changes and return to the Home screen.

SEE ALSO:


[Conference Display](#)

[Topic Profiles in Social Studio](#)

Customize the Command Center Customer Care Screen

View your Social Customer Service (SCS) data in the Customer Care screen in Marketing Cloud Command Center. Compare new and previous cases over a specified time period, and check case performance against your established SLAs. See how long it takes to close cases, and monitor reps success rate.

Before you begin:

- To transfer your Service Cloud data to Command Center, authenticate your Salesforce account. If you haven't activated your SCS org, contact your Account Manager.
 - You can use only one SCS org per Customer Care screen. To see multiple Customer Care screens, for each screen use a different browser session with a different Chrome persona and Command Center login. Each user is authenticated to a different SCS org.
1. Select a Customer Care screen.
 2. For Name, enter or change the screen name.
 3. Optionally, specify a title and subtitle for the display.
 - a. In Settings, select **Custom Headings**, choose the screen, and enter the customer heading and subtitle.
 - b. Click **Save**.
 4. Select a channel type.
 -  **Note:** The display can have all the types, but you must select at least one type to show data. If you select only the social channel, a breakdown by social network appears on the screen. If you select social plus another channel type, social results appear under social.
 5. Specify the data's time range.
 6. Enter the number of SLAs to monitor.
 7. Select either **Minutes**, **Hours**, or **Days** for the time range to monitor.
 8. To save the changes and return to the Home screen, click **Create** or **Apply Changes**.

SEE ALSO:

[How to View Multiple Customer Care Screens?](#)

Email Performance

The Email Performance screen visualizes key metrics from Marketing Cloud. Enable this feature to transfer data from your Marketing Cloud account to your Command Center account for access and use. The access and use are in accordance with the terms governing your subscriptions to the respective services. If your Marketing Cloud account has not been activated, contact your Account Manager.

 **Note:** Establish a connection to a Marketing Cloud account before accessing email performance data.

1. If you are working with more than one business unit, you can switch the business unit to see different campaigns.
 - a. While editing the display, click the BU name to select another BU and then click **Apply Changes**.
The last business unit selected is remembered for quick campaign access. Users can only select those available to them. The Enterprise Business Unit is the default.
2. Click **Email Performance**.
3. Click **Authenticate**.
4. Enter the Marketing Cloud credentials for the account to use.

Customize CRM Analytics Dashboards in Command Center

You can view CRM Analytics displays in Command Center. Updates in CRM Analytics appear on the Command Center display as they are made in CRM Analytics.

1. To configure your Salesforce org, follow the steps in the Knowledge Article [Set up Einstein Visualization for the Command Center](#).
2. After following the steps, click **Apply** for the visualization to begin pulling data.

SEE ALSO:

[Knowledge Article: Set up Einstein Analytics Visualization for the Command Center](#)
[CRM Analytics Dashboards in Command Center](#)

Customize Feed Wall Screen in Command Center

To display posts from social accounts or a topic profile, configure the Feed Wall in Marketing Cloud Command Center. You can also specify a time frame from one topic profile, from multiple Facebook, Twitter, Instagram, and LinkedIn social accounts, or Instagram hashtags. Create multiple Feed Walls for different topic profiles, social accounts, or Instagram hashtags. You can hide or display their media types on the Feed Wall. If the social account isn't selectable, register it in Social Studio and try again. Before an Instagram hashtag can be used, you must create the hashtag in Social Studio.

The Feed Wall reloads every 30 seconds per column. If no new posts come in on a given topic profile within that 30-second window, then no updates occur.

The Feed Wall cannot show posts from both a topic profile and Social accounts at the same time. You can create separate Feed Wall screens to show posts from a topic profile and then another screen to show posts from social accounts. The Feed Wall also shows Instagram @mentions.

 **Note: EU Copyright Directive**

Under Article 15 of the EU Copyright Directive, Marketing Cloud Social products must remove post content for mainstream news, aggregator, and non-YouTube video content. The EU Copyright Directive is designed to give authors, artists, and publishers fairer remuneration for the use of their work online. The directive also protects works that are copyrighted.

Initially, the EU Copyright Directive affects all posts for these media types. The Social API is changed to restrict the social applications from getting the data for all posts, not just posts from EU countries. Users can still store content and search by keyword in Salesforce.

The posts that have the affected media types show as “Content Not Available” in Social Studio. Social Studio continues to show author information, post title, and link to the native post.

For broad listening data, the posts are restricted to show the avatar, title, and a link out to the original content. The affected media types are mainstream news, aggregator, or videos except for videos on YouTube. The test area shows “Content not Available”.

1. Enter a name or change the existing name in **Name**.
2. To select topic profiles, Instagram hashtags, or social accounts, click **Add Data Sources** or **Edit Data Sources**.
3. To select the media type, click **Edit Media Types**.
 - a. To include the media types on the screen, select the them, based on topic profiles or social account type.
 - b. Select the specific type or to select all of the media types, click **X available**. To find a specific media type, use Search.
Instagram hashtags can be selected as a media type. The hashtags must be created in Social Studio before they can be used as a media type on a Feed Wall.
 - c. Click **Apply**.
4. Select a **Time Range**.
5. Select **Column Size** of Small, Medium or Large, depending on display size.
6. Choose the number of columns in **Column Count**.
7. Select or clear **Start Filled**.
8. To save the changes and return to the Home screen, click **Create** or **Apply Changes**.

SEE ALSO:

[Feed Wall Screen in Command Center](#)

[Manage Instagram Hashtags in Social Studio](#)


[Social Accounts and Topic Profile Media Types in Command Center](#)

Filter Command Center Screen

To show the data most important data to you, filter a Marketing Cloud Command Center screen. You can filter a Feed Wall, What People Are Saying, or a Top Media screen by author label and keywords. You can also filter by sentiment or post label.

1. Select a Feed Wall, Top Media, or What People Are Saying screen.

 **Note:** You can only apply filters to these Command Center screens.

2. To edit a filter, click .
3. Click **Add Filters** under Filters.
4. To filter by Sentiment:
 - a. Expand Sentiment.
 - b. Select the sentiments. By default all of the sentiments are selected. To remove all of them, clear the check next to Any and then click the sentiment.
5. To filter by post labels, enter the post label.

 **Note:** You cannot create post labels in Command Center. To add new post labels, use Social Studio.

6. To filter by author labels, enter the author label.



Note: You cannot create author labels in Command Center. To add new author labels, use Social Studio.

7. To filter by keywords, enter the keyword.
8. To apply the filter, click **Apply**.
9. Click **Apply Changes** or **Save changes**.
10. To launch the screen, click the tile.
The screen appears filtered by the chosen options.

SEE ALSO:

[Publish Labels](#)

[Author Labels](#)

Journey Builder Performance

The Journey Builder Performance display in Command Center shows a visualization of up to five journeys based on data from connected Marketing Cloud account.

Enabling this feature can transfer data from your Marketing Cloud account to your Command Center account for access and use in accordance with the terms governing your subscriptions to the respective services. If your Marketing Cloud account is not activated, contact your account manager.

1. Click **Journey Builder Performance**.
2. Click **Authenticate**.
3. Enter the Marketing Cloud credentials for the account to use.
4. Enter the name of the screen.
5. Click **Select Journeys**, add up to 5 journeys and click **Apply**.

The list is from the Marketing Cloud account that was authenticated. Use the search bar to find a journey if the account has too many journeys to see on one screen. If choosing journeys without set goals, with a gray flag, a message appears saying that journeys with goals, with a yellow flag, has a better visualization.

6. Click **Create** and the display appears.

SEE ALSO:

[Journey Builder Performance](#)


[External Link: Journeys and Messages](#)

[Journey Builder Performance](#)

[External Link: Journeys and Messages](#)

Customize the Key Social Indicators Screen in Command Center

You can tailor the Social Media Scoreboard screen to monitor the key social indicators of up to 12 topic profiles in Marketing Cloud Command Center.

1. On the Command Center home screen, to modify an existing screen, click , or add a screen by clicking **Create a New Screen**.
2. Enter a name.

3. Add or edit a topic profile.

 **Note:** If you include more than one topic profile, the topic profile switches to another after a minimum of 5 minutes.

4. Select a time range.
5. To show the neutral sentiment, select **Display Neutral Sentiment**.
6. Choose how to display the information from the Screen Layout dropdown.
7. Save your changes, and return to the home screen.

SEE ALSO:

[Key Social Indicators](#)

[Configure the Profanity Filter in Command Center](#)

[Topic Profiles in Social Studio](#)


[Configure the Profanity Filter in Command Center](#)

[Key Social Indicators](#)

[Topic Profiles in Social Studio](#)

View Your Top Sales Opportunities in Command Center

You can add up to 10 sales opportunities on the Sales Opportunities screen in Marketing Cloud Command Center. Use a chosen Salesforce Sales Cloud report as a base, customize the Sales Opportunities screen.

 **Note:** To activate seeing Sales Opportunities in Command Center, email marketingcloudsupport@salesforce.com.

All "owned" reports in Salesforce show up only in the CC inspector. Use reports if they have an opportunity owner, have an amount column, and have at least one record with a stage of closed or won.

If the report doesn't have one of the attributes above, the Command Center user gets an error message in the inspector.

1. Click **Create a New Screen**.
2. Select **Sales Opportunities**.
3. Name the board.
4. Access your reports in Sales Cloud.
5. To view your reports in Command Center, click **Select My Reports**.
6. Select a report, and click **Apply**.
7. Click **Create**.


SEE ALSO:

[Sales Opportunities](#)

Sales Leaderboard

Customize the Sales Leaderboard display in Command Center to show up to ten sales leaders from a chosen Salesforce Sales Cloud report.

1. Click **Create a New Screen**.
2. Select **Sales Leaderboard**.

3. Name the board.
4. Click **Select My Reports** for a report specific to a user.
 -  **Note:** You must be logged into Sales Cloud for Command Center to access the reports.
5. Select a report and click **Apply**.
6. Order the display by Total Amount or Deals Closed.
7. Click **Create**.

SEE ALSO:

[Sales Leaderboard](#)

Slide Show Display

The Slide Show screen in Command Center allows multiple screens to be displayed at once which is useful in a trade show or high visibility command center.

1. Change the **Name** of the screen.
2. To add the screens to appear in the slide show, click **Add Slides** in Slides.
 - a. Select the screens shown in the Select Slides inspector or click **X available** to add all of them.
 - b. If more screens appear than can be displayed, use the scroll bar to scroll down the list to find the screen or use Search.
 - c. Click **Apply**.
3. Select a time in Transition Time of 20 seconds, 45 seconds, 1 minute, 2 minutes, or 5 minutes.
4. Select the **Transition Type** of Fade, Slide Down, Slide Up, Slide Left, or Slide Right.
5. Click **Create** or **Apply Changes** to save the changes and return to the Home screen.

SEE ALSO:

[Slide Show](#)

Social Accounts and Topic Profile Media Types in Command Center

To see only specific social account or topic profile media types in Marketing Cloud Command Center, select the media types.

Select from these media types for topic profiles or social accounts.

Facebook	Instagram ²	Twitter	LinkedIn	Topic Profiles
<ul style="list-style-type: none"> • Comments • Posts • Received Inbox Messages • Replies • Reviews ¹ • Sent Inbox Messages 	<ul style="list-style-type: none"> • Comments • Photos • Videos • Carousel • Media Mentions • Comment Mentions • Tags 	<ul style="list-style-type: none"> • Direct Messages • Mentions • My Tweets 	<ul style="list-style-type: none"> • Page Wall Comments • Status Update 	<ul style="list-style-type: none"> • Aggregator • Blogs • Facebook • Forums • Forum Replies • Images • Mainstream News

Facebook	Instagram ²	Twitter	LinkedIn	Topic Profiles
<ul style="list-style-type: none"> • Unpublished Posts 	<ul style="list-style-type: none"> • Replies 			<ul style="list-style-type: none"> • Twitter • Videos

¹To see Facebook Reviews in Command Center, enable the reviews on the Facebook page by click **Settings** and then click **Reviews**. Facebook reviews for a business must have a physical address associated with the business.

²To search media types tagged with “#” keywords, use the Instagram API. Tagged media types include existing # keywords where Instagram is an included type on the topic profile.

Social Universe Display

The Social Universe display in Command Center shows a Solar System-like visualization of the Posts surrounding a given Topic Profile. Use the Play / Pause button to stop the animation of keyword or keyword groups circling around the main Topic Profile.

1. Enter a new or a different **Name**.
2. Select a **Title**.
3. Select a **Subtitle**.
4. Click **Add Data Source/Edit Data Source** to select up to four Topic Profiles.
 - a. Select from the dropdown what type of data the Topic Profile shows at the center. Custom themes have their own data types.
5. Select a **Timerange** from 1 hour to 30 days.
6. Click **Create** or **Apply Changes** to save the changes and return to the Home screen.

SEE ALSO:

[Social Universe](#)


[Details Panel](#)

[Keyword Performance Indicator Overlay](#)

[Latest Tweets Ticker Bar](#)

Customize Top Media Screen in Command Center

To display images and videos within social accounts, from a topic profile, or from Instagram hashtags, configure the Top Images display in Marketing Cloud Command Center. You can also specify a time frame for one topic profile and multiple Facebook, Twitter, Instagram, and LinkedIn social accounts, or Instagram hashtags. To use an Instagram hashtag, create the hashtag in Social Studio first.


 **Note:** To make social accounts appear in the selection, register the social accounts in Social Studio with the user using Command Center.


A Top Media screen can't show images or videos from topic profiles, social accounts, or Instagram hashtags at the same time. Create separate Top Media screens to show images and video from a topic profile, and then another screen to show posts from social accounts. You can create a third Top Media screen for Instagram hashtags.

You can see Instagram @mentions on this Top Media screen.

1. Enter or change the existing name in **Name**.

2. To select a single topic profile, social account, or Instagram hashtag, click **Add Data Source** or **Edit Data Source**. Only one type of each social account, such as one Facebook and one Twitter account, can be displayed.
3. Select **Social Account**, **Topic Profile**, or **Instagram Hashtags**.
 - a. To use social accounts:
 - a. Find the social account from the list or search by name.
 - b. Select one social account from each type.

 **Note:** Only one social account type, such as Facebook, Twitter, Instagram, or LinkedIn, can be used on the screen. For example, if there are multiple Facebook and Twitter accounts, only one Facebook and one Twitter account can be selected.
 - c. Click **Apply**.
 - b. To use a topic profile:
 - a. Find the topic profile from the list or search by name.

 **Note:** Only one topic profile can be used at a time. A new Top Media screen must be created using another topic profile.
 - b. Click **Apply**.
 - c. To use Instagram hashtags:
 - a. Select the Instagram hashtags from the list. Before you can use the hashtag, create it in Social Studio first.
 - b. Click **Apply**.
4. Select **Time Range**.
5. Select **Transition Type**.
6. To save the changes and return to the Home screen, click **Create** or **Apply Changes**

SEE ALSO:

[Top Images Screen in Command Center](#)

Top Influencer Display

The Top Influencer display in Command Center can be configured with a single Topic Profile and provides the user with a cloud of active influencers on the given topic. This display comes pre-labeled as What People Are Saying.

1. Change or enter the **Name** of the screen.
2. Select a **Title**.
3. Select a **Subtitle**.
4. To add a single topic profile, click **Add Data Source** or **Edit Data Source**.
5. Select a **Time range**.

- Click **Create** or **Apply Changes** to save the changes and return to the Home screen.


SEE ALSO:

[Top Influencers](#)

Use Source Inspector

Use the Source Inspector in Command Center to select the Topic Profiles or Social Accounts configuring each display.

- To select a single topic profile or social account, click **Add Data Source** or **Edit Data Source**.

 **Note:** Each display screen has a limit on the number of data sources that can be used.



Screen Name	Data Source Limits	
	Topic Profiles	Social Accounts
Social Universe	3	n/a
Feed Wall	none	no max on Facebook, Twitter, Instagram, or LinkedIn accounts 1 per account type
What People are Saying	1	n/a
Conference	1 each per max of 6 panels 6 Topic Profiles	n/a
Where in the World	1	n/a
Key Social Indicators	12	n/a
Social Media Word Cloud	1	n/a
Top Media	1	1 account type (If 2 Facebook accounts and 2 Twitter accounts, only 1 Facebook and 1 Twitter account can be displayed)


- Choose which sources to add or remove.
- Click **Apply**.

Web Canvas

Configure the Web Canvas in Command Center to show https secure web content that is publicly available. Use either a full header, with the title and back link, or a mini header, showing just the back link.

- Click **Create a New Screen**.
- Click **Web Canvas**.

 **Note:** To see a preview of the screen, click .

3. Enter a name and title.
4. Enter the URL.
 -  **Note:** Only secure URLs beginning with https: can be used and the URL must be a publicly available web page.
5. Select between standard and a mini header.
 - The standard header shows the screen title and a Back link.
 - The mini header is smaller and shows just the Back link.
6. Click **Create**.

SEE ALSO:

[Web Canvas](#)

View the Where in the World Screen to See Where Posts Are From

When posts come into Marketing Cloud Command Center, you can see where they are from using the Where In the World screen. The screen shows a general world map to indicate where posts from a topic profile originated. Default country-specific maps include the US, Japan, Australia, and New Zealand. If you require maps of other countries, contact your account representative .

1. Enter a name or change the existing name in the **Name** field.
2. To select a single topic profile, click **Add Data Source** or **Edit Data Source**.
3. Select a **Time Range**.
4. Select **World** or **United States** for Region.
5. Select or clear the checkbox in Enable Pins.
6. To save the changes and return to the Home screen, click **Create** or **Apply Changes**.



SEE ALSO:

[Global Conversations](#)

Customize Word Cloud Screen in Command Center

To show relevant words gathered from topic profiles, social accounts, or Instagram hashtags, use the Social Media Word Cloud screen in Marketing Cloud Command Center. In addition to selecting specific words, you can also specify a time frame from a topic profile or from multiple social accounts. You can even use Instagram hashtags. You can create multiple Word Cloud screens for different accounts or topic profiles.

You can hide or display these social media types on the Feed Wall. If the social account isn't selectable, register it in Social Studio and try again.

1. To return to the home screen while in the display, click  .
2. To edit the display, click  .
3. Enter or change the existing name in **Name**.
4. To select topic profiles, Instagram hashtags, or social accounts, click **Add Data Sources** or **Edit Data Sources**.
5. To select the media type, click **Edit Media Types**.

- a. To include the media types on the screen, select them based on the topic profile, social account, or Instagram hashtag type.
 - b. Select the specific type or to select all of the media types, click **X available**. To find a specific media type, use Search. Instagram hashtags can be selected as a media type. The hashtags must be created in Social Studio before they can be used as a media type on a Feed Wall.
 - c. Click **Apply**.
6. Select a **Time Range**.
 7. To save the changes and return to the Home screen, click **Create** (if new) or **Apply Changes** (if existing).

SEE ALSO:

[Word Cloud Screen in Command Center](#)

[Topic Profiles in Social Studio](#)

Use Command Center on an iPad


Command Center can be used on a 9.7 inch iPad, but not the iPad Pro.


- Support for the Safari browser only
- Support for full screen only using the pinned Command Center "tile or thumbnail" to the home screen
- Support for 1024x768 resolutions on 9.7-inch iPads only, excluding iPad Pro

Command Center on the iPad offers the same features to monitor brand activity as the traditional version. All the great features users are accustomed to on a full monitor are also available on iPad.

Pin Command Center to iPad Home Screen

1. Log in to Command Center.

2. Tap .


3. Tap .

You are prompted to add Command Center to home. The default name is Command Center, however, you can tap on the name to change it.

4. Tap **Add**.

The Command Center tile icon is automatically added to your iPad home screen.

5. To launch Command Center, tap the icon, enter your credentials, and tap **Login**. Command Center is always in full screen, which is optimal for viewing.

 **Note:** Holding the iPad in the portrait orientation displays the message: This page does not support view in portrait mode. Switch to landscape mode to view this page.

Navigation

In Command Center, you can configure different options and view and create specific displays. These displays show customized data for social account and top profiles post activity.

[Screens in Command Center](#)

To show different parameters of social media presence, use the different screens in Marketing Cloud Command Center. This data can show information for a brand, topic profile, and overall post volume and sentiment.

[Home Screen](#)

If you added no screens in Command Center, the home screen appears blank. If you use Command Center on an iPad, some of the displays can appear differently than on a browser-based setup.

SEE ALSO:

[Manage Themes](#)

[Set Custom Headings](#)

Screens in Command Center

To show different parameters of social media presence, use the different screens in Marketing Cloud Command Center. This data can show information for a brand, topic profile, and overall post volume and sentiment.

Screen	What Does This Screen Do?
Conference	Shows the overview data widgets for up to six topic profiles. Information includes the latest tweets, social mentions, overall topic profile sentiment, hashtag cloud, and age or gender breakdown.
Customer Care	Shows key metrics from your Customer Service data from Service Cloud. If you use Service Cloud, you can authenticate to your Salesforce account now to transfer your Service Cloud data to Command Center for access and use. Contact your Marketing Cloud account representative to activate your SCS org.
CRM Analytics	Shows a visualization from CRM Analytics after a one-time setup in Sales Cloud.
Email Performance	Shows key metrics from Marketing Cloud. Enable this feature to allow data transfer from your Marketing Cloud account to your Command Center account. Access necessary for use in accordance with the terms governing your subscriptions to the respective services. Contact your Marketing Cloud account representative to activate this feature for your Marketing Cloud account. Always establish a connection to a Marketing Cloud account to access email performance data.
Feed Wall	Shows a cascading view of posts from within the time range selected and allows the workflow to be added to individual posts.
Global Conversations (also called Where in the World)	Shows a map of where posts are coming from in the world. Areas are color-coded to show the frequency and random posts in a ticker bar along the bottom of the screen.
JourneyBuilder Performance	Shows key metrics from Marketing Cloud. Enable this feature to allow data transfer from your Marketing Cloud account to your Command Center account. Access is required for use in accordance with the terms governing your subscriptions to the respective services. Contact your Marketing Cloud account representative to activate your Marketing Cloud account. Always establish a connection to a Marketing Cloud account to access Journey Builder data.

Screen	What Does This Screen Do?
Sales Leaderboard	Shows up to 10 of your organization's sales people, with their profile picture, by either total amount or the total number of deals closed. The first three tiles are slightly larger than the others. Each tile uses a colored banner for first being gold, second being silver, and third being bronze. Log in to Sales Cloud for Command Center to access Salesforce reports.
Sales Opportunities	Track sales opportunities of importance for salespeople and management. View the top 10 opportunities from any of your Salesforce reports that you own. The information shows the name of the opportunity, company logo, revenue value, the current stage of each opportunity, and the salesperson responsible. To access Salesforce reports that you own in Command Center, log in to Sales Cloud.
Slide Show	Rotates among user created and configured screens on 1 monitor.
Social Media Scoreboard (also called Key Social Indicators)	Shows the volume of posts. The volume appears as a number, percentage change, and in a line graph. The overall sentiment and Share of Voice with Keyword Group breakdown also appears.
Social Media Word Cloud	Shows the top 30 words used in posts related to the chosen Topic Profile. The top 30 words to the chosen Keyword group and the frequency at which the words are used also appears.
Social Universe (also called Industry Landscape)	Shows a solar system-like visualization of the posts surrounding a given topic profile. You can view the latest tweets in a ticker bar style format.
Top Influencers (also called What People Are Saying)	Shows a single topic profile and display a cloud of active influencers on a given topic over a set time period.
Top Media	Shows popular images and video from topic profiles or social accounts, that trending around your brand over a set timeframe. Social accounts can include Facebook, Twitter, Instagram, or LinkedIn
Web Canvas	Showcase third-party content and display secure web page content in Command Center. You can add a unique title so your users understand the screen's context. You can also choose from a standard or mini-page header depending on your display needs. You can enter the secure URL but it must support iFraming.

[Conference](#)

The Conference screen in Command Center allows up to six Topic Profiles to be displayed based as data overview widgets.

[Customer Care Screen in Command Center](#)

The Customer Care screen in Marketing Cloud Command Center is used to visualize key metrics from your Social Customer Service (SCS) data from Service Cloud.

[CRM Analytics Dashboards in Command Center](#)

You can view a list of all CRM Analytics dashboards in Command Center. Select a single dashboard, name your visualization, and save it to the home page. Launch the visualization to keep up with data generated by your colleagues and customers in CRM Analytics.

[Email Performance](#)

Use the Email Performance screen in Command Center to view performance of emails created in your Marketing Cloud account.

[Feed Wall Screen in Command Center](#)

To display posts from social accounts or a topic profile, use the Feed Wall display in Marketing Cloud Command Center. You can specify a time frame from one Topic Profile or from multiple Facebook, Twitter, Instagram, and LinkedIn social accounts.

[Global Conversations](#)

The Global Conversation display in Command Center, also called Where in the World, shows a Geographic Perspective of the world or the United States. The display shows the origins of incoming posts on a given Topic Profile.

[Journey Builder Performance](#)

Use the Journey Builder Performance screen in Command Center to view up to five journeys from your Marketing Cloud account to see their performance. To see specific journey information, click the individual journey.

[Key Social Indicators](#)

The Key Social Indicators display in Command Center can show volume, Share of Voice, Sentiment, and the trend statistics for up to 12 topic profiles.

[Sales Leaderboard](#)

Sales Leaderboard display in Command Center shows up to 10 of your organization's salespeople, with their profile picture, by either total amount or the total number of deals closed. The first three tiles are slightly larger than the others. These tiles include a colored banner, gold, silver, and bronze.

[Sales Opportunities](#)

The Sales Opportunities display in Command Center lets you view the top 10 opportunities from any of your Salesforce reports that you own.

[Slide Show](#)

Use the Slide Show screen in Command Center to rotate among different Command Center displays on one monitor.

[Social Universe](#)

The Social Universe display shows a solar system-like visualization of topic profiles depicted as planets and the keywords appear as smaller planets orbiting the topic profile planet. You can have up to three topic profiles on the display.

[Top Influencers](#)

The Top Influencers, also called What People Are Saying, display in Command Center. The Influencer Information Panel shows the information of random Avatars and their information.. The top influencers are 50 of the highest Twitter contributors to a topic profile and are determined by the number of their followers. Only data from Twitter is used.

[Top Images Screen in Command Center](#)

To see trending media types from social accounts or topic profiles, use the Top Images screen in Marketing Cloud Command Center. You can see the media types related to your brand from Facebook, Instagram, LinkedIn, and Twitter in one screen. To show the topic profile media types, including video, create another Top Media screen based on the topic profile. Images and video with the highest engagement score randomly transition into various sized boxes on the screen.

[Web Canvas](#)

To show external web pages in Command Center, use the Web Canvas screen with iFrame. All editions of Salesforce and Social can use the Web Canvas visualization.

[Word Cloud Screen in Command Center](#)

The Word Cloud display in Marketing Cloud Command Center shows the top 30 words used in posts. The posts are in the selected time frame and match the chosen topic profile or social account. The size of the words reflects the frequency of use, larger words are used more often than smaller ones.

Conference

The Conference screen in Command Center allows up to six Topic Profiles to be displayed based as data overview widgets.

Available widgets are:

- Latest tweet
- Social Mentions
- Overall Topic Profile sentiment
- Tag cloud
- Age Conversation
- Gender

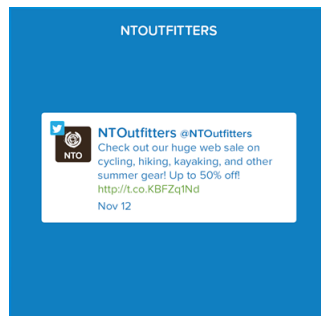
The widgets can use different Topic Profiles or all can use the same one. The same panel widget can be displayed six times each using a different Topic Profile.

The Conference display shows two widget panels per screen and change based on the transition option chosen in the launch screen.

Click the arrow icon to configure this display.

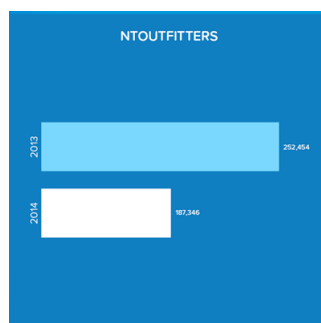
Latest Tweet

This widget displays the latest tweet matching the Topic Profile.



Social Mentions

This widget shows a bar graph comparing the current year date volume to previous year total post volume.



Overall Topic Profile Sentiment

This widget shows the overall positive and negative sentiments of posts from a Topic Profile.



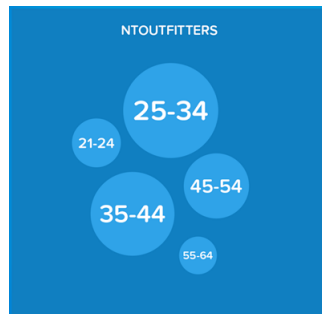
Tag Cloud

This widget shows a word cloud of the hashtags that appear for the topic profile.



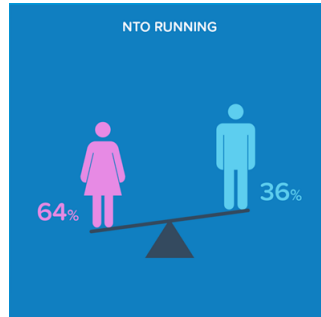
Age Conversation

This widget shows the age ranges of posts for the topic profile.



Gender

This widget shows a comparison of posts from men and women for a Topic Profile.




Customer Care Screen in Command Center

The Customer Care screen in Marketing Cloud Command Center is used to visualize key metrics from your Social Customer Service (SCS) data from Service Cloud.

An example of a completed Customer Care Screen is shown:



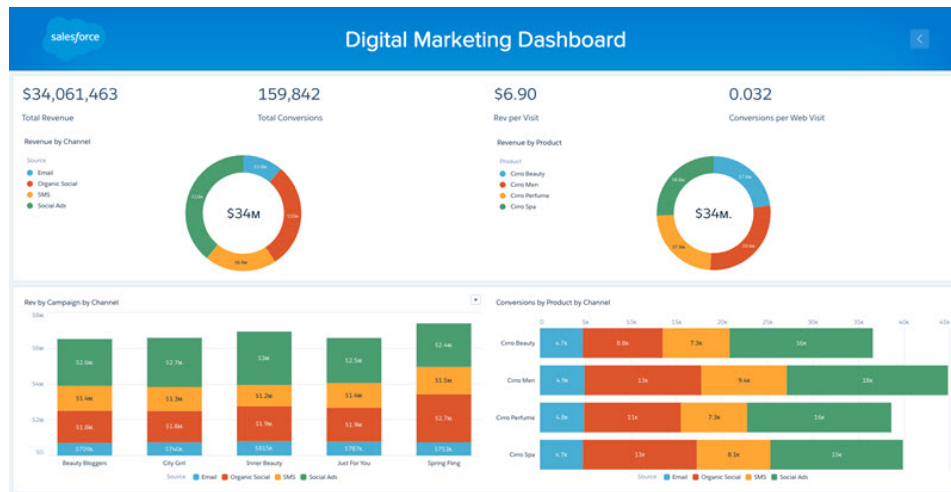
The Customer Care screen shows information on:

- Total number of cases over the specified period of the display. The total number of closed and open cases are also shown.
- A graph showing new cases versus the cases closed during the period.
- New cases this period by Chat, Email, Phone, and Social channel. If the social channel is the only one selected, the total appears by social network.
-  **Note:** The chat channel is a combination of Chat and Messaging from Service Cloud.
- A graph by channel of average time to close.
- A leaderboard showing the agent who closed the most cases. The timeframe in which they closed those cases appears for comparison.

CRM Analytics Dashboards in Command Center

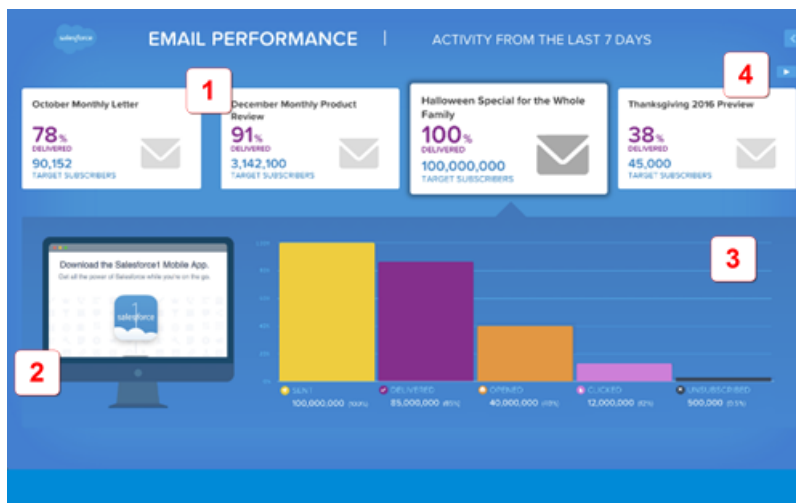
You can view a list of all CRM Analytics dashboards in Command Center. Select a single dashboard, name your visualization, and save it to the home page. Launch the visualization to keep up with data generated by your colleagues and customers in CRM Analytics.

CRM Analytics must be enabled in your Salesforce organization to create CRM Analytics visualization. Contact your Marketing Cloud account representative for more information. Use a one-time setup with Sales Cloud and CRM Analytics to connect data from multiple sources and create interactive views of your data in Command Center.



Email Performance

Use the Email Performance screen in Command Center to view performance of emails created in your Marketing Cloud account.



Callouts

Callout	Description
1	Top four performing emails over the past selected time frame.
2	Preview of the email.


Callout	Description
3	Performance data in a graph of the email.
4	Use Pause or Play button to start or stop the scrolling preview.

SEE ALSO:

[Email Performance](#)

Feed Wall Screen in Command Center

To display posts from social accounts or a topic profile, use the Feed Wall display in Marketing Cloud Command Center. You can specify a time frame from one Topic Profile or from multiple Facebook, Twitter, Instagram, and LinkedIn social accounts.

 **Note:** Social accounts must be registered in Social Studio by the same user using Command Center before they appear in the selection.

The Feed Wall reloads every 30 seconds per column. If no new posts come in on a given topic profile within that 30-second window, then an update doesn't occur.

The Feed Wall cannot show posts from both a topic profile and social account at the same time. You can create separate Feed Wall screens to show posts from a topic profile and then another screen to show posts from social account. The Feed Wall also shows Instagram @mentions.

SEE ALSO:

[Customize Feed Wall Screen in Command Center](#)

[Manage Instagram Hashtags in Social Studio](#)

[Social Accounts and Topic Profile Media Types in Command Center](#)

[Customize Feed Wall Screen in Command Center](#)

[Manage Instagram Hashtags in Social Studio](#)

[Social Accounts and Topic Profile Media Types in Command Center](#)

[Topic Profiles in Social Studio](#)

Global Conversations

The Global Conversation display in Command Center, also called Where in the World, shows a Geographic Perspective of the world or the United States. The display shows the origins of incoming posts on a given Topic Profile.

- Geographic zones are colored according to the volume of conversation. All graphical zones are by country except for Canada and the United States where the zones are broken up into states and provinces.
- A legend shows the scale for shading.
- Within the current posts on the given topic profile, random posts are selected and displayed on the map in the geographic region they are posted from. In this "post display" the Twitter avatar, Twitter ID, country flag, and comment are displayed.
- Incoming tweets are shown with Pins dropped on any Country, State, or Province. The number of pins indicates the number of tweets.



Areas of Interest

Region Selection

Description

You can either see tweets that come in from around the world or focus in on a specific region. Command Center comes with two built-in maps: the world and the United States.

Select **World** or **US** in Change Region

Contact your Account Manager for more specific region maps.

Ticker Bar

The ticker bar displaying at the bottom of the screen and with new tweets sliding in from one side. You cannot close ticker bar.

You can reply, retweet, or favorite incoming tweets. The first tweet matches the tweet displayed on the map.

Click pause to freeze the ticker bar and tweet overlay and press play to resume.

Country Filtering

Click any country with a color matching the top three densities from the legend to view tweets in the ticker bar from specific countries.

The ticker bar and tweet overlays only display tweets from that country until the filter is removed. Remove the filter by either choosing the 'Remove Filter' option from the menu when clicking the country or by selecting a different country to filter by.

Recent Tweets

Click a pin to open a River of News showing the recent tweets that caused the pin to be dropped.

Only one topic profile can be viewed at a time.

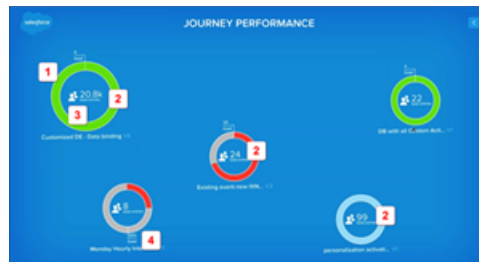
Configure the Command Center Screen to choose the topic profile and time frame to display.

SEE ALSO:

[View the Where in the World Screen to See Where Posts Are From](#)

Journey Builder Performance

Use the Journey Builder Performance screen in Command Center to view up to five journeys from your Marketing Cloud account to see their performance. To see specific journey information, click the individual journey.



Callout	Description
1	Circle size is in relation to the total number of entries in the journey. To see more detail, click the journey.
2	Red means that established goal has not been met. Green means that the goal has been met. Light blue color means that no goal has been set for that journey.
3	Total number of entries in the journey.
4	Journey name, percentage, or absolute number for the goal.

[Journey Summary](#)

Click a journey in the Command Center Journey Builder Performance display to show journey summary information.

SEE ALSO:

[Journey Builder Performance](#)

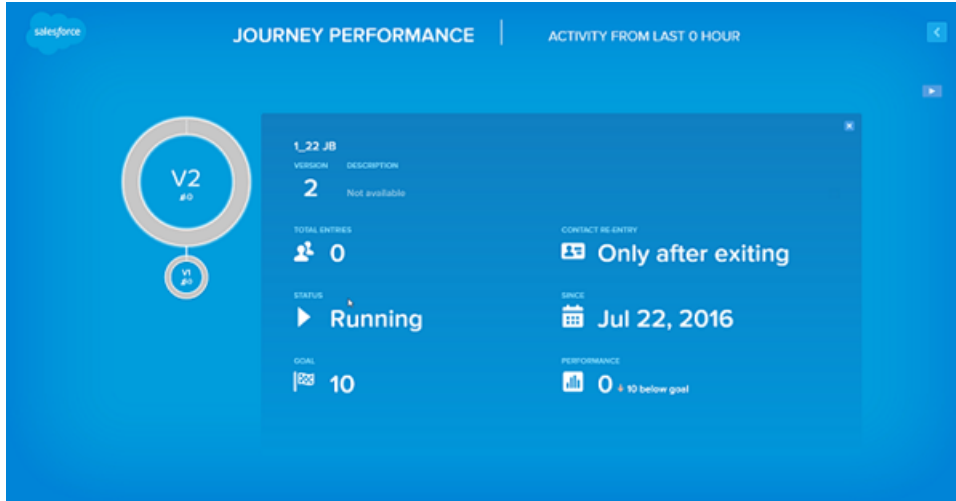
[External Link: Journeys and Messages](#)

[Journey Builder Performance](#)

[External Link: Journeys and Messages](#)

Journey Summary

Click a journey in the Command Center Journey Builder Performance display to show journey summary information.

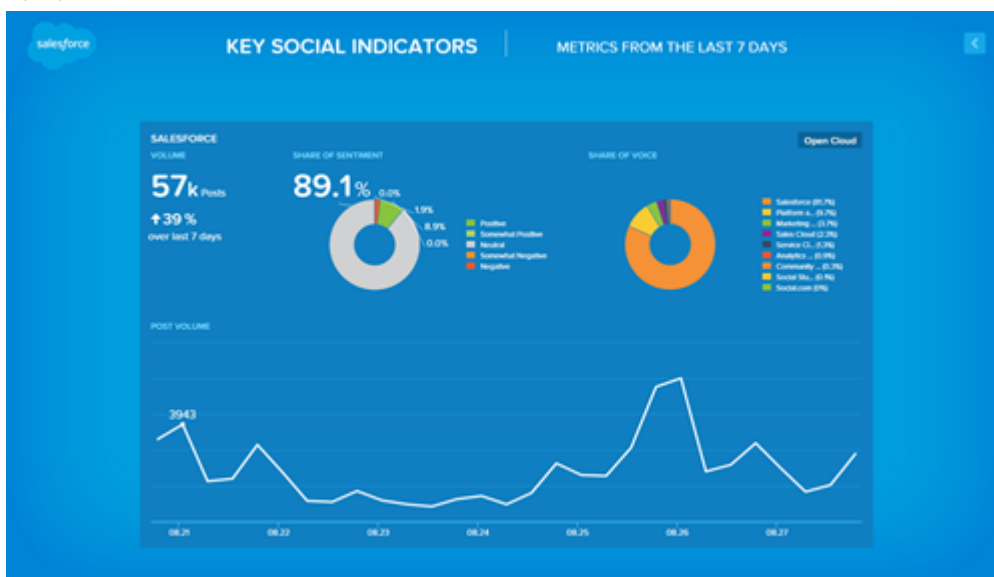


The summary screen shows:

- Version Circles
If there are multiple versions of the journey, click the version to show version-specific information.
- Name and version
- The total entries, or contacts, in the journey.
- The Journey Status, whether the journey is running, stopped or paused.
- A set goal for the journey.
- The event that triggered the Journey.
- Journey date
- Current performance

Key Social Indicators

The Key Social Indicators display in Command Center can show volume, Share of Voice, Sentiment, and the trend statistics for up to 12 topic profiles.



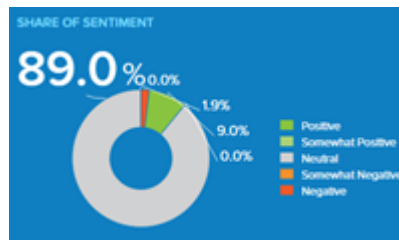
The display consists of these parts:

Key Social Indicator	Description
Volume	The volume parameter shows various posts over the selected time period and a percentage indicating an increase or decrease compared to the previous time period.



For example, if 24 hours is selected, the display shows the increase or decrease in the volume of posts from the last 24-hours in comparison to the previous 24 hours.

Share of Sentiment	The sentiment chart indicates the sentiment surrounding the brand. The sentiment is configured relative to the brand keyword group.
--------------------	-------------------------------------------------------------------------------------------------------------------------------------



Click an existing keyword in the share of sentiment legend to update the sentiment chart and display overall sentiment for that keyword group instead of the topic profile selected.

Share of Voice	The share of voice gives the percentage of posts around the keyword groups in the topic profile.
----------------	--------------------------------------------------------------------------------------------------



If all keyword groups listed in the selected topic profile are labeled as 'Brand', then the sum of the share of voice always reflects 100%.

Key Social Indicator**Description**

Click an existing keyword in the share of voice pie chart to update the trend line and show the volume of posts for that keyword, the post volume count, and the number of posts for that keyword group instead of a topic profile. This chart also shows the percentage change over the time range selected is also shown.

Trend

The trending graph provides a graph on some posts over the selected time period on the given topic profile.



Click a point on the trend line and then click **Open Cloud**, to open a word cloud of the top 30 words.

Once a word in the word cloud is clicked, a River of News (RoN) overlay opens and displays up to 50 of the latest posts for that word.

Click **Close Cloud** in the KPI quadrant to close the word cloud window and RoN overlay.

**SEE ALSO:**

[Customize the Key Social Indicators Screen in Command Center](#)

[Configure the Profanity Filter in Command Center](#)

[Topic Profiles in Social Studio](#)

[Configure the Profanity Filter in Command Center](#)

[Customize the Key Social Indicators Screen in Command Center](#)

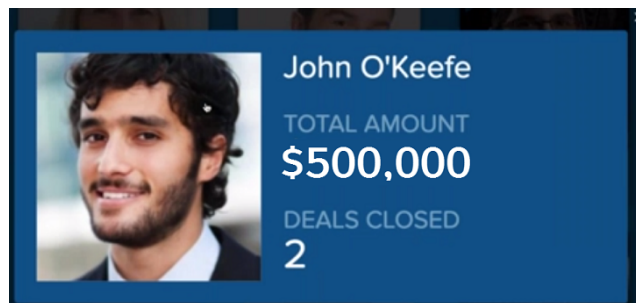
[Topic Profiles in Social Studio](#)

Sales Leaderboard

Sales Leaderboard display in Command Center shows up to 10 of your organization's salespeople, with their profile picture, by either total amount or the total number of deals closed. The first three tiles are slightly larger than the others. These tiles include a colored banner, gold, silver, and bronze.



Click a tile to see a larger image and sales figures.



Sales Opportunities

The Sales Opportunities display in Command Center lets you view the top 10 opportunities from any of your Salesforce reports that you own.

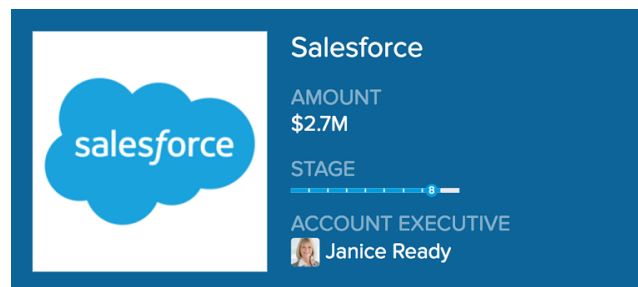
At a glance, you can see the name of the opportunity, and company logo if available, revenue value, the current stage of each opportunity, and the salesperson responsible.

 **Note:** To activate, email marketingcloudsupport@salesforce.com.



Each tile shows a deal with the opportunities' logo, if available, the stage of deal completion in a progress bar, the name of the deal, the deal's value and the sales rep for the deal.

Click a deal tile to open a lightbox view. More read-only details appear.



SEE ALSO:

[View Your Top Sales Opportunities in Command Center](#)

Slide Show

Use the Slide Show screen in Command Center to rotate among different Command Center displays on one monitor.

You can also use multiple screens with a different combination of screens or different transition effects.

Click the arrow icon to select the screens and transition effects.

SEE ALSO:

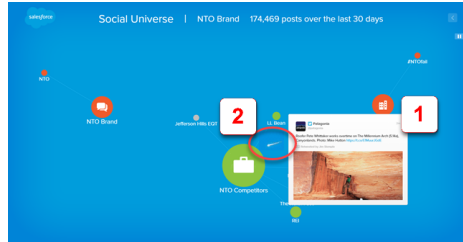
[Slide Show Display](#)

Social Universe

The Social Universe display shows a solar system-like visualization of topic profiles depicted as planets and the keywords appear as smaller planets orbiting the topic profile planet. You can have up to three topic profiles on the display.

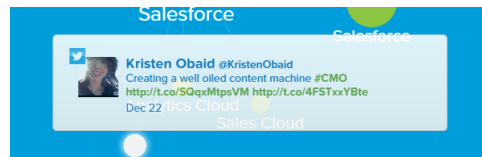
Use the Play or Pause button to stop the animation of a keyword or keyword groups circling around the main Topic Profile.

- The keyword group's orbit around the topic profile represents the volume of conversation, or the number of posts, in that keyword group.
- The topic profile planet diameter is the sum of all the keyword group conversations rotating around it.
- The size of keyword group "planets" grows or shrinks with the associated post count.



Callout	Social Universe Feature	Description
---------	-------------------------	-------------

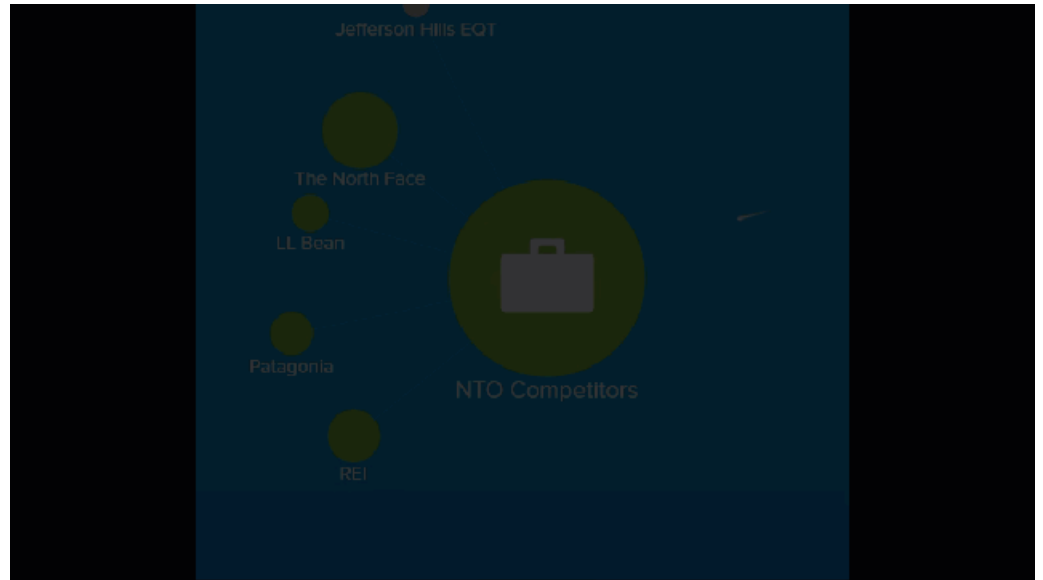
1	Latest Post	When a meteor strikes a Keyword Group planet, the latest post from that Keyword Group displays the most recent post for that Keyword Group.
---	-------------	---------------------------------------------------------------------------------------------------------------------------------------------



You can select up to three topic profiles to create the display

2	Meteor Activity	New posts that match a keyword or keyword group show a meteor striking the keyword or keyword group planet.
---	-----------------	-------------------------------------------------------------------------------------------------------------

Callout Social Universe Description
Feature Feature



If there are no posts for the selected topic profile, no meteor activity occurs.

Click a keyword group planet to display its details, keyword performance indicators, latest tweets ticker bar.

salesforce

Social Universe | NTO Brand 174,566 posts over the last 30 days

2

NTO COMPETITORS - PATAGONIA

VOLUME
27.8k Posts
↓ -18%
over last 30 days

TOP 5 KEYWORDS
#Patagonia
#Argentina
Patagonia
#Chile
Photo

SHARE OF VOICE

- The North ... (48.3%)
- REI (25.6%)
- Patagonia (15.9%)
- LL Bean (10.3%)
- Other (0%)

POSTS OVER TIME

SENTIMENT OVER TIME

1

DETAILS

KEYWORD: Patagonia

MENTIONS: 27,795

VOLUME: ↓ 18%

SHARE OF VOICE: 15.9%

SENTIMENT: ↑ 87%

3

Patagonia

Posting about in a Mississippi Delta
downpour. Photo: Andrew Burr
<https://t.co/LCpJW0ly>

Patagonia

Posting about in a Mississippi Delta
downpour. Photo: Andrew Burr
<https://t.co/LCpJW0ly>

Callout	Social Universe Detail	Description
1	Details Window	The Details window appears showing specifics of the keyword or keyword group selected.
2	Keyword Performance Indicators Overlay	Click a planet to activate the KPI overlay to display key performance indicators related to the keyword group.
3	Latest Tweets Ticker Bar	Click a keyword planet to activate the ticker bar which requires a valid Twitter account.

[Details Panel](#)

The details window that appears when clicking a keyword planet in the Social Universe Command Center display shows specifics of the keyword.

[Keyword Performance Indicator Overlay](#)

The Keyword Performance Indicator overlay in Command Center shows more detailed information on the keyword or keyword group.

[Latest Tweets Ticker Bar](#)

The Ticker Bar in the Command Center Social Universe displays the latest posts from the keyword group, indicated by the smaller planet orbiting the topic profile planet.

SEE ALSO:

[Social Universe Display](#)

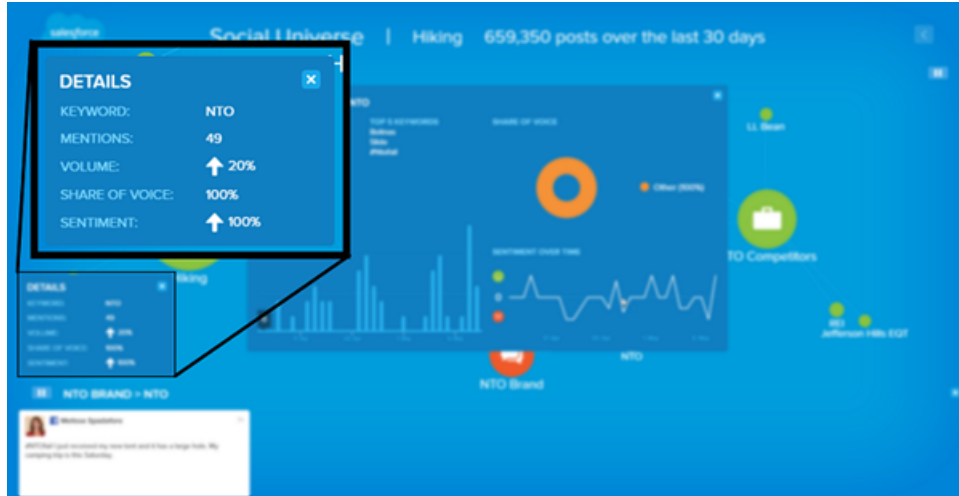
[Details Panel](#)

[Keyword Performance Indicator Overlay](#)

[Latest Tweets Ticker Bar](#)

Details Panel

The details window that appears when clicking a keyword planet in the Social Universe Command Center display shows specifics of the keyword.

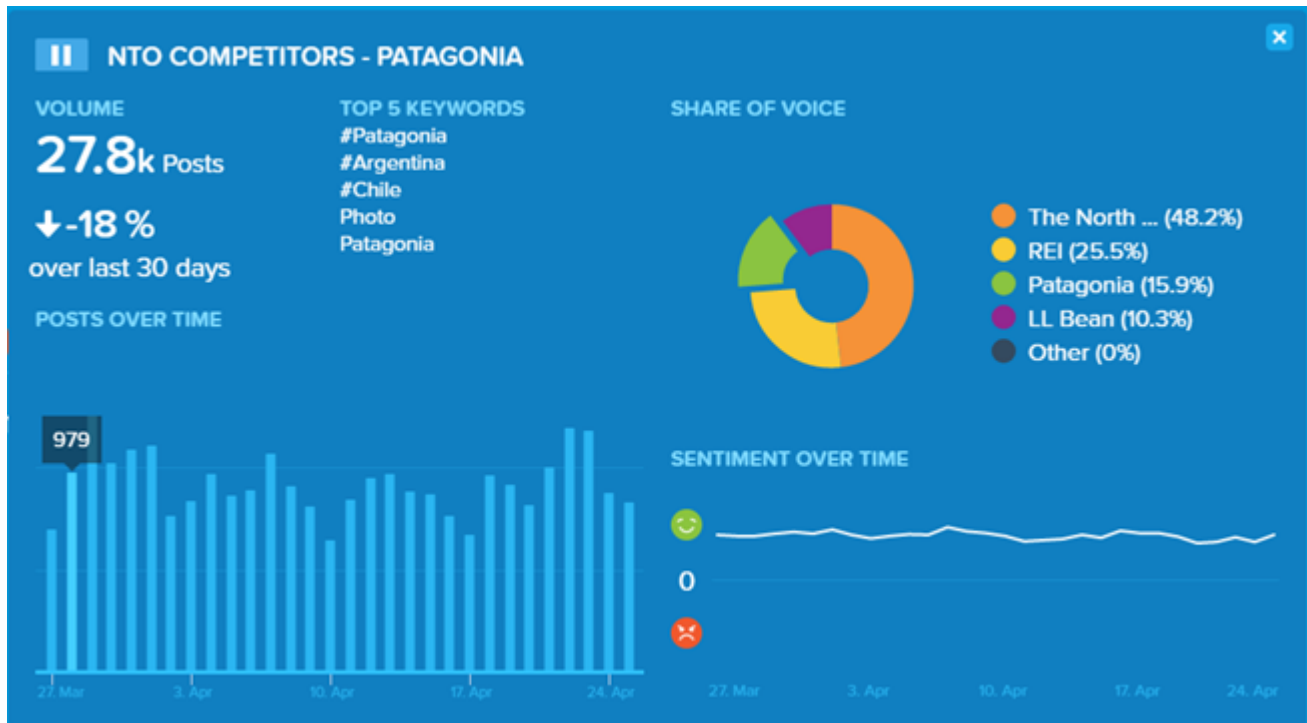


Detail shown:

Area	Description
Keyword	Keyword or keyword group name
Mentions	Number of mentions
Volume	Overall volume percentage and increase or decrease trend indicator
Share of Voice	Percentage
Sentiment	Overall sentiment percentage and increase or decrease trend indicator

Keyword Performance Indicator Overlay

The Keyword Performance Indicator overlay in Command Center shows more detailed information on the keyword or keyword group.

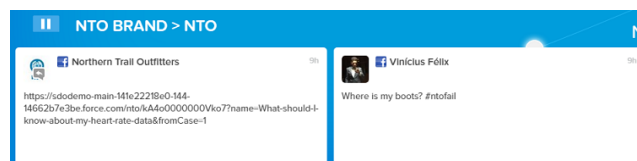


The Keyword Performance Indicator details shown:

- Post volume and increased or decreased trend over the last selected time frame.
- Bar graph showing the breakdown of posts by the selected time frame.
- Share of Voice breakdown in a doughnut graph and by percentages.
- Sentiment over time showing a line graph of positive and negative sentiment over the selected timeframe.

Latest Tweets Ticker Bar

The Ticker Bar in the Command Center Social Universe displays the latest posts from the keyword group, indicated by the smaller planet orbiting the topic profile planet.



Click pause to pause the ticket bar scroll. When paused, click the play button to resume the scroll of new posts.


Top Influencers

The Top Influencers, also called What People Are Saying, display in Command Center. The Influencer Information Panel shows the information of random Avatars and their information.. The top influencers are 50 of the highest Twitter contributors to a topic profile and are determined by the number of their followers. Only data from Twitter is used.



Avatars

Avatars of the active influencers display as they occur. Avatars refresh in real time as Command Center retrieves new influencers. Five influencers are brought in approximately every ten seconds. All influencers display within approximately one minute of the screen being launched. The avatar change if the influencer is active or if there is a positive, neutral, or negative sentiment. The Command Center theme affects how the avatar's appearance. The size of the influencer's avatar indicates the number of followers, larger avatars means more followers than other avatars.

 **Note:** The avatar states are based on using the Social Studio theme for Command Center. The avatar states appear different when different themes are applied.

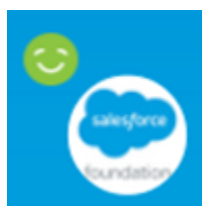
Avatar Appearance



Description

Active avatars with a white circle.

Depending on the Command Center theme selected, an avatar with a white border indicates neutral sentiment. If using the Social Studio theme, avatars with a neutral sentiment have no indicator.



Positive sentiment is represented with a green happy face next to the avatar.

Avatar Appearance**Description**

Negative sentiment is represented with a red sad face next to the avatar.

You can block inappropriate avatar images by clicking in the lower corner of the avatar image, then selecting the circle with a slash icon.



Command Center remembers that the avatar is blocked and any new messages from that avatar are blocked until the user unblocks it. To unblock an avatar image, click again in the lower right corner of the blocked image avatar.

Influencer Information Panel

The information panel displays Tweet content and influencer details from the top influencers. Click an avatar to see a specific influencer's information. The panel displays this information

- Twitter handle
- Twitter avatar
- Location (if available)
- Number of updates
- Number of Twitter users that are followed
- Number of Twitter users following
- Listed

Recent Tweet Activity



Recent tweets display in a white 'comic book bubble' originating from the respective avatar. If someone Tweets more than once and they are captured based on the Topic Profile, the sentiment ring around the avatar reflects the most recent Tweet.

Select an Influencer

You can select one of the influencers from the cloud at any time to inspect the information for that influencer. Once selected, clicking the play button in the upper-right corner of the Influencer Information Panel interrupts the random selection of avatars from the influencer cloud.

Refresh Screen

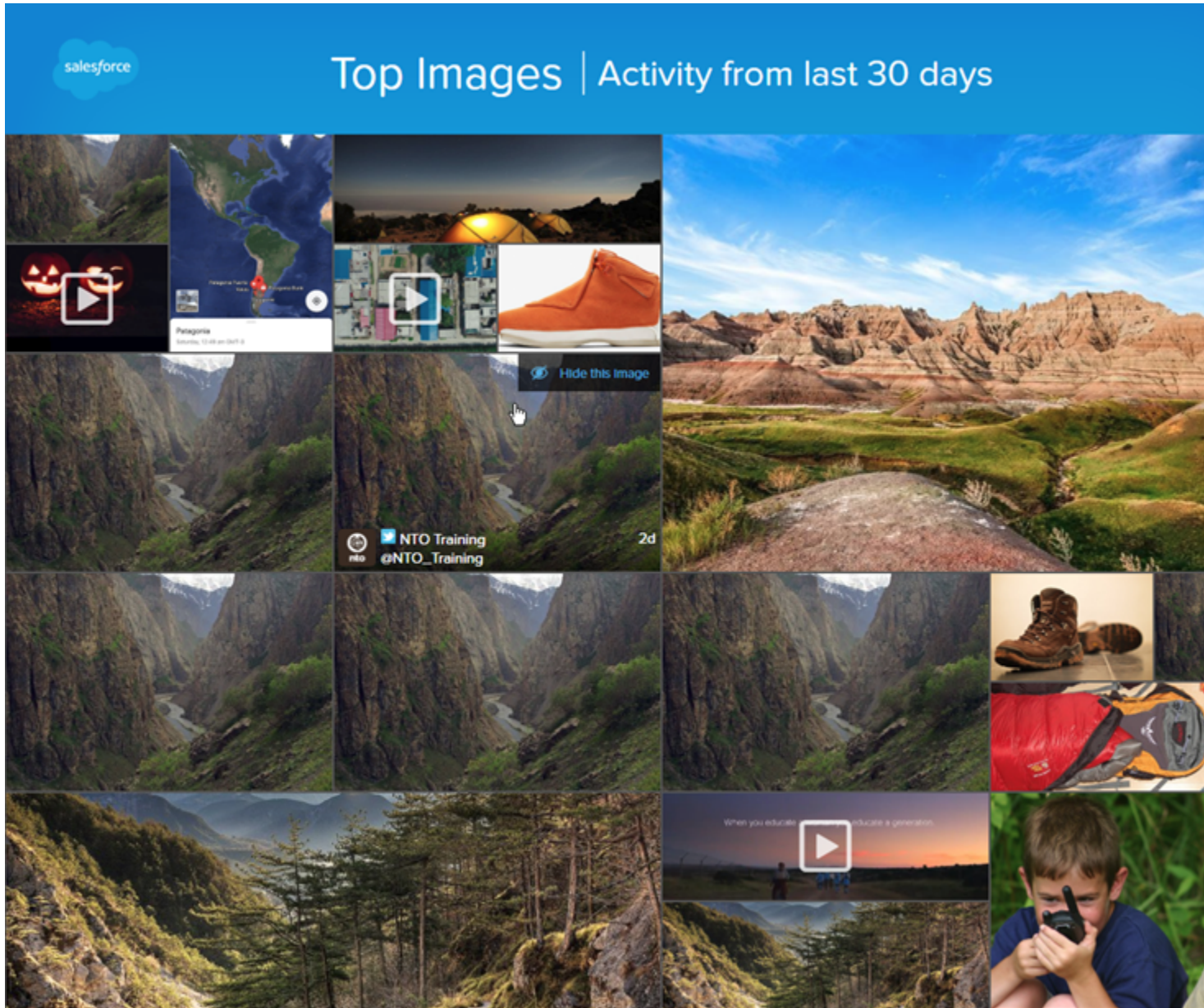
The data refreshes every 3 minutes. To manually refresh the data, click **F5** or click the back arrow  and relaunch the screen.

SEE ALSO:

[Top Influencer Display](#)

Top Images Screen in Command Center

To see trending media types from social accounts or topic profiles, use the Top Images screen in Marketing Cloud Command Center. You can see the media types related to your brand from Facebook, Instagram, LinkedIn, and Twitter in one screen. To show the topic profile media types, including video, create another Top Media screen based on the topic profile. Images and video with the highest engagement score randomly transition into various sized boxes on the screen.



Images are automatically filtered to be family-friendly using the NSFW Filter powered by Google SafeSearch.

You can:

- For a topic profile-based screen, view top 50 Facebook or Instagram images and videos for a specified time range.
- See Instagram comment and media @mentions.
- Control how images transition in and out of the screens
- To see the post associated with the image, tap or click any image to open a lightbox. To close the lightbox view, click anywhere on the screen. Opening the lightbox pauses the transition of images.
- Easily hide any image.
- Play videos by clicking the Play icon in the center of the image. The video opens in a lightbox view. To close the lightbox view, click anywhere on the screen. Opening the lightbox pauses the transition of images.

To select the accounts and topic profiles the Top Images screen pulls the images from, click  and then  at the screen's block on the Home display.

SEE ALSO:

[Customize Top Media Screen in Command Center](#)

Web Canvas

To show external web pages in Command Center, use the Web Canvas screen with iFrame. All editions of Salesforce and Social can use the Web Canvas visualization.

A unique title helps users understand the context of your page. Only web content with https: can appear in a web canvas visualization. A standard or mini page headers can be used to meet your display needs.



The page must support iFraming with the Command Center domain. To return all requests of the embedded pages, use a Content-Security-Policy header like `Content-Security-Policy: frame-ancestors *.radian6.com`. This example allows *.radian6.com to embed the page.

SEE ALSO:

[Web Canvas](#)

Word Cloud Screen in Command Center

The Word Cloud display in Marketing Cloud Command Center shows the top 30 words used in posts. The posts are in the selected time frame and match the chosen topic profile or social account. The size of the words reflects the frequency of use, larger words are used more often than smaller ones.

A word in the cloud glows at random before settling on the next word to display. After that word has been selected, the cloud explodes out around the word.

Words are randomly selected from the cloud and posts containing those words are displayed in the Active Posts Panel.



Active Posts Panel

After a word has been selected from the cloud, the latest posts containing that word are displayed in the panel. The side panel displays a maximum of 20 recent posts in which the word was mentioned. At the top of the panel, the selected word is displayed with the number of times the word appears.

SEE ALSO:

[Customize Word Cloud Screen in Command Center](#)

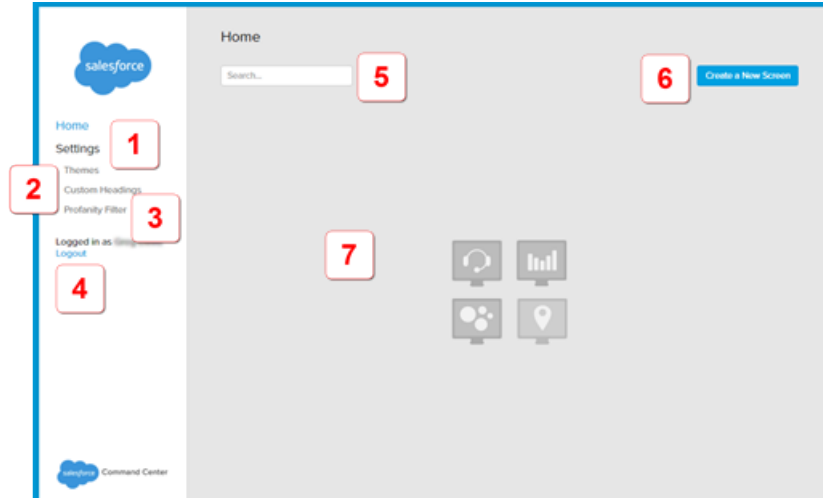
[Topic Profiles in Social Studio](#)

Home Screen

If you added no screens in Command Center, the home screen appears blank. If you use Command Center on an iPad, some of the displays can appear differently than on a browser-based setup.

Initial Home Screen

After logging in to Command Center, the Home Screen appears with no configured displays.

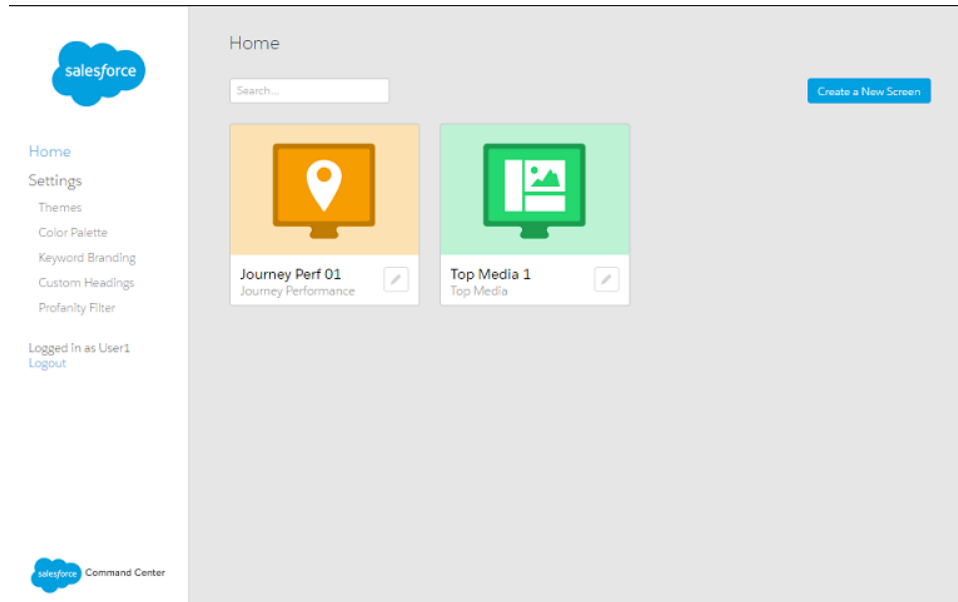


From here, you can access these configuration settings:

Callout	Description
1	Manage Themes
2	Custom Heading Settings
3	Profanity Filter Settings
4	Name of the current user
5	Search for a specific screen.
6	Create a screen.
7	Individual screen tiles

Home Screen with Displays

Configured displays appear as titles.



SEE ALSO:

[Manage Themes](#)

[Set Custom Headings](#)

[Configure the Profanity Filter](#)

Command Center FAQs

Get the answers to frequently asked questions about Marketing Cloud Command Center

[How Do I Resolve Missing Data in the Command Center Customer Care and Opportunities Screens?](#)

In Marketing Cloud Command Center, you can customize certain screens so your Salesforce org appears on them. Sometimes the missing data can cause some data to not appear, show incorrect metrics, or no metrics at all.

[How to View Multiple Customer Care Screens?](#)

You can view only one Customer Care screen in a Command Center instance. To view multiple screens, open new instances of Command Center in separate browser windows using a different Chrome persona for each. Each Customer Care screen requires a unique user to be authenticated for a Social Customer Service (SCS) org. A user can be authenticated only for one SCS org.

[How Do I Configure Topic Profiles for the Best Social Listening COVID-19 Results?](#)

Lately, overall social post volume around COVID-19 is high. Hone in on posts discussing the virus and your brand for the most actionable results using topic profiles in Marketing Cloud Command Center and Social Studio.

[How Can Command Center Assist People Working from Home?](#)

Display Marketing Cloud Command Center on a large computer screen or TV to monitor discussions about your organization and COVID-19 as it happens. You can also display Command Center insights on an iPad as a companion in your home office.

[How Do I Configure Command Center to Effectively Monitor Covid-19 Discussions?](#)

If configured correctly, you can set up Marketing Cloud Command Center screens to monitor Covid-19 discussions.

[Can I Replicate My Command Center Screens Across Locations for Team Members Working from Home?](#)

If you have team members in many locations working from home, you can replicate your Marketing Cloud Command Center screens for them to see. To manage multiple Command Centers across multiple locations, take advantage of Remote Admin.

How Do I Resolve Missing Data in the Command Center Customer Care and Opportunities Screens?

In Marketing Cloud Command Center, you can customize certain screens so your Salesforce org appears on them. Sometimes the missing data can cause some data to not appear, show incorrect metrics, or no metrics at all.

The Customer Care and Opportunities screens can access these Salesforce objects:

- Account: Name, Website
- User: Name, FullPhotoUrl (internal)
- Case: CreatedDate, ClosedDate, IsClosed (internal), Origin, SourceId, Status
- Opportunity: Amount, OwnerId, Stage (must have closed stages defined)

Do not remove, modify, or customize these fields in the Salesforce app. The fields marked 'internal' are not visible in the user interface and likely cannot be modified.

To resolve missing data from the Customer Care and Sales Opportunities screens and verify that the data appears, follow these steps.

1. To find the missing data field, select **Setup > Customize > Cases > Fields > Set History Tracking**.
2. To display data in the Top Closers This Period block on the Command Center Customer Care screen, enable the Case Field History field in the Salesforce Org. The org must be linked to this screen.

SEE ALSO:

[Customer Care Screen in Command Center](#)

[Sales Opportunities](#)

[Topic Profiles in Social Studio](#)

[View Your Top Sales Opportunities in Command Center](#)

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You can view only one Customer Care screen in a Command Center instance. To view multiple screens, open new instances of Command Center in separate browser windows using a different Chrome persona for each. Each Customer Care screen requires a unique user to be authenticated for a Social Customer Service (SCS) org. A user can be authenticated only for one SCS org.

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1. In Social Studio, access the Admin section and click **Topic Profiles**.
2. Create a topic profile and customize it for COVID-19 as follows:
 - a. In Contains Keywords, add phrases related to Covid-19 such as:
 - coronavirus
 - COVID-19

Can I Replicate My Command Center Screens Across Locations for Team Members Working from Home?

If you have team members in many locations working from home, you can replicate your Marketing Cloud Command Center screens for them to see. To manage multiple Command Centers across multiple locations, take advantage of Remote Admin.

SEE ALSO:

[Remote Admin](#)

[Access Command Center with an iPad](#)

[Command Center Prerequisites](#)

[Use Command Center on an iPad](#)

Glossary

View the Command Center glossary.

Table 1: Command Center Glossary

Term	Definition
Avatar	A visual icon of a post's author.
Command Center	A Marketing Cloud application that helps showcase a brand's social presence and provide live details as to what is happening on social media. Command Center is typically used on large displays in high visibility areas and presented in a summarized visually appealing way
Conference Visualization	This display shows the overview data widgets for up to 6 Topic Profiles including latest tweets, social mentions, overall TP sentiment, hashtag cloud, and age or gender breakdown.
Feed Card Visualization	This display shows an incoming view of posts from within the time range selected and allows the workflow to be added to individual posts.
Global Conversations Visualization	This display shows a map of where posts are coming from in the world. Areas are color-coded to show that the frequency and random posts are shown in a Ticker Bar along the bottom of the display.
Meteor Activity	This describes the process of a new incoming post, matching a keyword group, striking the keyword group "planet" when using the Social Universe Visualization.
River of News	Commonly abbreviated as RoN, an RSS aggregator where items are presented in reverse chronological order.
Sentiment	Describes the general tone of the post.
Share of Voice	Commonly abbreviated as SoV, an ad revenue model in Online Advertising that focuses on weight or percentage among other advertisers. For example, if there are four advertisers on a website, each advertiser gets 25 percent of the advertising weight. This method ensures that one ad is not seen any more than the other three ads.
Slide Show	This display rotates among these chosen screens on one monitor: Social universe, What People are Saying, Where in the World, etc.

Term	Definition
Social at a Glance Visualization	This display shows the volume of posts as a number, percentage change and in a line graph, overall sentiment, and Share of Voice with a breakdown by Keyword Group.
Social Media Scoreboard Visualization	This display shows the top 30 words used in posts related to the chosen Topic Profile and Keyword group and the frequency at which the words are used.
Social Universe Visualization	This display shows that topic profiles centered and its diameter sizes according to the volume of posts. The keyword and keyword groups "planets" orbiting around the topic profile. Incoming posts are depicted as meteors striking the keyword groups.
SoV	See Share of Voice

SEE ALSO:

[Navigation](#)[Get Started with Command Center](#)[Get Started with Command Center](#)[Navigation](#)

Social Studio Automate

Social Studio Automate augments your existing social platform functionality with the power of automation. It's a rules-based and web-based software engine designed to process and sort social media content. With custom conditions and selectable actions, you can process, augment, sort, and direct incoming social media content for follow-up. You can manage content for individuals and teams across locations, brands or departments, all in a common interface with full planning and scheduling capabilities.

You can apply automated formulas for handling posts based on preset criteria. Each rule is composed of IF triggers, called conditions, with THEN outcomes, called actions, based on a filtered pool of posts, called a data source.

Rule creation starts with the data source and adds rules to apply conditions and actions.

You can automate the management of posts flowing through Social Studio, including both the creation of cases and leads in the Salesforce Service Cloud. Use Social Studio Automate along with Social Studio to reduce the manual handling of social media content.

Create rules to perform these actions:


- Process and sort social media content from multiple sources
- Find positive sentiment and automatically route them to your marketing as potential testimonials or for a personalized response
- Find all negative sentiment and route them to your customer service department for resolution
- Automatically populate a Salesforce Service Cloud case queue with negative sentiment posts
- Gather posts as sales prospects for your sales team

Data flows in from a managed social account or a topic profile data source and is sorted, classified, or processed based on predefined rules.

To ensure that you get the latest Social Studio features, sign up on our Marketing Cloud Salesforce Help for Marketing Cloud Release Communications. Specify Marketing Cloud under Interests.

Follow the steps at [Marketing Cloud Receive Release Communications](#).

Related Content

	Trailhead: Social Studio Automate
-----------------------------------------------------------------------------------	---------------------------------------------------

[Common Use Cases for Social Studio Automate](#)

Social Studio Automate includes a few common use cases where incoming posts can be categorized. You can also find Twitter influencers, filter out and hide noise such as spam, certain keywords, and hyperlinks. Use Automate to focus on the content that matters, or send posts directly to Sales or Service Clouds.

[Get Started with Social Studio Automate](#)

To get started using Social Studio Automate, review prerequisites, know of the help resources available, and be aware of how to navigate within Social Studio Automate.

[Roles and Permissions in Social Studio Automate](#)

In Marketing Cloud Social Studio Automate, use roles and permissions to accomplish various tasks. You can add or edit data sources, rules, rule actions, and rule conditions.

[Data Sources in Social Studio Automate](#)

Social Studio Automate can use real-time, recent, scheduled, or historical types for managed accounts or topic profiles. Data sources connect the Social Studio platform to Social Studio Automate and represent the targeted posts of interest for applying automation. Rules are applied to social content gathered by a data source, which can be real-time, recent, scheduled, or historical types.

[Rules in Social Studio Automate](#)

Rules are at the core of Marketing Cloud Social Studio Automate. Rules can help you categorize and process social media content, for example, when you want to ensure that appropriate action is taken. Based on your user level and organization contract, you have a set number of actions, like rules, that you can create. To purchase more actions, contact your account representative. Select or create a data source before creating a rule.

[Social Studio Automate Connections](#)

To connect one or more Salesforce orgs or configure your Microsoft Azure account, use Marketing Cloud Social Studio Automate. Connections are required before Social Studio Automate can automatically translate incoming posts.

[Social Studio Automate Tools](#)

Social Studio Automate includes built-in tools. The tools include trainable classifiers, email notifications, analyzers, custom content libraries, threshold alerts, and translations. These tools help you manage your data and different aspects of the rules you create.

[Social Studio Automate FAQs](#)

This topic covers common questions concerning Marketing Cloud Social Studio Automate.

Common Use Cases for Social Studio Automate

Social Studio Automate includes a few common use cases where incoming posts can be categorized. You can also find Twitter influencers, filter out and hide noise such as spam, certain keywords, and hyperlinks. Use Automate to focus on the content that matters, or send posts directly to Sales or Service Clouds.

This table includes the most common use cases for Social Studio Automate:

 **Note:** These use cases typically use a real-time data source where the posts appear as they arrive.

Use Case	Description	Sample Conditions (Options)	Actions
Categorize Posts	Apply tags to incoming posts, such as containing specific keywords that match predefined content libraries, to identify product mentions, issue types, and positive or negative sentiment. Default categories and custom options are available.	<ul style="list-style-type: none"> Content Library contains a match. Content contains the phrase. Sentiment matches the preset value. 	Add specific post tag.
Complete workflow tasks such as routing posts for acknowledgment	Apply workflow actions to route incoming posts automatically to the correct user for them to acknowledge the post.	Assignment Is: <specific user>	Assignment
Create leads from identified prospects			
Find Twitter Influencers	Search for incoming posts that match specific Twitter follower count criteria. Prioritize the posts by Twitter handles with a high follower count.	Number of Twitter followers greater than the preset limit.	Add specific source tag.
Monitor spikes in post volume	Get email notification of a change in post volume	Threshold Alert:	<ul style="list-style-type: none"> Create Threshold Alert and enter either an absolute (specific number) or percentage. Specify the time range of sample posts.
Reduce Noise	Match common noisy post traits, such as predefined keywords and presence of hyperlinks, to incoming posts as spam and hide them from your Radian6 tenant.	<ul style="list-style-type: none"> Content Library contains a match. Content contains phrase. Hyperlink exists in content. The post is a retweet. 	Set spam status.
Send Posts to Salesforce	Create cases from incoming relevant Social Media content and managed within the Salesforce Service Cloud. Respond to those cases directly in the Service Cloud.	<ul style="list-style-type: none"> All posts sent from Managed Accounts with no conditions. Only posts with specific post tags. Only posts where sentiment is negative. 	Send to Salesforce, Sales, and Service Cloud.

Use Case	Description	Sample Conditions (Options)	Actions
Translate posts from other languages	If a post comes in written in Spanish, have it automatically translated to English.	Language Is: Spanish	Translate to: English
Triage posts for priority handling			
Uncover advocates and testimonials			

Get Started with Social Studio Automate

To get started using Social Studio Automate, review prerequisites, know of the help resources available, and be aware of how to navigate within Social Studio Automate.

This Guide is intended for new users to the Social Studio Automate application.

1. Review Prerequisites: Understand these essential requirements for Social Studio Automate and ensure that the browser you use is compatible.
2. Access Social Studio Automate: Use Social Studio Automate's URL.
3. Connecting a Salesforce Organization ID: Optional if using the Send to Salesforce Rule Action.
4. Social Studio Automate Data Sources: Configure and manage data sources.
5. Social Studio Automate Rules: Establish Social Studio Automate Rules, conditions, and actions.
6. Need Help: Access various resources to get assistance with Social Studio Automate.

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Multi-factor authentication (MFA) is an extra layer of login security beyond your Social Studio password. With MFA, you enter multiple pieces of evidence – or factors – to provide your identity. The first factor is your username and password (something you know). Additional factors are verification methods (something you possess), such as an authenticator app or security key. MFA is part of the login experience for Social Studio, Social Studio Automate, Social Studio Mobile, and Social Studio Command Center. The first time you log in, you're prompted to register an MFA verification method. You must supply a registered verification method each time you log in.

[Access Social Studio Automate](#)

Access Social Studio Automate with a URL and log in using a username and password.

[Recover Social Studio Access with MFA Recovery Codes](#)

Multi-factor authentication (MFA) recovery codes provide an important backup if your usual MFA verification method isn't available. For example, if you normally use Salesforce Authenticator but forget your mobile phone one day, you can still log in using a recovery code. Generate a list of ten single-use recovery codes that you can keep in a safe place until you need them. Recovery codes are intended for emergency situations only and shouldn't be used as a primary verification method for MFA.

[Prerequisites](#)

Review Social Studio Automate prerequisites and browser compatibility to ensure you have the correct information to get started.

[Help Resources for Social Studio Automate](#)

Get assistance with Marketing Cloud Social Studio Automate.

Register Multi-Factor Authentication Verification Methods for Social Studio

Multi-factor authentication (MFA) is an extra layer of login security beyond your Social Studio password. With MFA, you enter multiple pieces of evidence – or factors – to provide your identity. The first factor is your username and password (something you know). Additional factors are verification methods (something you possess), such as an authenticator app or security key. MFA is part of the login experience for Social Studio, Social Studio Automate, Social Studio Mobile, and Social Studio Command Center. The first time you log in, you're prompted to register an MFA verification method. You must supply a registered verification method each time you log in.

The steps to register an MFA verification method when you log in depend on the option you select:

- [Salesforce Authenticator mobile app](#) on page 187
- [A third-party authenticator app, such as Google Authenticator, Microsoft Authenticator, or Authy](#) on page 188
- [A physical security key, such as Yubico's YubiKey or Google's Titan security key](#) on page 188

You can manage your list of MFA verification methods from **Manage My Verification Methods** in **My Settings**. You can register additional methods and delete methods that you no longer use. We highly recommend registering two or more methods so you have a backup if you forget or lose your primary method.

1. In Social Studio, click your avatar picture then **My Settings > Multi-Factor Authentication**.
2. Click **Manage My Verification Methods**.
3. Click **Continue**.
4. At Manage Your Verification Methods, select at least one method to register.

SEE ALSO:

[Recover Social Studio Access with MFA Recovery Codes](#)

[Recover Social Studio Access with MFA Recovery Codes](#)

Register Salesforce Authenticator for MFA in Social Studio

The Salesforce Authenticator mobile app lets you quickly verify your identity via push notifications. If your admin has set up this option for Marketing Cloud Social Studio, you can register the app as a multi-factor authentication (MFA) verification method for your user account.

1. Install Salesforce Authenticator on your mobile device. The app is available for free in the Apple Store and Google Play.
2. Log in to your Social product's login screen and enter a username and password.
3. When you're prompted to register a verification method, tap **Salesforce Authenticator**.
4. Open Salesforce Authenticator and tap **Add an Account**.
5. In Social Studio, enter the words shown in the Two-Word Phrase field, then click **Connect**.
6. In Salesforce Authenticator, verify that the request details are correct, then tap **Connect**.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

[External Link: Apple App Store](#)

[External Link: Google Play Store](#)

Register a Third-Party Authenticator App for MFA in Social Studio

Third-party authenticator apps such as Google Authenticator, Microsoft Authenticator, or Authy generate verification codes called time-based one-time passwords (TOTP), which you can use to verify your identity. If your admin has set up this option for Marketing Cloud Social Studio, you can register a third-party authenticator as a multi-factor authentication (MFA) verification method for your user account.


1. On a mobile device, download and install an authenticator app. You can use any authenticator app that supports the [TOTP algorithm](#).
2. Log in to your Social product's login screen and enter a username and password.
3. When you're prompted to register a verification method, click **One-Time Password Generator**.
4. Open the authenticator app and select **Add a new account**.
5. Use the authenticator app to scan the QR barcode that's displayed on the app connection screen. If scanning the QR barcode isn't an option, manually generate your security key.
6. In Social Studio, enter the code generated by the authenticator app, then click **Connect** and log in.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Register a Security Key for MFA in Social Studio

Security keys, such as Yubico's YubiKey, are small USB, Lightning, or NFC devices that you can use to verify your identity. If your admin has set up this option for Marketing Cloud Social Studio, you can register a security key as a multi-factor authentication (MFA) verification method for your user account.

 **Note:** To use security keys, always log in to Social Studio from a supported browser, including Chrome, Firefox, Safari, and Chromium versions of Edge.

1. Log in to your Social product's login screen and enter a username and password.
2. When you're prompted to register a verification method, click **Security Key**.
3. Connect the security key to the computer, then click **Register**.
4. When prompted by the browser, press the button on the security key to finish logging in.
5. Enter a name for your security key, then click **Save**.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Access Social Studio Automate

Access Social Studio Automate with a URL and log in using a username and password.

1. Open a browser window to <https://rules.radian6.com>.
2. Enter your username and password.
3. Confirm your identity with multi-factor authentication (MFA).

At Verify Your Identity, provide a registered MFA verification method, such as an authenticator app or security, to finish logging in. If you haven't registered a method, you're prompted to do so before you're able to log in.

The Social Studio Automate main interface appears.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Recover Social Studio Access with MFA Recovery Codes

Multi-factor authentication (MFA) recovery codes provide an important backup if your usual MFA verification method isn't available. For example, if you normally use Salesforce Authenticator but forget your mobile phone one day, you can still log in using a recovery code. Generate a list of ten single-use recovery codes that you can keep in a safe place until you need them. Recovery codes are intended for emergency situations only and shouldn't be used as a primary verification method for MFA.

SEE ALSO:

[Generate MFA Recovery Codes as Backup for Social Studio Logins](#)

[Use an MFA Recovery Code for Social Studio Logins](#)

[Generate MFA Recovery Codes as Backup for Social Studio Logins](#)

[Use an MFA Recovery Code for Social Studio Logins](#)

Generate MFA Recovery Codes as Backup for Social Studio Logins

As a user of Marketing Cloud Social Studio, you can generate multi-factor authentication (MFA) recovery codes. Recovery codes allow you to log in if you don't have access to your usual MFA verification methods. Social Studio generates a list of ten one-time use recovery codes that you can use to log in. Recovery codes provide a backup if you don't have access to your regular verification methods; they shouldn't be used as a primary verification method for MFA.

 **Note:** We strongly recommend generating recovery codes as soon as possible so they're available when you need them. Keep your recovery codes in a safe, easy-to-access place and protect them like you protect your passwords.

1. In Social Studio, click your avatar picture then **My Settings**.
2. In the Multi-Factor Authentication section, click **Manage My Verification Methods**.
3. At Manage My Verification Methods, click **Recovery Codes**.
A new window shows the ten one-time codes that you can use. You can copy, download, or print the codes.
4. After you record the recovery codes, click **Done**.

You can repeat these steps to replenish your supply of recovery codes as needed. Previously generated codes become invalid when you create a new set.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

[Use an MFA Recovery Code for Social Studio Logins](#)

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

[Use an MFA Recovery Code for Social Studio Logins](#)

Use an MFA Recovery Code for Social Studio Logins

If you don't have access to your usual multi-factor authentication (MFA) verification method, you can log in to Marketing Cloud Social Studio using a recovery code. Set up recovery codes for your account beforehand.

1. Log into a Social product using your username and password.
2. At the prompt for a verification method, click **Choose Another Verification Method**.
3. Select **Recovery Codes**.
4. At the Verify Your Identity prompt, enter one of your valid recovery codes, and then select **Verify**.
If successful, you're logged into the social product. If not, you receive the prompt: Try a recovery code you haven't used before.

SEE ALSO:

[Generate MFA Recovery Codes as Backup for Social Studio Logins](#)

Prerequisites

Review Social Studio Automate prerequisites and browser compatibility to ensure you have the correct information to get started.

Before you begin using Social Studio Automate, ensure:

- The same username and password used to access Radian6 and Social Studio.
- You are set up as a Super User.



Note: To change your user role if you are not a Super User, contact a Social Studio Super User.

Browser Compatibility

Social Studio Automate is a web-based application and is compatible with the following browsers:

- Chrome - preferred
- Firefox - current version
- Safari - current version
- Internet Explorer 9 and 10

Help Resources for Social Studio Automate

Get assistance with Marketing Cloud Social Studio Automate.

Contacting Marketing Cloud Premier Support for Social-Only Customers

For current support options, consult the [Contact Salesforce Customer Support](#) knowledge article.

Help Resources for Marketing Cloud Social Products

For current support options, consult the [Contact Salesforce Customer Support](#) knowledge article.


SEE ALSO:

[External Link: Best Practices: Marketing Cloud - Contact Marketing Cloud Premier Support \(Social-Only Customers\)](#)

Roles and Permissions in Social Studio Automate

In Marketing Cloud Social Studio Automate, use roles and permissions to accomplish various tasks. You can add or edit data sources, rules, rule actions, and rule conditions.

Social Studio Automate uses different permissions than Social Studio.

 **Note:** Only super users in Social Studio Automate can access after-client configuration and provisioning for their client. The configuration and provisioning depend on licensing packages.

Admin-only users and other non-super user roles in Social Studio can't access Social Studio Automate.

Each super user can manage their own set of rules or the rules of others while impersonating that user using the "View as" feature.

 **Tip:** Users within a Social Studio Automate account can view other users' rules by clicking the Actions counter in the banner.

[View as Another Super User in Social Studio Automate](#)

If you're a super user in Marketing Cloud Social Studio Automate, you can view rules from other super users by viewing as the super user who created the rule.

View as Another Super User in Social Studio Automate

If you're a super user in Marketing Cloud Social Studio Automate, you can view rules from other super users by viewing as the super user who created the rule.

1. To open a list of other super users in your org, click **Viewing as: Me**.
2. In Select a User to View as, select a super user to view from the dropdown list and save it.

 **Note:** You can edit the rules of others as long as you're logged in as super user.

3. To return to your Social Studio Automate profile, click **Viewing as: Me** again, and then select yourself and save your changes.

Data Sources in Social Studio Automate

Social Studio Automate can use real-time, recent, scheduled, or historical types for managed accounts or topic profiles. Data sources connect the Social Studio platform to Social Studio Automate and represent the targeted posts of interest for applying automation. Rules are applied to social content gathered by a data source, which can be real-time, recent, scheduled, or historical types.

Selected a data source before creating a rule. If the data source contains topic profiles, you can include the media types or extended media types for data sources containing managed accounts.

[Configure Data Sources in Social Studio Automate](#)

Social Studio Automate contains different types of data sources when gathering posts from topic profiles and social accounts. A Historical data source gathers posts from a date range in the past. A Recent data source gathers posts at a set interval. A Real-Time data source gathers posts as they come in. Scheduled data source gathers posts within a set time period.

[Use the Right Extended Media Types for Managed Accounts in Social Studio Automate](#)

Managed accounts in Marketing Cloud Social Studio Automate require you to use the right extended media type. Data sources are specific to the social network type. A data source that contains a managed account can have one or more media types. You can edit the media types for the topic profile in Social Studio. Only use the media types available for the specific topic profile.

[Data Sources in Social Studio Automate](#)

A data source is a topic profile or social account that contains social media posts. You can create, edit, and delete data sources and also manage a data source's running states.

Configure Data Sources in Social Studio Automate

Social Studio Automate contains different types of data sources when gathering posts from topic profiles and social accounts. A Historical data source gathers posts from a date range in the past. A Recent data source gathers posts at a set interval. A Real-Time data source gathers posts as they come in. Scheduled data source gathers posts within a set time period.

[Configure a Historical Data Source in Social Studio Automate](#)

To search for posts that are already in the system, configure the Historical data source in Marketing Cloud Social Studio Automate. You can search from a specific time each day or between two dates.

[Configure a Recent Data Source to Check for New Posts in Social Studio Automate](#)

To set how often there is a check for new posts, use the recent data source type in Social Studio Automate. The data source can contain up to 5 topics and up to 50 managed social accounts. When using this data source type, apply other rule actions first, such as the Send Email action. Base it on the application that you use to apply post labels.

[Configure a Real-Time Data Source](#)

To gather posts as they come in, use the Realtime data source type in Marketing Cloud Social Studio Automate.


[Set a Schedule for a Data Source to Gather Posts in Social Studio Automate](#)

To gather posts for a specific time period, configure the scheduled data source in Marketing Cloud Social Studio Automate. The data source only requests data for the last 12 hours.

Configure a Historical Data Source in Social Studio Automate

To search for posts that are already in the system, configure the Historical data source in Marketing Cloud Social Studio Automate. You can search from a specific time each day or between two dates.

Keep these points in mind:

- Ensure that the number of posts is less than 100,000 within the timeframe you select
 - You can access data for up to 3 years in the past
 - Make the Rules range less than 93 days
 - If your Automate rule includes a Send to Salesforce action, keep the estimated number of posts within the timeframe below 1000
1. Click **Data Sources**.
 2. Click **Add Data Source**.
 3. To edit, click  next to the Historical Data Source.
 4. To search for posts from a specific time each day, click the calendar next to Start Date and End Date.
 5. Select a start and end time plus the time zone for the Data Source to run each day.
 6. To search for posts between 2 dates, start by setting the start and end date and then the time zone for the start and end time. The time is automatically set to 12 am for that date.
 7. To add other managed accounts or remove a managed account, click **Add New Managed Account** and select the account or click **Remove** next to the account.

8. To add other topic profiles or remove a topic profile, click **Add New Topic** and select the topic profile or click **Remove** next to the topic profile.
To exclude the keyword group for the topic profile, click the checkmark.
9. To exclude media type in the topic profile from the topic profile, click the checkmark for the media type.
10. To include spam results in the data source, select **Include Spam**.
11. Select a new value in **Frequency** and click **Update Data Source**.

Configure a Recent Data Source to Check for New Posts in Social Studio Automate

To set how often there is a check for new posts, use the recent data source type in Social Studio Automate. The data source can contain up to 5 topics and up to 50 managed social accounts. When using this data source type, apply other rule actions first, such as the Send Email action. Base it on the application that you use to apply post labels.

1. When configuring the data source, start by selecting an option in Filter included Posts.



Tip: To cover all scenarios, choose **Posts with the updated Workflow**.

2. To apply the option from 12 to 72 hours, choose the number of hours of data in 12-hour increments.
If you choose from the Apply Rule to dropdown, Automate applies the rule to the data source. The data source checks for new posts within the set window of time.
3. Choose for the datasource to pull data from Keyword Topics or Managed Accounts.
 - a. For Keyword Topics:
The data source only uses the media types enabled for the selected topic profiles.
 - a. To select up to 5 topics, select or type the topic name. Any keyword groups with the topic profile are included.
 - b. To customize and have Automate ignore posts matching the keyword group, deselect the keyword group.
 - c. To customize and have Automate ignore posts matching a media type, deselect the media type.
 - d. To add another topic, click **Add New Topic**.
 - e. To include spam posts in data source results, check **Include Spam**.
 - b. For Managed Accounts:
The data source only uses the media types enabled for the selected managed accounts.
 - a. To select up to 50 managed accounts, select or type the managed account. Each type of managed account has different extended media types.
 - b. To customize and have Automate ignore posts matching the extended media type, deselect the extended media type.
 - c. To add another account, click **Add New Managed Account**.
 - d. To include spam posts in data source results, check **Include Spam**.
4. To set the frequency that the data source checks for new posts, select an option in Frequency.
5. If creating the data source, click **Create Data Source**. If updating the data source, click **Update Data Source**.

Configure a Real-Time Data Source

To gather posts as they come in, use the Realtime data source type in Marketing Cloud Social Studio Automate.

1. Click **Realtime** in Data Source Type.

 **Note:** A Realtime Data Source can be set to a minimum of 1 minute.

2. Select **Keyword Topics** or **Managed Accounts**.
3. Select one or more managed accounts. Add up to 50 managed accounts, up to 5 keyword topics, or a mix of both for a total of 55.
4. Select **Frequency** of 1, 3, or 5 minutes.
5. To add the data source to the list, click **Update Data Source** or **Create Data Source**.

Set a Schedule for a Data Source to Gather Posts in Social Studio Automate

To gather posts for a specific time period, configure the scheduled data source in Marketing Cloud Social Studio Automate. The data source only requests data for the last 12 hours.

1. Select which days to run the data source, and click **Done**.
2. Enter the start and stop times.



3. Enter the stop time click in the time field.



4. Select a time zone.

Use the Right Extended Media Types for Managed Accounts in Social Studio Automate

Managed accounts in Marketing Cloud Social Studio Automate require you to use the right extended media type. Data sources are specific to the social network type. A data source that contains a managed account can have one or more media types. You can edit the media types for the topic profile in Social Studio. Only use the media types available for the specific topic profile.

For comments, photos, and videos that contain a hashtag (#), use Hashtag Broad Listening. You can also use it when the data source setup includes Instagram managed accounts or a topic profile that pulls in Instagram hashtags.

The media types in the table are the types of posts and responses that are particular to the social network.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Post Type	Social Account Type
Carousel	Instagram Business
Comments	Facebook Fan Page, YouTube, Instagram, Instagram Business, Sina Weibo
Comment Mentions	Facebook, Instagram Business
Direct Message	Twitter
Events	Google+
Link	Google+
Media Mentions	Instagram Business
Mentions	Facebook, Sina Weibo, Twitter,
My Tweets	Twitter
Page Wall Comments	Google+, LinkedIn
Photo	Google+, Instagram, Instagram Business
Posts	Twitter, Sina Weibo
Received Inbox Messages	Facebook Fan Page
Replies	Facebook Fan Page, Sina Weibo, Instagram Business
Reviews	Facebook Fan Page, Google My Business
Review Replies	Google My Business
Sent Inbox Messages	Facebook Fan Page
Status Updates	Google+, LinkedIn
Tags	Instagram Business
Unpublished Posts	Facebook Fan Page
Video	Google+, YouTube, Instagram, Instagram Business

SEE ALSO:

[Add a Google My Business Account to Social Studio](#)

[Add a Social Account to a Social Studio Tenant](#)

[Track Posts with a Topic Profile in Social Studio](#)

Data Sources in Social Studio Automate

A data source is a topic profile or social account that contains social media posts. You can create, edit, and delete data sources and also manage a data source's running states.

[Create Data Sources](#)

Create real time, recent, scheduled, or historical data sources from managed social accounts or topic profiles in Social Studio Automate.

[Delete a Data Source in Social Studio Automate](#)

You can delete data sources in Marketing Cloud Social Studio Automate. Deleting a data source you no longer need doesn't affect the target of the data source. Social Studio Automate doesn't remove the topic profiles or social accounts.

[Edit a Data Source in Social Studio Automate](#)

You can change a data source in Marketing Cloud Social Studio Automate.

Create Data Sources

Create real time, recent, scheduled, or historical data sources from managed social accounts or topic profiles in Social Studio Automate.

1. Select **Data Sources**.
2. Click **Add Data Source**.
3. Enter a name in Name Your Data Source.
4. Choose a Salesforce Connection Type.
5. Choose a Data Source type: **Real-time** , **Recent** , **Scheduled** , or **Historical**.
6. Select either **Topics** or **Managed Accounts** to harvest the posts. You can blend up to 55 topics or Managed Accounts together. For example, 5 Topic Profiles and 50 Social Accounts.
7. Select the applicable media types.
8. To save the data source, click **Create Data Source**.



Example: If a Social Studio Automate user wants to use a combination of five topic profiles and 50 social accounts, they would use:

- For post harvesting by topic.
Use this keyword search based on topic profiles:
 1. Select a maximum of 5 topic profiles per data source.
 2. Select the keyword groups to use.
 3. Click **Add New Topic**.
- For post harvesting by managed accounts.
Use this keyword search based on social media properties you own:
 1. To use in the data source, select up to a maximum of 50 managed accounts.
 2. Click **Add Managed Accounts**.


SEE ALSO:

[Add a Social Account to a Social Studio Tenant](#)

[Track Posts with a Topic Profile in Social Studio](#)


Delete a Data Source in Social Studio Automate

You can delete data sources in Marketing Cloud Social Studio Automate. Deleting a data source you no longer need doesn't affect the target of the data source. Social Studio Automate doesn't remove the topic profiles or social accounts.

1. In Social Studio Automate, select **Data Sources**.
2. Click  next to the data source.
The data source is removed from the list.

Edit a Data Source in Social Studio Automate

You can change a data source in Marketing Cloud Social Studio Automate.

1. In Social Studio Automate, select **Data Sources**.
2. Click  next to the data source.
3. In the data source, change the data source name, change the Salesforce Connection Type, specify the data source type, and add up to a maximum of 55 topics profiles and social accounts or a mixture. For example, you can have 5 topic profiles and 50 social accounts.
4. Click **Update Data Source**.

Rules in Social Studio Automate


Rules are at the core of Marketing Cloud Social Studio Automate. Rules can help you categorize and process social media content, for example, when you want to ensure that appropriate action is taken. Based on your user level and organization contract, you have a set number of actions, like rules, that you can create. To purchase more actions, contact your account representative. Select or create a data source before creating a rule.

Rules consist of conditions and actions:

Parts of a Rule	Description	What It Does
Conditions	Identifies the item to look for in the social data	If this condition is encountered...
Actions	A task	Do this action.

You can create, edit, and copy rules to suit your organization's requirements.

To order the execution of rules, use a priority group. Rules in a priority group are executed in the order specified. Only the first rule to have its conditions evaluated to true executes, and subsequent rules are skipped. After prioritized rules run, unprioritized rules are run.

 **Note:** If you have multiple priority groups, the groups run in any given order. The rules within each priority group follow the order that you set for that specific group.

All rules in a priority group must be associated with the same Data Source.

When designing rules for Social Studio Automate, consider:

Content that Social Studio Automate can identify	Actions that can be done with identified content
<ul style="list-style-type: none"> • The posts you're looking for and the attributes that they share, like keywords of interest, Twitter follower count, or sentiment. • Multiple categories that can exist. 	<ul style="list-style-type: none"> • Apply workflow, such as post labels, classification, and status • Adjust sentiment • Send the post to SCS

[Manage Rules in Social Studio Automate](#)

You can create, edit, and delete rules in Social Studio Automate. Before you create and configure a rule, create a data source. You can also delete a rule by clicking the Delete button. Only the rule owner can delete the rule.

[Rule Actions in Social Studio Automate](#)

To perform tasks based on the conditions in a Marketing Cloud Social Studio Automate rule, use rule actions. You can include a maximum of 10 multiple actions in a rule.

[Determine the Correct Rule Conditions in Social Studio Automate](#)

Marketing Cloud Social Studio Automate uses conditions in the rules that filter incoming posts. You can use rule conditions with different data sources and different exceptions. You can use some conditions only to filter specific social network posts.

[Automate Rule Conditions Reference](#)

These options can be used in Social Studio Automate Rule Conditions to customize rules to tag and sort specific posts that match these options.

SEE ALSO:

[Knowledge Article: Run order for prioritized and un-prioritized rules in Social Studio Automate](#)

Manage Rules in Social Studio Automate

You can create, edit, and delete rules in Social Studio Automate. Before you create and configure a rule, create a data source. You can also delete a rule by clicking the Delete button. Only the rule owner can delete the rule.

[Group Your Social Studio Automate Rules to Run Together](#)

If you have many rules in Marketing Group Social Studio Automate, use priority groups to organize them. Rules in priority groups run before the other rules. You can create unlimited priority groups and an unlimited number of rules can go in a priority group. Keep in mind that the default number of rules is 200.

[Copy a Rule](#)

You can copy a rule in Social Studio Automate to make a new rule with different specifics.

[Create a Rule](#)

You can create a rule in Social Studio Automate to run to act upon incoming posts meeting specific conditions. Set up a data source before creating a rule.

[Edit a Rule in Social Studio Automate](#)

Edit a rule in Social Studio Automate to change the rule actions and conditions.

[Move a Rule into a Priority Group](#)

You can move a rule into and out of a Priority Group in Social Studio Automate.

Group Your Social Studio Automate Rules to Run Together


If you have many rules in Marketing Group Social Studio Automate, use priority groups to organize them. Rules in priority groups run before the other rules. You can create unlimited priority groups and an unlimited number of rules can go in a priority group. Keep in mind that the default number of rules is 200.

The 200 rule limit depends on how many actions you purchased and your unused rules.

1. Click **Add New Priority Group**.
2. Enter a name and click **Create**.

Copy a Rule


You can copy a rule in Social Studio Automate to make a new rule with different specifics.

1. Click  next to a rule.
2. Enter a new name for the rule copy.
3. Change the rule.
4. Either click **Save this copy** or **Save as Draft**.


Create a Rule

You can create a rule in Social Studio Automate to run to act upon incoming posts meeting specific conditions. Set up a data source before creating a rule.

1. Click **Rules**.
2. Click **Add New Rule**.
3. Enter a name.
4. Select a data source.
5. Click **Add New Condition**.
6. Select the Condition Type, operator, and option for the first condition.

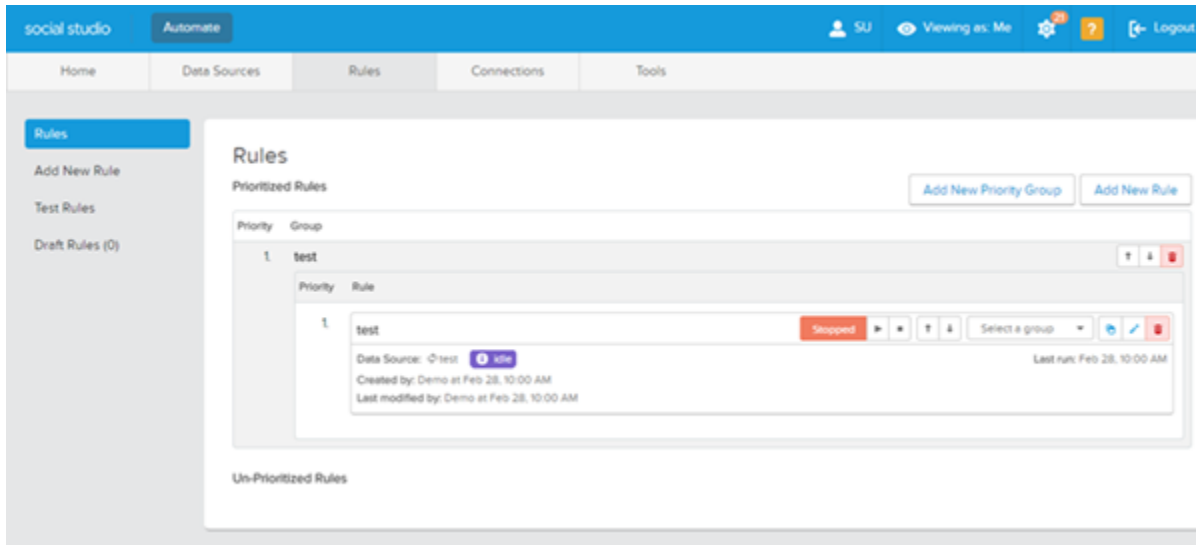
 **Note:** A rule can have up to 10 conditions (numbered C1 to C10). Conditions that cannot be applied to the chosen data source have been disabled.

7. Drag an action to the Actions pane to perform pane or click **+** next to the action.
8. Click **Save New Rule**.

 **Note:** If you are updating an existing rule, click **Update Rule**.


Edit a Rule in Social Studio Automate

Edit a rule in Social Studio Automate to change the rule actions and conditions.



1. Click **Rules**.

 **Note:** Rule can be in priority groups or unprioritized.

2. To edit the rule, click .
3. Change the rule.
4. Click either **Update Rule** or **Save this draft**.



Move a Rule into a Priority Group

You can move a rule into and out of a Priority Group in Social Studio Automate.











1. Find a rule in the unprioritized section.
2. Select a priority group from Select a Group.
The rule is moved into that priority group and disappears from the unprioritized list.
3. To remove the rule from the priority group, select Ungroup in the Select a group dropdown.
The rule is moved out of that priority group and appears back in the unprioritized list.





Rule Actions in Social Studio Automate




To perform tasks based on the conditions in a Marketing Cloud Social Studio Automate rule, use rule actions. You can include a maximum of 10 multiple actions in a rule.

Action	Description	Search Options	Destination	
			Marketing Cloud	Service Cloud
Add Author Label	Adds a descriptive label to categorize the person writing n/a the post, such as Influencer, Brand Internal, or Prospect"			

Action	Description	Search Options	Destination	
			Marketing Cloud	Service Cloud
Add Author Note	This action adds the same predefined author note to incoming posts. The author note appears for the social post in a Social Studio Engage column and in a Social Studio Analyze Dashboard Feed card.	n/a		n/a
Add Note	Attaches a note to the social post viewable by all internal users who can see that social post	n/a		n/a
Add Post Label	This action adds a metadata freeform description of the post's nature. The description is only viewable by internal users	n/a		
Add Source Label	This action adds a metadata free form descriptor of the source URL itself. With Twitter, the descriptor relates to a handle. For blogs, the descriptor relates to the website. This action is available for Radian6 but not Social Studio.	n/a		
Apply Threshold Alert	This action sends an email when a certain volume of posts is found that matches the defined criteria. The criteria can be absolute or percentage. The Threshold Alert can also monitor increases or decreases in post volume. Threshold Alerts don't count against the action limits for the user.	n/a		n/a
Assignment (previously Assign to User)	This action assigns a post to any user in your environment. The user must have access to all topic profiles or social accounts in the Datasource. If not, an error message like "Stopped system, reason: The user doesn't have access to one or more resources" appears.	n/a		n/a
Delete From Facebook	This action deletes any published or unpublished posts, comments, and replies that match the specified conditions from managed Facebook pages. After posts are deleted, they can't be recovered. Apply a spam post tag to posts so they're still trackable.	n/a		
Detect Language	Automatically detects the language and adds a note to post	n/a		

Action	Description	Search Options	Destination	
			Marketing Cloud	Service Cloud
Hide on Facebook	This action hides the post on Facebook. A note is attached to the post in the Engage column for Social Studio. The note is from the Automate user with the rule number. This action works only for Facebook Managed Accounts. Also, posts made by a page admin can't be hidden regardless of the hidden setting.	n/a		n/a
Remove Author Label	Removes a pre-existing descriptive label that categorized the person writing the post	n/a		
Remove Post Label	Removes a specified post label from posts	n/a		n/a
Remove Source Label	Removes a specified source label from posts	n/a		n/a
Review Score	Finds Facebook Reviews with a Review Score matching the search parameters	<ul style="list-style-type: none"> • Is less than • Is equal to • Is greater than 		n/a
Score Post	This action ranks posts that are being sent to Service Cloud. Cases can be prioritized and escalated based on your Analyzer scoring system. The Analyzer score only appears on social posts in Salesforce and must be used with Send to Salesforce rules.	n/a		n/a
Send Email	Sends custom-populated email notifications to a predetermined distribution list based on specified post activity. Select from any email template that has been saved under the Email Notifications Tab in Social Studio Automate.	n/a		n/a
Send to Salesforce (SCS)	Creates objects in your Salesforce Organization for use with Social Customer Service. Specify the Salesforce organization before using this action. If a Case or a Lead isn't chosen, the post is routed on its own. Social Customer Service FAQs provide more information.	<ul style="list-style-type: none"> • Create case • Create lead 	n/a	
Set Sentiment	Assigns a user-specified sentiment value to a post. A Content Library can be created with non-English terms as long as the characters are ASCII. This non-English Content Library can then be used with this Action.	<ul style="list-style-type: none"> • Positive • Neutral • Negative 		n/a

Action	Description	Search Options	Destination	
			Marketing Cloud	Service Cloud
Set Status (previously Set Engagement)	Sets the workflow status on a post	<ul style="list-style-type: none"> Commented, awaiting reply Commented, closed New content, not reviewed Recommend follow-up Referred Resolved, no further action required Reviewed, closed no engagement required. Reviewed, determined best response Submitted as Case Submitted as Lead 		n/a
Set Priority	Sets the priority of a post	<ul style="list-style-type: none"> Low Medium High 		
Set Radian6 Classification	Categorizes the post's purpose from among default choices	<ul style="list-style-type: none"> Company content Company events Company outreach Customer case Customer lead 		n/a

Action	Description	Search Options	Destination	
			Marketing Cloud	Service Cloud
		<ul style="list-style-type: none"> • General product or Company coverage • Industry discussion • Other • Product or Service complaints • Product or Service compliments • Product inquiry • Product review • Recommendation or Referral • Sales lead • Stakeholder Coverage • Troubleshooting or Support • Webinar 		
Set Spam Status	This action sets the spam status for a post. Posts marked as spam no longer appear in Social Studio Engage.	<ul style="list-style-type: none"> • Spam • Not Spam 		n/a
Train As	This action trains a Classifier by using this post. First establish a Classifier using a method for establishing connotation based on Natural Language Processing.	n/a		n/a
Translate To	This action translates posts using Azure automated translation. The translation is attached to the post as a note. Posts can be translated to: <ul style="list-style-type: none"> • English • French • Spanish 	n/a		n/a



Determine the Correct Rule Conditions in Social Studio Automate

Marketing Cloud Social Studio Automate uses conditions in the rules that filter incoming posts. You can use rule conditions with different data sources and different exceptions. You can use some conditions only to filter specific social network posts.



For rule conditions:


- Combine conditions using the AND and OR operators.
- Use up to 10 conditions for each rule.
- Use up to 50 characters for each condition.
- To use more conditions in a rule, reference a content library as a condition. Make keyword additions and deletions in the centralized content library. A centralized content library can include more than 10 individual keywords and conditions in multiple rules.
- To change the operators between conditions, use the Advanced Query Tool.
- Validate that the order of operations is logically correct for the AND, OR, and PARENTHESES operators with your conditions.

This table lists the rule conditions and exceptions.

Condition	Description	Data Source	
		Type	Applies To
Assignment, previously called Assigned User	Assigns posts to a specified user in the client's Social Studio environment. The user needs access to all topic profiles or social accounts in the data source. If not, they receive an error message similar to, Stopped system, reason: The user doesn't have access to one or more resources.	Real-time Recent Scheduled Historical	Managed Accounts Topic Profiles
Author Can be Used in a Content Library	Identifies posts published with the specified social handle.	Real-time Recent Scheduled Historical	Managed Accounts Topic Profiles
Author Bio Can be Used in a Content Library	Identifies predefined keywords in a Twitter bio profile. You can apply post labels to classify authors into segments, such as student. You can also use an individual's self-identified interests for leads, such as dog lover or books. You can triage posts based on indicators of influences, such as executive, CEO, or celebrity.		 only
Author Influence Score	Identifies posts whose author influencer score matches the specified criteria. Before you can use this condition, you must add a topic profile to a data source. If not, the condition is unavailable.	Real-time Recent Scheduled Historical	 only
Author Label Can be Used in a Content Library	Identifies the type of writer, such as Influencer, rather than the content of a post. This condition is available for use in Social Studio. You can add author labels only in Social Studio.	Real-time Recent Scheduled	

Condition	Description	Data Source	
		Type	Applies To
		Historical	
Case Activity	<p>Specifies the time span you want to retain posts from an author to be delivered to an open Salesforce case. Align this time span with your company's typical case duration period.</p> <p>To align Social Customer Service (SCS) with this condition, enable the SCS setting for reopening recently closed cases.</p> <p>New case activity from Social Customer Service (SCS) within the specified time frame is flagged.</p>	Real-time Recent Scheduled Historical	Managed Accounts Topic Profiles
Classified	Identifies posts that match the specified classifier categories using Natural Language Processing. Setting up and training a classifier is a prerequisite for using this condition.	Real-time Recent Scheduled Historical	
Content Can be Used in a Content Library	Identifies posts that contain the specified words or phrases. Use a separate condition for each word or phrase. You can include up to 10 conditions in the rule.	Real-time Recent Scheduled Historical	
Content Library	<p>Identifies posts that match search terms contained in a content library. When using a content library, you can include more than one search term in a single condition.</p> <ul style="list-style-type: none"> • A string-based search looks for a sequence of letters. For example, the string "red" returns the words red, reduced, and Fredericton. • A phrase-based search looks for isolated words that match. For example, the phrase "red" returns the word red, but not reduced or Fredericton. • Use wildcards (*) to broaden searches. You can't use a wildcard within a multi-word search term. For example: <ul style="list-style-type: none"> – "foo* sensitivity" matches only foo sensitivity – "foo*" matches foo, foot, food, and other words beginning with foo. • Use @ and # to track @mentions and hashtags. 	Real-time Recent Scheduled Historical	
Duplicate Post	Identifies whether the same post exists.	Real-time Recent Scheduled Historical	

Condition	Description	Data Source	
		Type	Applies To
Extended Media Type	Matches extended media types related to with Managed Accounts types.		Managed Accounts Topic Profiles
Facebook Recommendations	Filters posts that match Facebook Reviews and Facebook Recommendations		
Hyperlink	Identifies posts that contain hyperlinks.		
Language	Identifies posts in the specified language.		
Media Provider	Identifies posts that match the social media network.	Real-time Recent Scheduled Historical	Topic Profiles
Media Type - Managed Accounts	Identifies posts that match one of the media types listed in the dropdown menu. If you're checking Managed Account data, use the Extended Media Type condition instead.	Real-time Recent Scheduled Historical	Managed Accounts
Media Types - Topic Profiles	Identifies posts that match one of the media types listed in the dropdown menu. This condition applies only to public board listening or topic profile data.		Topic Profiles
Mentions	Filters out noise by identifying posts that only include @mentions.		 Managed Accounts only Topic Profiles that show  posts
Note Can be Used in a Content Library	Identifies posts whose notes contain user-specified phrases.	Recent Scheduled Historical	
Post Confidentiality	Identifies whether the post is private or public.		Managed Accounts
Post Parent	Identifies top-level posts on the social network. You can combine this condition with an author condition to identify posts created by a brand, detractor, or known author.	Real-time Recent	

Condition	Description	Data Source	
		Type	Applies To
		Scheduled Historical	
Post Sent to Salesforce.com	Identifies posts sent to Salesforce.com		
Post Label	Identifies posts that have an attached user-specified post label.	Recent Historical	Managed Accounts Topic Profiles
Post Title Can be Used in a Content Library	Identifies posts whose titles contain user-specified keywords.		
Priority	Identifies posts based on the specified priority level.	Real-time Recent Scheduled Historical	Managed Accounts Topic Profiles
Publish Date	Identifies posts based on the date that they were authored.	Real-time Recent Scheduled Historical	Managed Accounts Topic Profiles
Quote Tweet Status	Identifies whether tweets are quoted.	Real-time Recent Scheduled Historical	 only
Radian6 Classification	Identifies posts that match the specified classification categories available in this feature.	Recent	
Region	Identifies posts from a specified country.	Real-time Recent Scheduled Historical	Managed Accounts Topic Profiles
Retweet Status	Identifies whether posts are retweets.	Recent	

Condition	Description	Data Source	
		Type	Applies To
Review Score	Finds Google My Business reviews based on the specified review score. When selecting a rating number, the search doesn't include the rating number. For example, specifying "less than 3" includes ratings 0, 1, and 2, but not 3.		
Sentiment	Identifies posts that meet the specified sentiment criteria. Sentiment is measured on both English and non-English posts.		
Source Label Can be Used with a Content Library and Uses the Terms Within as Phrases	Identifies posts with the specified source label descriptor for the originating URL, such as a blog. This condition is no longer supported. It's included because it still can be used.	Real-time Recent Scheduled Historical	
Source URL Can be Used in a Content Library	Searches posts for the source URL.	Real-time Recent Scheduled Historical	
Spam Rating	Identifies posts that match the specified spam rating.	Real-time Recent Scheduled Historical	
Status (Previously called Engagement)	Identifies posts that previously received an engagement level.	Recent	
Topic Profile	Identifies posts that were ingested via a specified topic profile. Only topic profiles that are part of a data source are available.	Real-time Recent Scheduled Historical	
Twitter Followers	Identifies tweets from handles with specified follower counts.	Real-time Recent Scheduled Historical	
Twitter Source	Identifies posts published using the specified publication tool.	Real-time Recent	

Condition	Description	Data Source	
		Type	Applies To
Can be Used in a Content Library		Scheduled Historical	
Update workflow in SCS	Sends updates to posts already sent to SCS.		
User Actions	Identifies posts based on whether user actions occurred.	Recent	
User Assignment Date	Identifies posts that match the specified user assignment criteria.	Recent	
Verified	Identifies verified Tweets and Facebook posts. For Facebook, only Fan and Company pages that have a verified badge status are included.	Real-time Recent Scheduled Historical	
Condition	Description	Type	Applies To
			Data Source

SEE ALSO:

[Content Libraries in Social Studio Automate](#)

[Add a Google My Business Account to Social Studio](#)

Automate Rule Conditions Reference

These options can be used in Social Studio Automate Rule Conditions to customize rules to tag and sort specific posts that match these options.

Extended Media Types

These media types are specific to the social network type and can be referenced when using the Extended Media Type condition for a Social Studio Automate Rule.

Facebook	Twitter	Google+	YouTube	LinkedIn	Instagram	Pinterest
<ul style="list-style-type: none"> • Comments • Posts • Received Inbox Messages • Replies 	<ul style="list-style-type: none"> • Direct Messages • Mentions • My Tweets 	<ul style="list-style-type: none"> • Event • Link • Page Wall Comments • Photo • Status Update 	<ul style="list-style-type: none"> • Comments • Videos 	<ul style="list-style-type: none"> • Event • Link • Page Wall Comments • Photo • Status Update 	<ul style="list-style-type: none"> • Comments • Photos • Videos 	<ul style="list-style-type: none"> • Comments • Links • Photos • Videos

Facebook	Twitter	Google+	YouTube	LinkedIn	Instagram	Pinterest
<ul style="list-style-type: none"> Sent Inbox Messages Unpublished Posts 		<ul style="list-style-type: none"> Video 		<ul style="list-style-type: none"> Video 		

Languages

These languages can be selected when using the Language condition for a Social Studio Automate Rule.

English	Danish	Gujarati	Kannada	Norwegian	Slovak	Telugo
Albanian	Dutch	Hebrew	Korean	Polish	Slovenian	Thai
Arabic	Estonian	Hindi	Kurdish	Portuguese	Somali	Traditional Chinese
Bengali	Farsi (Persian)	Hungarian	Latvian	Pushto	Sorbien	Turkish
Bulgarian	Finnish	Icelandic	Lithuanian	Romanian	Spanish	Ukrainian
Catalan	French	Indonesian	Macedonian	Russian	Swedish	Urdu
Croatian	German	Indian	Malay	Serbian	Tagalog (Flipino)	Uzbek
Czech	Greek	Japanese	Malayalam	Simplified Chinese	Tamil	Vietnamese

SEE ALSO:

[Manage Content Libraries](#)

Social Studio Automate Connections

To connect one or more Salesforce orgs or configure your Microsoft Azure account, use Marketing Cloud Social Studio Automate. Connections are required before Social Studio Automate can automatically translate incoming posts.

[Salesforce Connection in Social Studio Automate](#)

You can configure Marketing Cloud Social Studio Automate to connect to one or more Salesforce orgs. Then you can enable automated rules to send posts directly to those orgs and open them as new cases. Before you can turn social network posts into leads with Social Customer Service, check with your account representative. To enable the feature, see Social Customer Service.

[Translations in Social Studio Automate](#)

When you configure translations in Social Studio Automate, you can capture posts from a data source. Automate can process the captured posts using defined criteria from a Social Studio topic profile or social account. The Automate translation tool can determine the language and passes the posts to the Microsoft Translator or Azure service for translation.

Salesforce Connection in Social Studio Automate

You can configure Marketing Cloud Social Studio Automate to connect to one or more Salesforce orgs. Then you can enable automated rules to send posts directly to those orgs and open them as new cases. Before you can turn social network posts into leads with Social Customer Service, check with your account representative. To enable the feature, see Social Customer Service.

You can connect Social Studio Automate to one or more production or sandbox Salesforce orgs.

[Add Social Customer Care Connector to Social Studio Automate](#)

After you set up Social Customer Service in your organization, you can add your Salesforce organization ID to Social Studio Automate. To add your Salesforce org ID, first authenticate with your Social Studio user in your Social Customer Service settings. You can create leads through a Social Studio macro

SEE ALSO:

[External Link: Social Customer Service](#)

Add Social Customer Care Connector to Social Studio Automate

After you set up Social Customer Service in your organization, you can add your Salesforce organization ID to Social Studio Automate. To add your Salesforce org ID, first authenticate with your Social Studio user in your Social Customer Service settings. You can create leads through a Social Studio macro

1. In your Salesforce organization, click **Setup**.
2. Click **Build**.
3. Click **Customize**.
4. Click **Social Media**.
5. Click **Social Customer Service**.
6. Click **Settings**.
7. Log in with your username and password.

If you log in to Social Studio Automate with the same Social Studio username and password, your organization ID appears under Social Customer Service.

SEE ALSO:

[External Link: Social Customer Service](#)

Translations in Social Studio Automate

When you configure translations in Social Studio Automate, you can capture posts from a data source. Automate can process the captured posts using defined criteria from a Social Studio topic profile or social account. The Automate translation tool can determine the language and passes the posts to the Microsoft Translator or Azure service for translation.

Depending on the volume of translation you need, check <https://datamarket.azure.com/dataset/bing/microsofttranslator> for a translation package from Microsoft.

Social Studio Automate doesn't support outgoing translation. It supports only incoming translation.

[Configure Translations in Social Studio Automate](#)

Marketing Cloud Social Studio Automate can automatically handle the translation of incoming posts. Before that can happen, you must set up a connection to a new or existing Microsoft Azure account.

[Configure a Translation Rule](#)

Configure a Social Studio Automate translation rule to capture the post language for translation when using Microsoft Azure for translation.

[Process Flow](#)

Content that enters Social Studio Automate for translation follows the same process once a rule is properly configured. Once translated, the original content appears as notes to the post in Social Studio.

[Supported Languages](#)

Social Studio Automate supports the incoming translations of content in 27 languages using the Microsoft Azure translation service.

SEE ALSO:

[External Link: Microsoft: How to sign up for the Translator Text API](#)

[External Link: Azure Marketplace - Translator Text](#)

Configure Translations in Social Studio Automate

Marketing Cloud Social Studio Automate can automatically handle the translation of incoming posts. Before that can happen, you must set up a connection to a new or existing Microsoft Azure account.

1. Access Social Studio Automate.
2. Select **Connections > Translations**.
3. If you already have an Azure subscription key, enter it in **Azure Subscription Key**.
4. If you don't have an Azure subscription key, click **Register an Azure account and sign up for Microsoft Translator or Azure**.
5. Click **Save Translation Configuration**.

SEE ALSO:

[External Link: Azure Marketplace - Translator Text](#)

Configure a Translation Rule

Configure a Social Studio Automate translation rule to capture the post language for translation when using Microsoft Azure for translation.

1. Create an Automate rule.
2. Add the language conditions.
 - a. Set the operator to **IS**.
 - b. Select the language from the dropdown menu.



Note: If the language includes multiple forms, such as Chinese, and you want to capture all variants, add language conditions to the rule for each variant.

3. Click in **Advanced** and set the logic to C1 OR C2.

This logic applies Condition 1, C1, or Condition 2, C2. If there are multiple language conditions, the OR operator has to be between each condition.

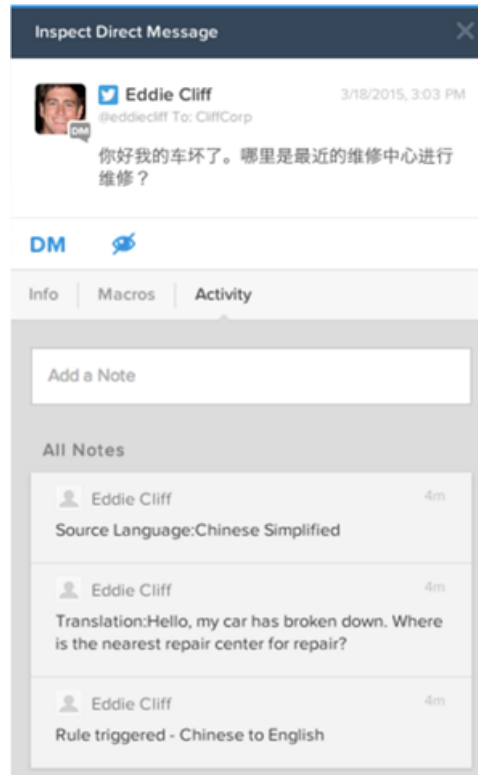
4. Define the actions for the rule:
 - a. Add **Translate to**.
 - b. Set the action option to English.
 - c. Enter a description in **Add Note**.

Process Flow

Content that enters Social Studio Automate for translation follows the same process once a rule is properly configured. Once translated, the original content appears as notes to the post in Social Studio.

Step	Description
1	A Radian6 or Social Studio topic profile captures posts based on topic profile setup.
2	You configure Social Studio Automate Rule to pass social post content on to Microsoft Translator or Azure for translation. The Social Studio Automate rule gathers the incoming posts, detects that language in the posts, and passes them along to Azure for translation.
3	Azure returns English translation for posts. With an existing Azure Translation subscription, Social Studio Automate sends the posts are sent to Azure, translated, and returned with the English translation.
4	Social Studio Automate adds the translation as a note to the post. The note is visible within the Social Studio Engage column and the Post Inspector for that post.





Supported Languages

Social Studio Automate supports the incoming translations of content in 27 languages using the Microsoft Azure translation service.

Social Studio Automate supports the translation from these languages:

- Simplified Chinese
- Traditional Chinese
- Danish
- Dutch
- English
- Finnish
- French
- German
- Greek
- Hindi
- Hungarian
- Bahasa Indonesian
- Italian
- Japanese
- Korean
- Malay
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Spanish
- Swedish
- Tagalog, Filipino
- Thai
- Turkish
- Vietnamese

Social Studio Automate Tools

Social Studio Automate includes built-in tools. The tools include trainable classifiers, email notifications, analyzers, custom content libraries, threshold alerts, and translations. These tools help you manage your data and different aspects of the rules you create.

[Email Notifications in Social Studio Automate](#)

Create, edit and delete up to 360 different Email Notification Templates in Social Studio Automate. Use these notifications under Tools, to send email when an incoming post triggers an Automate rule. Use email notifications for one or more email addresses. Delete unused email notifications. Personalize and customize email notifications by using dynamic content. You can even use dynamic content to pull in various information gathered from rules, analyzers, and classifiers. Compare the advantages of email notifications to threshold alerts for the best solution.

[Analyzers](#)

An Analyzer is a tool within Social Studio Automate that can be used to score incoming posts. The post can be sent to Social Customer Service. The scores can be used in Salesforce workflow

[Content Libraries in Social Studio Automate](#)

You can use a content library in Marketing Cloud Social Studio Automate to compile associated terms. The advantage of using content libraries is multiple words can be added to a list, bypassing the limitation of rule conditions. Use content libraries to search for many keywords in a single rule condition. You can have different content libraries containing different words for different purposes

[Threshold Alerts](#)

Threshold alerts are automated email notifications of a spike in post volume. The alert also indicates that post traffic reached or exceeded a defined threshold within a specified time span in Social Studio Automate.

[Rerun Social Studio Automate Rules](#)

Use Rerun Rules if your Marketing Cloud Social Studio Automate Rule was stopped for a time. You can rerun rules to process posts for a specific time to ensure that no posts were missed when the rule was stopped.

Email Notifications in Social Studio Automate

Create, edit and delete up to 360 different Email Notification Templates in Social Studio Automate. Use these notifications under Tools, to send email when an incoming post triggers an Automate rule. Use email notifications for one or more email addresses. Delete unused email notifications. Personalize and customize email notifications by using dynamic content. You can even use dynamic content to pull in various information gathered from rules, analyzers, and classifiers. Compare the advantages of email notifications to threshold alerts for the best solution.

[Compare Email Notifications to Threshold Alerts in Social Studio Automate](#)

You can use Email Notifications or Threshold Alerts. Their use depends on the intended type in Marketing Cloud Social Studio Automate since they have differing capabilities.

[Create Email Notifications in Social Studio Automate](#)

You can create email notifications in Marketing Cloud Social Studio Automate that are automatically sent with customized and personalized content.

[Customize the Default Social Studio Automate Threshold Alert Template](#)

To tailor the Threshold Alerts in Marketing Cloud Social Studio Automate, customize the default template. Use freeform text fields such as email subject, email description, and sender display. Automatically populate the template using other template variables on the threshold definition. The template does not include the data source name or applicable posts. The font used in the template depends on the email application used and your system's OS and can't be changed. You can't customize the font in Social Studio Automate.

[Dynamic Content](#)

Use Dynamic Content codes in the Subject or Message of a Social Studio Automate Email Notification to customize the email with specific data triggered by a social post.

[Edit Email Notifications in Social Studio Automate](#)

You can personalize and change email notifications in Marketing Cloud Social Studio Automate.

[Dynamic Content Fields to Personalize Email Notifications in Social Studio Automate](#)

You can customize email notifications that are sent from Marketing Cloud Social Studio Automate.

Compare Email Notifications to Threshold Alerts in Social Studio Automate

You can use Email Notifications or Threshold Alerts. Their use depends on the intended type in Marketing Cloud Social Studio Automate since they have differing capabilities.

This table compares Email Notifications and Threshold Alerts for different types.

Type	Send Threshold Alert	Standard Social Studio Automate Email
Delivery	When threshold met	When condition met
Frequency	Set interval, such as every hour	Per every relevant post
Templates	10 per tenant	360 per tenant
Recipients	Unlimited	255 character max or Distribution List
Parameter	In hours, days, or up to 1 week	Per rule
Entitlement	Excluded	Included
Termination	When volume is less than threshold or when volume is greater than if monitoring for decreases	If 2000 messages in 15 minutes
Customization	Limited to subject and sender	Choice of many variables


Create Email Notifications in Social Studio Automate

You can create email notifications in Marketing Cloud Social Studio Automate that are automatically sent with customized and personalized content.

1. In Social Studio Automate, click **Tools** and select **Email Notifications**.
2. Click **Add New Email Notification**.
3. Enter a unique name for the notification.
4. Enter the recipient's email addresses. To enter more than one recipient, separate each address with a comma or use a distribution list.
5. Enter the sender's name.
6. Enter the email subject. You can customize the subject line.
7. Enter the email message. You can customize the text to include specific information.

Customize the Default Social Studio Automate Threshold Alert Template

To tailor the Threshold Alerts in Marketing Cloud Social Studio Automate, customize the default template. Use freeform text fields such as email subject, email description, and sender display. Automatically populate the template using other template variables on the threshold definition. The template does not include the data source name or applicable posts. The font used in the template depends on the email application used and your system's OS and can't be changed. You can't customize the font in Social Studio Automate.

 **Tip:** Add noreply@radian6.com to your email safe sender list or address book to avoid having the notifications flagged as spam. You can also customize the sender email address to avoid this issue.

You can override the template altogether by specifying a value for the `messageBody` field on the notification object. The email body does not contain any notification trigger data, such as the number of posts or percentage.

Dynamic Content

Use Dynamic Content codes in the Subject or Message of a Social Studio Automate Email Notification to customize the email with specific data triggered by a social post.

TYPE OF DYNAMIC CONTENT	FORMAT
Post author	{author}
Source URL	{URL}
Posted on	{postedOn}
Body of post	{content}
Sentiment	{sentiment}
Number of Twitter followers	{followers}
Number of Twitter accounts author is following	{following}
Number of Tweets published by author	{tweets}
Notification sent on	{sent}
Social Studio Automate data source	{datasource}
Social Studio Automate rule	{rule}

This example illustrates how dynamic content can be used.

- A tweet comes in from @WillBlurb with the message "@Customerservice your product doesn't work as advertised. I want my money back."
- An email notification was created previously using the following dynamic content fields:
 Subject: You have received a message from {author}
 Message: Please review the following message from {author}.
 {content}
 {author} has {followers} followers
- The following Dynamic Content fields pull information from the tweet:
 {author} = @WillBlurb
 {content} = @Customerservice your product doesn't work as advertised. I want my money back.
 {followers} = 4
- An email notification is generated using the above Dynamic Content fields which populates the specific information in the email:
 Subject: You have received a message from @WillBlurb
 Message: Please review the following message from @WillBlurb.
 @Customerservice your product doesn't work as advertised. I want my money back.

@WillBlurb has 4 followers

The email notification is sent.

Edit Email Notifications in Social Studio Automate

You can personalize and change email notifications in Marketing Cloud Social Studio Automate.

1. In Social Studio Automate, click **Tools > Email Notifications**.
2. Next to the notification, click **Edit**.
3. Change any of the following: Recipients, Sender Name, Subject, or Message.
4. Click **Update Email Notification**.

[You can personalize the notification](#) on page 96 by using Dynamic Content in the Subject and Message fields of an email notification.

Dynamic Content Fields to Personalize Email Notifications in Social Studio Automate

You can customize email notifications that are sent from Marketing Cloud Social Studio Automate.

This table shows the dynamic content fields you can use when personalizing an email notification. Automate pulls data matching the fields placed in the notification.

Parameter	Value	
Post Author	(author)	
Source URL	(url)	
Posted On	(postedOn)	
Content	(content)	
Sentiment	(sentiment)	
Twitter	Followers	(followers)
	Following	(following)
	Tweets	(tweets)
Notification Sent On	(sent)	
Automatic Data Source	(data source)	
Rule	(rule)	



Example: SUBJECT: High Priority post from @ntooutfillers

Please review and respond to the following post:

Post Author: @hikerguru

Tweets: 3

Source URL: <http://www.google.com>

Content: This is a test.

The author of this social post has 15 followers and is following the other @ntooutfitters Twitter accounts.

This email was auto-generated by Social Studio Automate Rule: NTO Twitter

Analyzers

An Analyzer is a tool within Social Studio Automate that can be used to score incoming posts. The post can be sent to Social Customer Service. The scores can be used in Salesforce workflow

[Create an Analyzer](#)

You can create multiple analyzers to train and score incoming posts using a user definable scoring value system in Social Studio Automate. If the post has a final score assigned to it that matches a threshold value, the post can be automatically processed. You can add up to 10 rule conditions for each analyzer.

[Delete an Analyzer](#)

You can delete an existing analyzer in Social Studio Automate.

[Edit an Analyzer](#)

You can change the name, starting value or add, change or delete conditions for an analyzer in Social Studio Automate.

[Score the Analyzer](#)

In Social Studio Automate, Analyzers apply the same rule conditions as the basis for scoring criteria. You define the scoring weight based on the rule conditions which can be further refined and customized.

Create an Analyzer

You can create multiple analyzers to train and score incoming posts using a user definable scoring value system in Social Studio Automate. If the post has a final score assigned to it that matches a threshold value, the post can be automatically processed. You can add up to 10 rule conditions for each analyzer.

1. Click **Add New Analyzer**.
2. Enter a name.
3. Enter a starting score value, such as 1, 10, or 100, depending on the desired scale.
This score is the default score every incoming post has before processing by the analyzer.
4. Click **Add New Condition**.
5. Select conditions.
6. Assign a value, positive or negative, to each condition, if it matches true, to add to the starting value to the condition.
7. Click **Save New Analyzer**.

Delete an Analyzer

You can delete an existing analyzer in Social Studio Automate.

Click **Delete** for the analyzer to delete.

Edit an Analyzer

You can change the name, starting value or add, change or delete conditions for an analyzer in Social Studio Automate.

Score the Analyzer


In Social Studio Automate, Analyzers apply the same rule conditions as the basis for scoring criteria. You define the scoring weight based on the rule conditions which can be further refined and customized.

Select the desired conditions and then you can place an arbitrary weight or value, either positive or negative, on each applicable condition. This example shows how to configure an analyzer for all incoming posts to be scored before sending to Salesforce. You can use any scoring method. For each condition that matches a post, the analyzer adjusts the point score according to the assigned values. A post's final score can be used in Salesforce workflow, for example, create cases for posts with 110 points or more.

Stage and Condition	Point value
Incoming post starting value	100 points
Post contains foul language match in content library.	+10 points
Source tag is Employee.	-100 points
Content contains hyperlink.	-10 points
Post is a retweet.	-15 points
Post contains First Person Language match in content library.	+10 points
Final Score	-25 and 120 points

Content Libraries in Social Studio Automate

You can use a content library in Marketing Cloud Social Studio Automate to compile associated terms. The advantage of using content libraries is multiple words can be added to a list, bypassing the limitation of rule conditions. Use content libraries to search for many keywords in a single rule condition. You can have different content libraries containing different words for different purposes

 **Note:** Content libraries only support Latin and ASCII character sets. Other character sets, such as those used by Korean and Chinese languages, don't accurately match the entered text due to segmentation.

You can use regular content conditions when there are fewer than 10 terms of interest. If any of the words in a content library match an action, Social Studio Automate performs the action. Example actions are if the sentiment on a post is "Negative" or a post labeled as "Complaint". These terms can be the same as the keywords identified in a topic profile.

Each tenant can contain up to 150 content libraries. Each library can contain up to 1,000 search terms, with a maximum of 64,000 characters. A search term can consist of up to five words.

You can use a content library to list bulk keyword terms across string-based conditions, such as author, URL, and post title, using these conditions.


- Author
- Author Bio
- Author Label
- Content
- Note
- Post Label
- Post Title
- Source Label
- Source URL


- Twitter Source

You can use one rule to use multiple content libraries. Make keyword additions and deletions in the centralized content library without having to edit rules. This method eliminates the manual effort and constraint of setting only up to 10 individual keywords per condition.

Content libraries support only the @ and # special characters. Other special characters are treated as empty spaces.

You can use * wildcard search, or a broad search to broaden your query, but the wildcard search cannot be used within multi-word search terms.

 **Tip:** A content library can be created with non-English terms using ASCII characters. This non-English content library can then be used with the Sentiment Score Social Studio Automate Rule Action.


 **Example:** Using *foo* sensitivity* matches only food sensitivity, but using *foo** matches *foo*, *food*, *foot*, and so on.

Proximity in Content Libraries

You can also use content libraries to add terms with proximity similar to the topic profiles in the Analysis Dashboard or Social Studio.

Use this specified format to properly format proximity in a content library:

- *"term1 term2 term3"~distance*, where term is any word and distance is the number of words allowed between terms.
- You cannot exceed a distance of 10 words.
- You cannot have more than five terms per line.

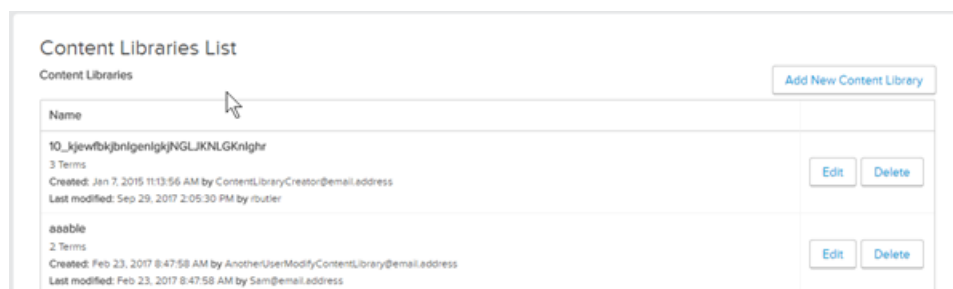
 **Example:** *"great sneakers"~2* matches *great new sneakers*, but *great new pair of white sneakers* doesn't match.

Manage Content Libraries

You can add, edit, or delete Content Libraries in Social Studio Automate and then use them in rule conditions.

Manage Content Libraries

You can add, edit, or delete Content Libraries in Social Studio Automate and then use them in rule conditions.



You can manage Content libraries in Social Studio Automate and perform these functions:

- To create a content library, click **Add New Content Library**. To use in various cases, specify a name and add customized search terms.
- To change the search terms or rename the content library, click **Edit** next to an existing library. Click **Update Content Library**. You can edit the search terms by entering them in the terms box or paste them in from another source
- To remove content libraries that are no longer needed, click **Delete**.
- You can use a content library as a rule condition.

Threshold Alerts

Threshold alerts are automated email notifications of a spike in post volume. The alert also indicates that post traffic reached or exceeded a defined threshold within a specified time span in Social Studio Automate.

You can create an unlimited number of threshold alert templates.

- Get notified when daily posts exceed 5000.
- Get notified when weekly posts exceed norm by 25 percent.

Tie threshold alerts to any conditions that meet requirements, such as sentiment, content, or Twitter followers. Create and edit to send notifications to one or multiple email addresses. You can use dynamic content to customize the email subject and sender display to quickly recognize messages. Use thresholds to alert stakeholders via email 24/7 for unusual trends.

 **Note:** Threshold alerts do not count against the number of entitlement allotments for your account. They are free actions.

Threshold alert configuration requires that posts pass through the Social Studio Automate rule containing the alert before they are counted toward topic profile volume. Posts are then used as the baseline for normal volumes. Based on this design, it can take up to four weeks for the threshold alerts to start working with accurate volumes.

Use Threshold Alerts to Detect Issues

Stay on top of changes in social post volume that could point to a PR crisis or a Customer Service issue.

- Pinpoint spikes in posts on your properties or monitored keywords.
- Put key stakeholders on email alert 24/7 for potential crisis management.
- Set threshold criteria flexibly as absolute number or % change.
- Customize email subject and sender display so messages are quickly recognized.
- To fine-tune the triggers, you can hinge the alert on conditions like the specific sentiment, specific keyword content, or Twitter follower count.

Threshold Alert Requirements

Apply the threshold via a rule in Social Studio Automate that uses the threshold alert action.

[Create Threshold Alerts in Social Studio Automate](#)

To send email alerts when post volume reaches a predefined level, create an unlimited number of different threshold alert templates in Marketing Cloud Social Studio Automate. Track ebbs and flows in your social account or topic profile keyword traffic. Threshold Alerts can be used to monitor an increase or decrease in volume by an absolute number or percentage change.

[Customize the Default Social Studio Automate Threshold Alert Template](#)

To tailor the Threshold Alerts in Marketing Cloud Social Studio Automate, customize the default template. Use freeform text fields such as email subject, email description, and sender display. Automatically populate the template using other template variables on the threshold definition. The template does not include the data source name or applicable posts. The font used in the template depends on the email application used and your system's OS and can't be changed. You can't customize the font in Social Studio Automate.

[Threshold Alert Fields](#)

To tailor threshold alerts to specific conditions, you can customize the fields in Marketing Cloud Social Studio Automate.

[Trigger Threshold Alerts](#)

Threshold alerts in Social Studio Automate trigger once the notification is defined or when a subset of posts meets Social Studio Automate rule conditions. Defining a notification and the occurrence of a subset of data source posts can trigger threshold alerts.

Create Threshold Alerts in Social Studio Automate

To send email alerts when post volume reaches a predefined level, create an unlimited number of different threshold alert templates in Marketing Cloud Social Studio Automate. Track ebbs and flows in your social account or topic profile keyword traffic. Threshold Alerts can be used to monitor an increase or decrease in volume by an absolute number or percentage change.


1. Click **+Add New**.
2. Enter a name with up to 50 characters.
3. Enter a description with up to 255 characters.
 - a. Drag the lower right corner to expand the entry box.
The number of characters remaining appears.
4. Select **Absolute** or **Percentile** for the **Threshold Type**.
5. Enter a **Threshold Value** based on the Threshold Type selected.

Threshold Type	Value to Enter
Absolute	Number of posts
Percentile	-100% to 100%

6. Enter a number.
7. Select **Days** or **Hours**.
8. Enter a number and select either **Minutes**, **Hours** or **Days**.
9. Enter the recipient email addresses, up to 255 characters and separated by commas if more than one.
 - a. Drag the lower right corner to expand the entry box to see all the text if needed.
The number of characters remaining appears.
10. Enter a subject with up to 50 characters.
11. Specify the sender with up to 50 characters.
12. Select or clear the Use default email template checkbox.
13. Enter a custom email message up to 255 characters if you're not using the default email template.
 - a. Drag the lower right corner to expand the entry box.
The number of characters remaining appears.
14. Select the number of sample posts, from 0 to 50 in increments of 5.
This number of sample posts is included with the email, attached in a CSV File. Select 0 to disable this feature.
15. Click **Create**.

Customize the Default Social Studio Automate Threshold Alert Template

To tailor the Threshold Alerts in Marketing Cloud Social Studio Automate, customize the default template. Use freeform text fields such as email subject, email description, and sender display. Automatically populate the template using other template variables on the threshold definition. The template does not include the data source name or applicable posts. The font used in the template depends on the email application used and your system's OS and can't be changed. You can't customize the font in Social Studio Automate.


 **Tip:** Add noreply@radian6.com to your email safe sender list or address book to avoid having the notifications flagged as spam. You can also customize the sender email address to avoid this issue.

You can override the template altogether by specifying a value for the messageBody field on the notification object. The email body does not contain any notification trigger data, such as the number of posts or percentage.

Threshold Alert Fields

To tailor threshold alerts to specific conditions, you can customize the fields in Marketing Cloud Social Studio Automate.

Field Name	Description
Threshold Name	Alert name
Description	The purpose of the threshold alert for the user's reference. By default, this value is sent in the notification email.
Threshold Type	Percentile monitors percent change in volume. The greatest negative percent change that can be triggered upon is -100%. There is no practical limit on the maximum percent increase that can be triggered. Absolute monitors for an absolute change in volume. For instance, if the type is absolute and set to "100 posts", when 100 posts come through, Social Studio Automate triggers the threshold alert.
Threshold Timespan	The amount of time to examine. A time span of one day looks for changes in the last 24 hours compared to the average over the previous 24-hour periods. The timespan has a minimum value of one hour and a maximum value of seven days.
Email Frequency	The frequency that an email is sent when the threshold is triggered. An email frequency of one hour sends an email each hour that the threshold is exceeded.
Recipient Addresses	A comma-separated list of email addresses which receives the threshold alert notification
Subject	The email subject of the notification
Sender	The From field displayed in your email client
Use Default Email Template	Use the default notification template when sending the notification.
Message	When Use default email template is deselected, the user can enter a custom message for their notification. Social Studio Automate does not support variable substitution for custom messages.

 **Example: Sample Default Email Template** This sample is a scheduled alert from Social Studio. The purpose is to inform you that the social post volume for your topic of interest reached the limit you set. Notification was requested under the following condition: {thresholdDescription}.

Alert Name: {thresholdName}

Alert Description: {thresholdDescription}

Threshold Type: {thresholdType}

Trigger value: {thresholdValue}

Current Value: {currentValue}

Alert Owner: {userName} Alerts continue to be sent while this volume condition is being met. If you no longer wish to receive these notifications, contact the owner listed on the alert.

Trigger Threshold Alerts

Threshold alerts in Social Studio Automate trigger once the notification is defined or when a subset of posts meets Social Studio Automate rule conditions. Defining a notification and the occurrence of a subset of data source posts can trigger threshold alerts.

Trigger Condition	Description
Defining a notification	<p>Launch Social Studio Automate with Social Studio/Radian6 credentials. Select Rules. Choose either a managed account or a keyword groups data source that are running in 'Real-time' type. Choose Apply Threshold Alert from the available list of actions.</p> <p>Pre-defined thresholds automatically appear for selection.</p> <p>Do not set conditions to run the threshold against a data source. Set conditions only if you want niche threshold triggers.</p>
When a subset of posts from a data source occurs	<p>You can trigger a threshold alert only on a subset of data source posts. Add conditions in the Social Studio Automate rule for more advanced triggering based on volume changes in a subset of posts for a data source.</p>



Example: A customer wants notifications only when there is a volume increase on posts. They want the notification with a specific sentiment level, specific keywords, or a specific number of Twitter followers. Any of the existing Social Studios Automate rule conditions can be applied with the threshold alert action. You can select them from the conditions pull-down menu when the rule is created or edited. Using the Evaluate Threshold action on rules and actions provides immediate benefits such as:

- Allowing automated notifications in volume increase when sending to Salesforce.
- Occurrences of posts matching existing tagging rules, such as those for customer satisfaction issues.

Sample Email Output

From: Demo team <noreply@radian6.com>
 Date: Wed, Apr 8, 2015 at 1:39 PM
 Subject: Your demonstration threshold has been surpassed!
 To: ntranquilla@salesforce.com

This is a scheduled alert from Social Studio to inform you that the social post volume for your topic of interest reached the limit you set. Notification was requested under the following condition: Used to demonstration how thresholds are created and used.

Alert Name: Used to demonstration how thresholds are created and used

Threshold Type: Absolute

Trigger Value: 1

Current Value: 1031

Alert Owner: ntranquilla@salesforce.com


Alerts will continue to be sent while this volume condition is being met. If you no longer wish to receive these notifications, please reach out to the owner listed above.

Thank you,
 Social Studio team

Rerun Social Studio Automate Rules

Use Rerun Rules if your Marketing Cloud Social Studio Automate Rule was stopped for a time. You can rerun rules to process posts for a specific time to ensure that no posts were missed when the rule was stopped.

1. Click **Rerun Rules**.
2. Click **Re-run a Rule**.
3. Enter a name for the rule.
4. Under **How would you like to look for articles**, choose either of the following.
 - All posts between 2 dates: The rule is rerun to process posts between 2 dates.
 - Only posts from a specific time each day: The rule is rerun for a specific time each day between 2 dates.

 **Note:** Rerun the rule for a maximum of 90 days. If you run the rule for more than 90 days, you get an error message that an unknown reason caused the rerun rule to stop. It stopped because the rerun rule was set for more than 90 days.
5. Select a Start Date and End Date.
6. Select the time zone as the basis for the start and end times.
7. Select the checkbox next to the rule you want to rerun.
8. To save your rerun rule configuration, click **Save New Rerun Rule**.
9. To begin processing posts, click **Start** next to the Rerun Rule name.
10. Click **Delete**.

Social Studio Automate FAQs

This topic covers common questions concerning Marketing Cloud Social Studio Automate.

[Can I Be Informed of New Social Studio Automate Features and When They Are Released?](#)

Sign up for Marketing Cloud Release Communications and specify Social Media for products.

[How Many Rules Can Be Created?](#)

Each user can manage up to 400 rules. Product entitlement is measured in terms of Actions, but multiple Actions can apply in a single rule.

[What Is the Most Common Application of Rules?](#)

Customers use the free-form post tagging capability most frequently as a way of automatically sorting or classifying posts.

[What If I Have Multiple Salesforce Organizations? Can I Connect Them to My Social Studio Automate Account?](#)

Yes. A Social Studio Automate account can include an unlimited number of Salesforce organizations, or orgs, connected. You can only use one Salesforce org at a time in a Social Studio Automate Rule. Create a separate Social Studio Automate Rule for each Salesforce org.

[Which Metadata Associated with a Post Gets Sent Along with the Content When Delivered to Social Customer Service?](#)

Refer to Data Populated into Social Objects for social data fields passed to Social Customer Service.

[Do Case Comments Appear with the Post in a Social Studio Engage Column?](#)

Yes. Comments made by Social Customer Service (SCS) agents appear in a Social Studio Engage column. The comments appear underneath a post and in the Activity Tab of the Post Inspector for that post. Regular case comments don't appear. If an SCS agent makes a comment from within Salesforce, that comment doesn't appear in the Conversation Thread for that post.

[How Do I Disable a Threshold Alert Once It's Running?](#)

Delete the applicable action in your Social Studio Automate rule.

[How Many Threshold Alert Templates Am I Allowed? Does It Count Against My Account's Entitlement Allotment?](#)

Threshold Alert Templates do not count against your Social Studio Automate account entitlement allotment. You can use an unlimited number of Threshold Alerts through the API.

Can I Be Informed of New Social Studio Automate Features and When They Are Released?

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How Many Rules Can Be Created?

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Refer to Data Populated into Social Objects for social data fields passed to Social Customer Service.

SEE ALSO:

[External Link: Social Customer Service Setup Options](#)

[External Link: Data Populated into Social Objects for Social Customer Service](#)

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Delete the applicable action in your Social Studio Automate rule.

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Social Studio Mobile

To get closer to your customers on iOS devices and Android phones, use Marketing Cloud Social Studio Mobile. Use the same Social Studio functionality from anywhere as if you were sitting on your desk. Download the app for free from the iOS App Store or Google Play.

To ensure that you get the latest Social Studio features, sign up on our Marketing Cloud Salesforce Help for Marketing Cloud Release Communications. Specify Marketing Cloud under Interests.

Follow the steps at [Marketing Cloud Receive Release Communications](#).

Additional Resources:

[Social Studio Mobile Overview](#)

The Social Studio Mobile application works on iOS and Android mobile devices. We offer post notifications only for iOS devices. You can manage posts among individuals and teams. These teams can be spread across geographical distances, brands, or departments. Social Studio Mobile uses a common interface in iOS and Android to enable full post planning, post scheduling, post engagement, and post analysis capabilities. Use your iPhone, iPad, or Android devices to manage social network posts. Social Studio Mobile users can manage, schedule, create, and monitor posts and also can organize them by brand, region, or multiple teams and individuals. Apple Watch can only receive post notifications.

[Apple 3D Touch in iPhone 6 and up](#)

Use Apple's 3D Touch technology in the iPhone 6 and up without opening Social Studio. Hold down the Social Studio Mobile app icon on the home screen to quickly accomplish the following:

[Social Network Support](#)

Social Studio Mobile supports the most commonly used social networks, with some exceptions. You can interact with certain social networks only from Social Studio desktop and view them in Mobile.

[Get Started with Social Studio Mobile](#)

You can install Marketing Cloud Social Studio Mobile on either iOS or Android. Use the same functionality as you would in Social Studio web from your mobile phone.

[Roles and Permissions in Social Studio Mobile](#)

Social Studio Mobile roles and permissions work the same as in the web application, but you change the roles and permissions in the web application.

[Publish a Post in Social Studio Mobile](#)

You can use publish and accomplish the same tasks in Social Studio Mobile as in Social Studio Publish on the desktop.

[Engage](#)

Social Studio Mobile Engage enables you to monitor the social account and topic profile gathered content for post replies, post comments and what content is shared with other social network members.

[Analyze in Social Studio Mobile](#)

Monitor discussions of owned social accounts and their broader conversations in Marketing Cloud Social Studio Mobile Analyze. With Analyze, you can understand what is being said, the overall tone of social discussions, and how certain topics and trends perform.

[Approvals and Tasks in Social Studio Mobile](#)

With Marketing Cloud Social Studio Mobile, you can approve or reject posts for publication if you are an approver listed in approval rules.

[Search](#)

Use the Quick Search in Social Studio Mobile to perform social searches in seconds and stay on top of trending hashtags. You can also manage your campaign results or recent news about the topics that are most important. Quick Search offers complex boolean search operators to customize and tailor the search to the proper subject matter.

[FAQs](#)

These are common questions encountered when using Social Studio Mobile.

SEE ALSO:

[External Link: Social Studio Mobile - Apple iOS App Store](#)

[External Link: Social Studio Mobile - Google Play](#)

Social Studio Mobile Overview

The Social Studio Mobile application works on iOS and Android mobile devices. We offer post notifications only for iOS devices. You can manage posts among individuals and teams. These teams can be spread across geographical distances, brands, or departments. Social Studio Mobile uses a common interface in iOS and Android to enable full post planning, post scheduling, post engagement, and post analysis capabilities. Use your iPhone, iPad, or Android devices to manage social network posts. Social Studio Mobile users can manage, schedule, create, and monitor posts and also can organize them by brand, region, or multiple teams and individuals. Apple Watch can only receive post notifications.

Use these functions with Social Studio Mobile:

- [Workspaces](#) on page 112 - Create and configure workspaces to organize teams by region, whether across the world, country or down the street. Organize workspaces by brand or business function. You can use workspaces to collaborate on campaigns, content creation, and content publishing.
- [Collaborative Calendars](#) on page 121 - Create, design, and view with full preview of your content. You can also manage your content calendar, seeing both upcoming content and past content, with planning and scheduling tools designed for teams. [iPhone 6 and up users can use Apple 3D Touch technology](#) on page 108.
- [Content Publishing](#) on page 122 - Craft and schedule social content tailored to specific social networks using our social network-centric platform. [iPhone 6s and 6s Plus users can use Apple 3D Touch technology](#) on page 108.
- [Approval Rules](#) on page 175 - Preview and approve content before it is live using customized approval rules. Use approval rules to protect your brand integrity and ensure a consistent voice
- [Integrated Engagement](#) on page 142 - Engage and respond to your social audience. You can also use shortcuts and bulk actions to respond to changing content. Automate common actions and processes for classifying, reporting, and routing content using Macros
- [Quick Search](#) on page 175 - Perform social searches. Use Quick Search to stay on top of trending hashtags, your campaign results, or recent news about the topics that are most important. [iPhone 6 and up users can use Apple 3D Touch technology.](#) on page 108
- [Push Notifications](#) on page 175 - Receive real-time notifications on your iPhone, iPad, Apple Watch, and Android phone. Push notifications can cover assigned posts, needed post approval and whether an authored post has been approved or rejected.

Social Studio Mobile Components

Social Studio Mobile includes these components:

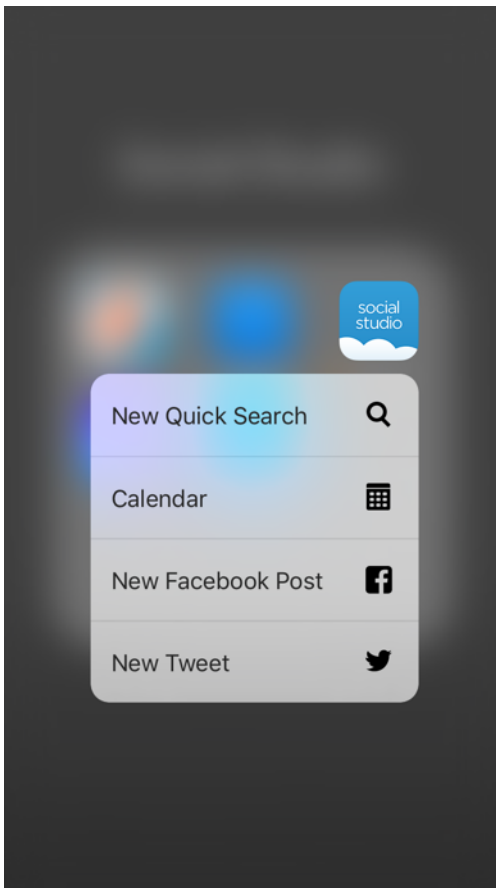
- [Publish](#) on page 120 - Create and publish content across channels and in real time.
- [Engage](#) on page 142 - Moderate and join started conversations with the created content in Publish. Manage social engagement, using classification and workflow controls, to enable more complex use cases such as Social Customer Service and lead generation.


- [Analyze](#) on page 169 - Monitor discussions from owned social accounts and broader social news. Create custom dashboards to monitor multiple social accounts and topic profiles.

Apple 3D Touch in iPhone 6 and up

Use Apple's 3D Touch technology in the iPhone 6 and up without opening Social Studio. Hold down the Social Studio Mobile app icon on the home screen to quickly accomplish the following:

- [Create a new quick search](#) on page 175
- [Compose a Facebook post or Tweet](#) on page 122
- [View the Publish calendar](#) on page 121



 **Note:** You must be first logged in to Social Studio Mobile and have selected a Workspace or only the Social Studio Mobile login screen appears.

Social Network Support

Social Studio Mobile supports the most commonly used social networks, with some exceptions. You can interact with certain social networks only from Social Studio desktop and view them in Mobile.

With Social Studio Mobile, you can use accounts from these social networks:

	Publish	Engage	Analyze
Facebook			
Twitter			
LinkedIn	 iOS only		
Google+	As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.		 Note 3
YouTube	 iOS only		 Only accounts added on Mobile iOS or the desktop
Instagram Business	 Requires Instagram app		
Pinterest	 iOS only		

Get Started with Social Studio Mobile

You can install Marketing Cloud Social Studio Mobile on either iOS or Android. Use the same functionality as you would in Social Studio web from your mobile phone.

Ensure that you have the proper permissions and access to the necessary social accounts and workspaces.

- [Review the requirements for Social Studio Mobile](#) on page 111.
- [Access Social Studio Mobile](#) on page 110 with your Social Studio account or [Salesforce ID](#) on page 111.
- [Quickly log in and use Apple's Touch ID, if available.](#)

- [Need help](#) on page 119? Access various resources to get assistance with Social Studio Mobile.
- [Learn how to navigate around Social Studio Mobile](#) on page 114.
- [Complete the initial tasks from within Social Studio web based on your user role and workspace member role.](#)
- [To view or customize a workspace, select a workspace.](#) on page 112 After you select a workspace, you can create content in that workspace.

[Access and Log Out of Social Studio Mobile](#)

If you're using Social Studio Mobile, you can access and log out using different methods, whether on iOS or Android.

[Link a Salesforce ID for Use with Social Studio Mobile](#)

Social Studio Mobile can be accessed using a Salesforce ID after a one-time setup.

[Social Studio Mobile Prerequisites](#)

Ensure that you have the correct information to get started by reviewing these prerequisites for Marketing Cloud Social Studio Mobile.

[Workspaces in Social Studio Mobile](#)

A workspace is a working group for users to collaborate and organize social content in Marketing Cloud Social Studio Mobile. The mobile version works the same as the desktop version, but you can add social accounts only on iOS devices. Add, remove, or edit workspace members using Social Studio for desktop. When you change a workspace in Social Studio Mobile, it automatically updates and appears in the Social Studio web version.

[Navigation](#)

When starting the Social Studio Mobile app, a workspace list appears. Select a workspace and then the Publish calendar appears. Social Studio Mobile is similar to other iOS and Android apps, but the calendar is slightly different from Social Studio Web.

[Touch ID](#)

Touch ID is an option on certain iOS devices that provides an extra layer of security. When Social Studio Mobile is sent to the background and then brought forward, Touch ID prompt for a phone's user appears to authenticate their identity. You can open Social Studio Mobile with just a fingerprint.

[Help Resources in Social Studio Mobile](#)

Resources are available to get assistance with Marketing Cloud Social Studio Mobile.

Access and Log Out of Social Studio Mobile

If you're using Social Studio Mobile, you can access and log out using different methods, whether on iOS or Android.

[Access Social Studio Mobile](#)

If you're using Social Studio Mobile, you can access using different methods, whether on iOS or Android.

[Log Out of Social Studio Mobile](#)

If you're using Social Studio Mobile, you can log out using different methods, whether on iOS or Android.

Access Social Studio Mobile

If you're using Social Studio Mobile, you can access using different methods, whether on iOS or Android.

1. Tap **Social Studio**.
2. Enter your username and password. You can also use your Salesforce ID to log in.
3. Confirm your identity with multi-factor authentication (MFA).

At Verify Your Identity, provide a registered MFA verification method, such as an authenticator app or security key, to finish logging in. If you haven't registered a method, you're prompted to do so before you're able to log in. See [Register Multi-Factor Authentication Verification Methods for Social Studio](#) for more information.

4. Choose a [Workspace](#) on page 112.

When logging in for the first time, a notification appears prompting you to allow or not allow Social Studio to send notifications to your mobile device.

The push notifications may include alerts, sounds, and icon badges plus posts requiring your approval.


Tap **OK** to allow the push notifications.

When logging in another time, the notice will not appear.

Log Out of Social Studio Mobile

If you're using Social Studio Mobile, you can log out using different methods, whether on iOS or Android.

Logout on iOS:


Tap  and then **Log Out**.


Logout on Android: Tap  and then **Log Out**.

Link a Salesforce ID for Use with Social Studio Mobile

Social Studio Mobile can be accessed using a Salesforce ID after a one-time setup.

You can link a Salesforce ID to Social Studio Mobile to enable one-tap access.

 **Note:** You can only link one Social Studio account to a single Salesforce account at a time. Disassociate the existing mapping in Social Studio Web by navigating to [Applications under My Settings in Admin](#) before you associate a different account.

 **Note:** Complete these steps only the first time when accessing Social Studio Mobile with your Salesforce ID.

1. Tap **Log in with Salesforce**.
2. Enter the Salesforce ID and password to associate.
3. Tap **Log in to Salesforce**.
4. Enter the Social Studio username and password information to associate with the Salesforce credentials.
5. Tap **Associate**.

Once the Salesforce ID is linked, tap **Log in with Salesforce** for one-tap access to Social Studio Mobile.

If your Salesforce org has MFA enabled and you're not currently logged in on your device, you will be asked to confirm your identity with multi-factor authentication (MFA). See [Register Verification Methods for Multi-Factor Authentication](#) for more information.


Social Studio Mobile Prerequisites

Ensure that you have the correct information to get started by reviewing these prerequisites for Marketing Cloud Social Studio Mobile.


Ensure that you have this required information:

- Account information for social accounts to be used in Social Studio Mobile

- The activation email from noreply@salesforce.com, which contains the login information for Social Studio. If you don't receive an activation email, check your spam folder and ensure that the domain is allowlisted.
- An active Social Studio account
- A bitly account to use bitly URL shortening
- Social Studio for iOS or Social Studio for Android installed

 **Note:** To receive post notifications on an Apple Watch, enable them on the iPhone first.

- Mobile Device Compatibility

 **Note:** The iPad Pro and Android tablets are not supported.

- iOS: 9.7-inch iPad running iOS 10 and 11 and iOS 10 and 11 for iPhone
- Android: Lollipop, Marshmallow, Nougat, and Oreo

Workspaces in Social Studio Mobile

A workspace is a working group for users to collaborate and organize social content in Marketing Cloud Social Studio Mobile. The mobile version works the same as the desktop version, but you can add social accounts only on iOS devices. Add, remove, or edit workspace members using Social Studio for desktop. When you change a workspace in Social Studio Mobile, it automatically updates and appears in the Social Studio web version.

[Create a Workspace](#)

In Social Studio Mobile, you can create workspaces and add social accounts if you have the proper user role and permissions.

[Edit Workspace Settings in Social Studio Mobile](#)

On iOS devices, you can add and delete social accounts and topic profiles. Edit the workspace settings using the iOS version of Marketing Cloud Social Studio Mobile. You can also change the name or description of a workspace. To add or remove workspace members, use Social Studio web. You can't edit workspaces on Android devices.

[Add or Remove Social Accounts in Social Studio Mobile Workspace](#)

On iOS version of Marketing Cloud Social Studio Mobile, you can add and remove social accounts for existing and new workspaces. Only social accounts already registered in Social Studio web can be added. Changes made to a workspace on Social Studio Mobile are automatically updated Social Studio web.

[Manage Workspace Picture](#)

In Social Studio Mobile, you can add or change a picture for a workspace providing you have the proper Social Studio workspace permissions.

[Topic Profiles](#)

Topic Profiles are media searches that, once created in Social Studio Web, can be added to workspaces from Social Studio Mobile. Topic Profiles cannot be edited in Mobile, only in Social Studio Web.

Create a Workspace

In Social Studio Mobile, you can create workspaces and add social accounts if you have the proper user role and permissions.

1. Tap **+** next to Edit at the bottom of the screen.
2. Enter a workspace name.
3. [Add a workspace picture](#) on page 113.

4. You can also add a workspace description.
5. Tap **Next**.
6. [Add social accounts to the workspace](#) on page 113.
7. [Add topic profiles to the workspace](#) on page 114.



Note: You cannot add workspace members using the mobile app. [Add members using Social Studio Web](#).

8. Tap **Finish**.

Edit Workspace Settings in Social Studio Mobile

On iOS devices, you can add and delete social accounts and topic profiles. Edit the workspace settings using the iOS version of Marketing Cloud Social Studio Mobile. You can also change the name or description of a workspace. To add or remove workspace members, use Social Studio web. You can't edit workspaces on Android devices.

1. Tap **Edit**, and select the workspace.
2. Change the workspace name and description.
3. To [add or change the workspace picture](#) on page 113, tap the photo.
4. [Add or remove social accounts](#) on page 113.
5. [Add or remove topic profiles](#) on page 114.
6. Tap **Finish**.

Add or Remove Social Accounts in Social Studio Mobile Workspace

On iOS version of Marketing Cloud Social Studio Mobile, you can add and remove social accounts for existing and new workspaces. Only social accounts already registered in Social Studio web can be added. Changes made to a workspace on Social Studio Mobile are automatically updated Social Studio web.

Ensure that you have the workspace permissions to change social accounts.

1. To add a social account, tap **Social Accounts**, and select the account.
2. To select the topic profiles to use, click **Next**.
3. To remove a social account, tap **Social Accounts**, select the social account, tap **Next**, and tap **Finish**.

Manage Workspace Picture

In Social Studio Mobile, you can add or change a picture for a workspace providing you have the proper Social Studio workspace permissions.

Manage workspace picture tasks	Description
Add a picture	If adding a photo to a workspace from Social Studio Mobile for the first time, tap OK to Social Studio wanting to access your photos. This is a one-time setup, and the prompt does not appear again.
Change a picture	<ol style="list-style-type: none"> 1. Tap a folder with saved photos. 2. Tap the photo to select and use. The new photo automatically appears in the web version.


Manage workspace picture tasks**Description**

Remove a picture

The photo cannot be removed in the Mobile app. Access the Workspace's Settings in Social Studio Web to remove the photo.


Topic Profiles

Topic Profiles are media searches that, once created in Social Studio Web, can be added to workspaces from Social Studio Mobile. Topic Profiles cannot be edited in Mobile, only in Social Studio Web.

-  **Note:** Topic profiles can be added to or deleted from a mobile workspace. You cannot edit the topic profiles in the Mobile application, but only edit within the Social Studio Web applications. Only the owner of the topic profile or a user with the proper user role can edit the topic profile.

A topic profile is a search tool that collects social media posts that match predefined keywords and filters.

After topic profiles are assigned to a Workspace, you can use Engage columns for workflow management and engagement with posts in your own social media accounts.

-  **Note:** Changes made to a workspace on Social Studio Mobile are automatically updated and appear in the workspace in the Social Studio Web application.

- To add topic profiles to a workspace, tap **Topic Profiles**.
- To show all topic profiles available in the organization, tap **All** or To show the topic profiles selected for the workspace, tap **Selected**.
- Tap on the topic profile.
- Click **Finish**.
- Tap **Done**.
- To remove topic profiles from a workspace, tap **Topic Profiles**.

-  **Note:** When you remove a topic profile, you can no longer use it in the workspace, but it still exists in Social Studio.

- To show all topic profiles available in the organization, tap **All** or To show the topic profiles selected for the workspace, tap **Selected**.
- Tap on the topic profiles to remove.
- Tap **Finish**.
- Tap **Done**.

Navigation

When starting the Social Studio Mobile app, a workspace list appears. Select a workspace and then the Publish calendar appears. Social Studio Mobile is similar to other iOS and Android apps, but the calendar is slightly different from Social Studio Web.

[Workspace List](#)

Choose a workspace from the list. Workspaces appear based on your Social Studio user role. The workspace's calendar for iOS or Android appears after you select the Workspace.

[Mobile Calendar](#)

The Publish Calendar in Social Studio Mobile appears in both iOS or Android version. The calendar shows only one day at a time. Only the Social Studio desktop calendars uses the weekly or monthly calendars.

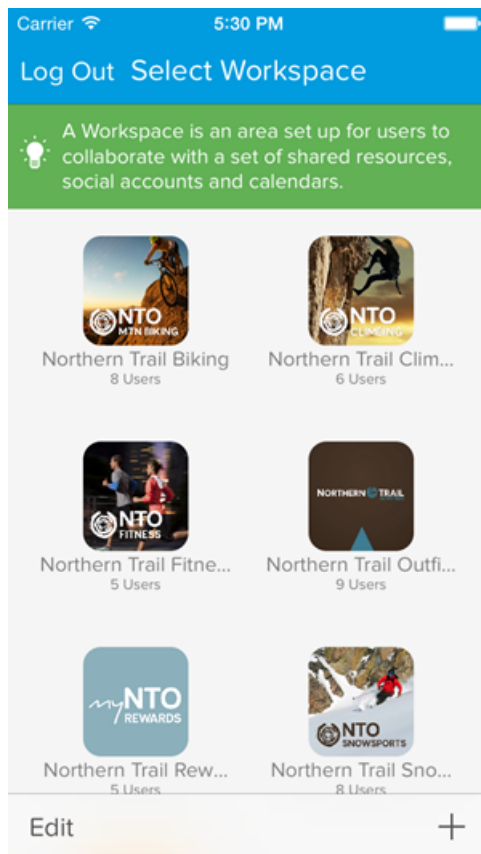
[Mobile Notification Center in Social Studio Mobile](#)

The Marketing Cloud Social Studio Mobile notification center shows notifications that you have received. You can view them from within your Social Studio org. Tap Notifications to see a list of notifications.

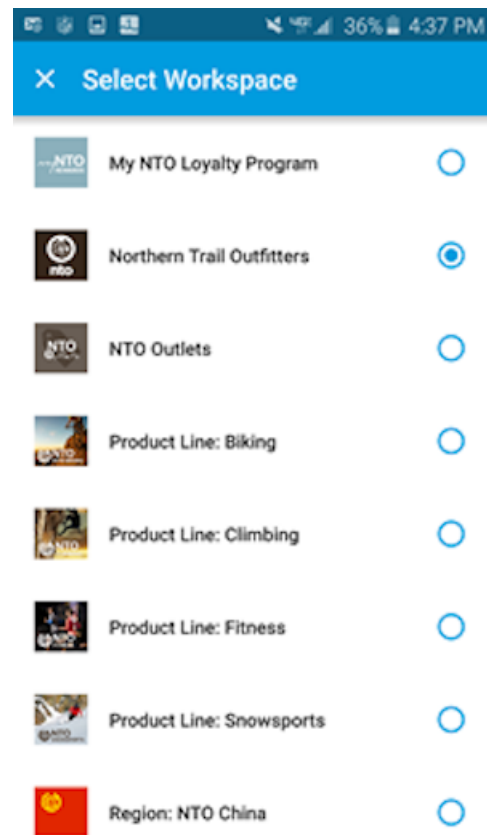
Workspace List

Choose a workspace from the list. Workspaces appear based on your Social Studio user role. The workspace's calendar for iOS or Android appears after you select the Workspace.

iOS



Android



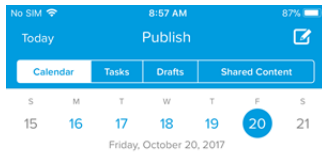
Mobile Calendar

The Publish Calendar in Social Studio Mobile appears in both iOS or Android version. The calendar shows only one day at a time. Only the Social Studio desktop calendars uses the weekly or monthly calendars.

iOS

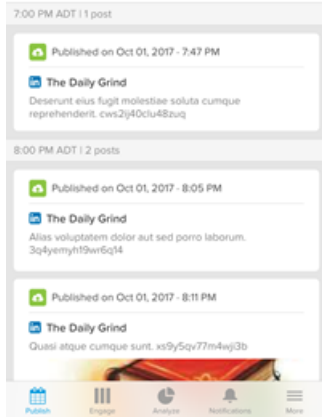
Android

iOS

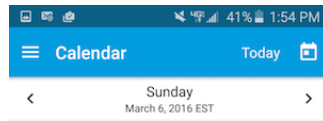


No Posts on this day

To add a post, simply tap the 'Create Post' button.

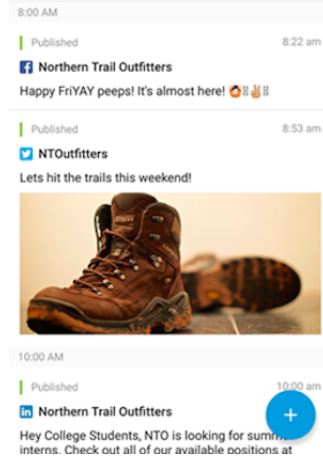
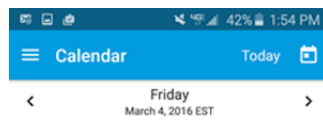


Android

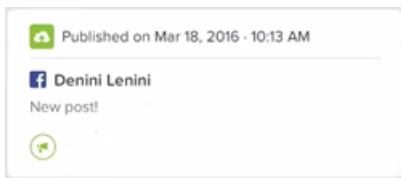


No posts on this day

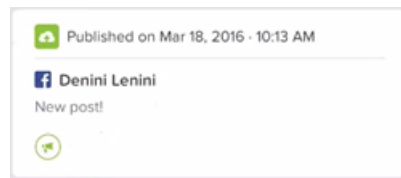
To add a post simply tap the + button below.



Promoted Post Indicator



Promoted Post Indicator

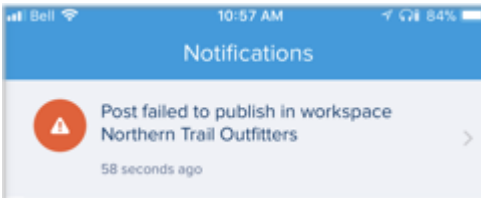
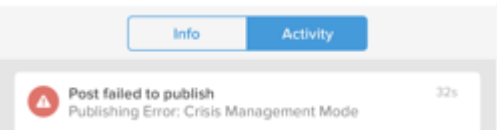

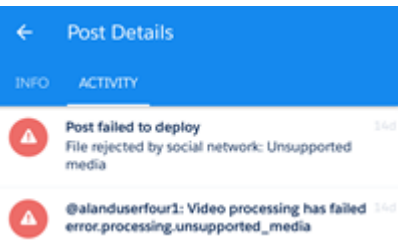


Mobile Notification Center in Social Studio Mobile

The Marketing Cloud Social Studio Mobile notification center shows notifications that you have received. You can view them from within your Social Studio org. Tap Notifications to see a list of notifications.

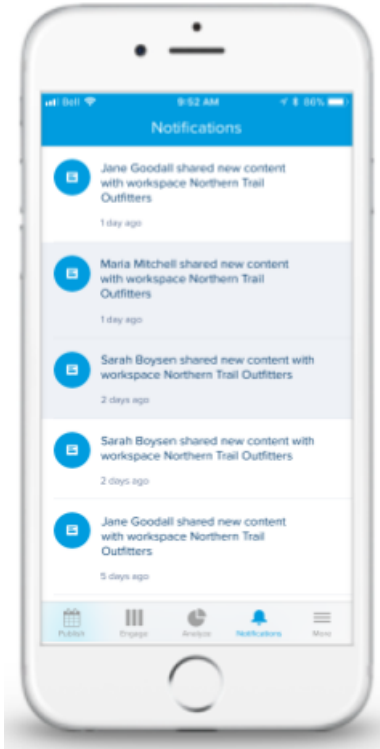
The same notifications you receive on desktop are available in your mobile app for iOS and Android. The notification center in desktop syncs with the mobile app, so you know how many notifications need action. To get more context, tap an actionable notification in the notification center.

Failed post notifications can appear in the main mobile notification center or in the audit trail when viewing the activity tab of the post details.

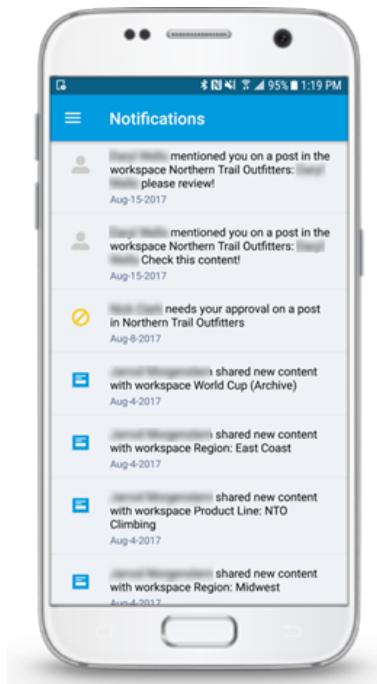
Mobile Notification Center	Activity Tab of Post Details
<p>iOS</p> 	<p>iOS</p> 
<p>A push notification can appear when a Real-time Post Report is ready to view.</p>	
<p>Android</p> 	<p>Android</p> 

 **Note:** If the user is logged into Social Studio Mobile, they also receive a failed post push notification.

In iOS:



In Android:



[Preview a Real-Time Post Report in Social Studio Mobile](#)

Preview the Real-Time Post report in the iOS version of Marketing Cloud Social Studio Mobile. Real-Time Post reports deliver posts as they come in matching specified topic profiles. Tap the push notification for a temporary Engage column based on the report. You can also preview the report output.

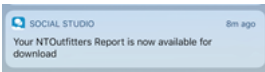
SEE ALSO:

[Preview a Real-Time Post Report in Social Studio Mobile](#)


Preview a Real-Time Post Report in Social Studio Mobile

Preview the Real-Time Post report in the iOS version of Marketing Cloud Social Studio Mobile. Real-Time Post reports deliver posts as they come in matching specified topic profiles. Tap the push notification for a temporary Engage column based on the report. You can also preview the report output.

1. To see a Real-Time Post Report preview, tap the push notification.



2. To see the report results in a temporary Engage column, tap **View in Column**.
3. To return to the report, tap **View Report**.

4. To share the report, tap  .

 **Note:** The share options available depend on the configuration of your iOS device.

5. Tap a location.
Social Studio Mobile shares the report to the chosen location.

Touch ID

Touch ID is an option on certain iOS devices that provides an extra layer of security. When Social Studio Mobile is sent to the background and then brought forward, Touch ID prompt for a phone's user appears to authenticate their identity. You can open Social Studio Mobile with just a fingerprint.

 **Note:** Enable and configure Touch ID before using Social Studio Mobile.

1. If the registered fingerprint is not used, an error message appears to retry.
2. Tap **More**.
3. To enable Touch ID, turn Touch ID **on**.
4. To use TouchID to unlock Social Studio Mobile, either tap **No, Thanks** or **Use Touch ID**.

Help Resources in Social Studio Mobile

Resources are available to get assistance with Marketing Cloud Social Studio Mobile.

Contacting Marketing Cloud Premier Support for Social-Only Customers

For current support options, consult the [Contact Salesforce Customer Support](#) knowledge article.

Help Resources for Marketing Cloud Social Products

For current support options, consult the [Contact Salesforce Customer Support](#) knowledge article.

Roles and Permissions in Social Studio Mobile

Social Studio Mobile roles and permissions work the same as in the web application, but you change the roles and permissions in the web application.

SEE ALSO:

- [Edit a User Role in Social Studio desktop](#)
- [Social Studio Roles and Permissions](#)
- [Social Studio User Roles](#)
- [Social Studio User Role Permissions](#)

Publish a Post in Social Studio Mobile

You can use publish and accomplish the same tasks in Social Studio Mobile as in Social Studio Publish on the desktop.

- **Create content:** You can open the Publish Inspector to create a post to a supported social account. The post is connected to a workspace. You can also attach a picture, shorten a link, create labels, add existing labels to a post, or schedule the post for release.
- **Manage posts in the calendar:** Swipe through the calendar and see what has been scheduled and already published. You can check a post and see who is working on it, what social accounts are chosen for the post, its date and time for release, and any edits. You can also delete any unwanted content from your Facebook page.
- **Approve and reject posts:** You can access the posts that need your approval and approve or reject them with a single tap. You can also add a note to a rejected post as to why it was rejected. The note is logged into the post activity.
- **Edit draft posts:** You can select a saved draft, finalize it and then schedule it.

Additional Resources:

[Navigation](#)

When accessing Publish in Social Studio Mobile, the workspace calendar opens only into the daily view.

[Mobile Calendar](#)

Social Studio Mobile has a calendar where all posts that have been scheduled or published in a workspace can be viewed and rescheduled (for scheduled posts). New content can be created and published right from the calendar.

[Create Posts in Social Studio Mobile](#)

Create and schedule posts in Marketing Cloud Social Studio Mobile in either iOS or Android versions. To create and schedule posts, you must have the appropriate user role and workspace permission levels.

[Post Details in Social Studio Mobile](#)

Post details in Social Studio Mobile show more information than what appears in the Publish calendar. Post details are the same in the Post Inspector in Social Studio. The layout is the same for Facebook, Twitter, LinkedIn, Google+, YouTube, and Instagram posts. You can also view post performance, more post information, and post activity. Preview videos that are in the post. You cannot view YouTube and Google+ posts in the Android version. Post information shows on YouTube and Google+ posts cannot be viewed using the Android version.

[Manage Draft Posts](#)

Drafts are unsaved posts in Social Studio Mobile that are not published yet. Drafts are useful if content is written but is not ready to be sent or scheduled for publication. Draft posts are sharable among other workspace members.


[Shared Content](#)


Viewing, using, and accessing shared content items on both the Android and iOS versions of Social Studio Mobile. Create and share content with other Social Studio users through Shared Content, available on iOS and Android. Share the content in the same workspace for reuse in creating posts. Shared content on the mobile app works the same as on the web.

Navigation

When accessing Publish in Social Studio Mobile, the workspace calendar opens only into the daily view.


The workspace calendar opens only into the daily view.

 **Note:** Scheduled draft posts with a date and time appear in the calendar.

To create a new post, tap  or tap **Create Post**. Tap **Today** to switch to the current day. Tap to switch between Calendar, Tasks, Drafts, or Shared Content.

The current date appears within a circle and dates for that week appear below.

Tap and drag to select a previous or later date not shown and the view switches to the same day in the previous or next week.

 **Note:** Pull down at the top of the calendar to expose the search bar and search for a post. Tap and enter a term to search for multiple posts on that day.

Posts published or scheduled to publish for the day appear.

- **No Posts** appears if there are no posts for the day
- **Post made or scheduled** appear in the same window with the time, date, a publish indicator. The time the post was published and the social account where the post was published is shown.


 **Note:** You can tap links in the post text to open a browser window to that content.

Posts with images appear with the post text. Tap on the image to enlarge to full screen.

Mobile Calendar

Social Studio Mobile has a calendar where all posts that have been scheduled or published in a workspace can be viewed and rescheduled (for scheduled posts). New content can be created and published right from the calendar.

To access the Publish calendar, log in to Social Studio Mobile and select a workspace.

 **Note:** For users of the iPhone 6s and 6s Plus, access the calendar, by pressing and holding the Social Studio icon and tapping View Publish Calendar.

To automatically view a Publish calendar, you must be first logged in to Social Studio Mobile and have selected a Workspace. Otherwise the Social Studio Mobile login screen appears.

The Mobile Publish calendar only shows a day-by-day view and not a week, month, or list view as in Social Studio web.

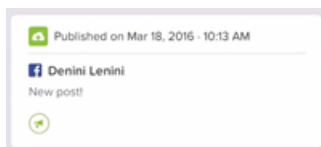
 **Note:** Pull down at the top of the calendar in iOS to expose the search bar and search for a post.

A post appears the same on the calendar in the Android version and iOS version except for the following:

- The type of social network - The icon and social network account name appear above the post text.
- The status of the post - The icon and post status appear above the post text.
- For Facebook posts - @mention links (to Facebook published pages and public profile pages) can be clicked.
- For Twitter posts: Up to four images can be displayed. If a post has multiple images, a plus with a number appears in the corner of the first image. Tap on the post to see the other images in the Post Inspector.
- Videos - A video embedded as part of the post has a video play indicator. Tap the play symbol to open the Post Inspector to play the video.

Promoted Posts

You can view promoted Facebook posts on the calendar. Promoted posts appear with a green circle megaphone under the post.





Tap the post to open the post inspector to view the promotion details.

Create Posts in Social Studio Mobile


Create and schedule posts in Marketing Cloud Social Studio Mobile in either iOS or Android versions. To create and schedule posts, you must have the appropriate user role and workspace permission levels.

 **Note:** If you use the iPhone 6S and 6S Plus, use Apple's 3D Touch technology. Log in to Social Studio Mobile and select a workspace. Then hold down the Social Studio icon and tap **New Facebook Post** or **New Tweet**.

1.

For iOS, tap  or **Create Post**, if no posts were published for the day. For Android, tap .


2. Choose the social account. Pinterest isn't supported for Android.

 **Note:** To post to Instagram, must install the Instagram app on an iOS, iPad, or Android mobile device. If the Instagram is installed, it opens a blank content window. If it's not installed, Social Studio Mobile displays a prompt to install Instagram from the iOS App Store or Android Google Play Store.

For LinkedIn, Link previews and images aren't supported.

3. For iOS, tap the arrow to select one or more of the same social accounts. For Android, tap **Select Social Account** from the dropdown list.

4. Select from the social accounts list:

 **Note:** If posting to Pinterest on iOS, only one Pinterest account can be selected and one Pinboard can be used at a time. For posting to multiple Pinterest accounts and more than one Pinboard, create separate posts.

a. If there are more accounts than can be displayed on the screen, either scroll to find the name or search for it:


For iOS, find the correct social accounts by scrolling down the list under the All tab.

For iOS, type the name of the social account in the **Search** bar. As you type the name, the list sorts any matches.

To add all social accounts shown, tap **Select All**.

- b. Tap the social accounts and a check mark appears next to the social accounts.
 - c. For Android, tap **Apply**.
5. For iOS, tap the back arrow to return to the **Compose** screen where the selected social accounts appear under Post to social accounts. For Android, after you tap **Apply**, the Compose window appears.

6. Enter the content.

 **Note:** @mentions to a Facebook Published page or public figure profile are made by using Social Studio web.

7. You can also do these tasks:


Add an image.

For iOS, add a video to a Facebook or Twitter post from either the phone's Photo Library or a cloud storage location.

Add a link using link shortening to the post.

Apply a label to the post.

8. For iOS, apply publishing macros to the post.

 **Note:** Publishing macros must be created, edited, and assigned to a Workspace using Social Studio from the web interface. Facebook Newsfeed Targeting options and Facebook Restricted Audience options that are part of a publishing macro aren't on the iOS version of Social Studio Mobile. That part of the publishing macro isn't applied to the post. Macros can't be auto applied to posts in the Mobile iOS App, only from Social Studio Web.

- a. Tap **Macros**.
 - b. Choose the macro.
 - c. To apply to the post, tap **Apply** next to the macro or macros.
 - d. To return to the Compose window after specifying the macros, tap **Done**.
9. To return to the Compose window, tap the back arrow.
The Options icon has a green check next to the Gear icon indicating that the default options changed.
10. To publish the post immediately, tap **Publish**, or to publish later, tap **Schedule**.

Additional Resources:

[Add an Image to a Social Account Post](#)

In Marketing Cloud Social Studio Mobile, you can add images to a post for visual impact. Add images from your phone's image library, a specific album, or from a connected cloud location like Google Drive, Google Photos, OneDrive, DropBox, and iCloud. Connect the cloud location before attempting to use images stored there.

[Add a Video](#)

In Social Studio Mobile, you can add a new or existing video to a post for more visual impact. Add video from your phone's image library or from a connected cloud location like Google Drive, Google Photos, OneDrive, DropBox, iCloud. Connect the cloud location before attempting to use images stored there.

[Shorten a URL Link in a Social Studio Mobile Post](#)

Use link shortening to shorten the URL when composing a post in Marketing Cloud Social Studio Mobile Publish. Use link shortening to stay under the character limit imposed by the social network. Before you can shorten links in a post, configure the link shortening first in Social Studio desktop.

[Create and Add Post Labels](#)

In Social Studio Mobile, you can create post labels in iOS but only add existing labels to a post in Android.

[Publish a Post in Social Studio Mobile](#)

In Social Studio Mobile, you can either publish a post immediately or schedule the post to be published at a future date. You can't schedule a post to publish on a set schedule.

[Create a Facebook Carousel Post in Social Studio Mobile iOS](#)

You can add one Facebook carousel containing up to five images or videos to a post in Marketing Cloud Social Studio Mobile iOS.

Add an Image to a Social Account Post

In Marketing Cloud Social Studio Mobile, you can add images to a post for visual impact. Add images from your phone's image library, a specific album, or from a connected cloud location like Google Drive, Google Photos, OneDrive, DropBox, and iCloud. Connect the cloud location before attempting to use images stored there.

Note:


- You can add up to 10 photos to a Facebook post and up to 4 images in a Twitter post meeting the image requirements.
- In iOS, you can add 1 image to a LinkedIn post.
- Facebook albums are not supported.


1. For iOS, tap **Add Image**:

a. To add an existing photo:

a. Navigate to the photo location.

- Your phone's specific album.

 **Note:** With the latest version of Social Studio Mobile, you can access a specific album on the iOS device instead of the photo library. Before you had to scroll through all the photos to find the right ones.

 **Note:** If Social Studio is accessing your photos for the first time, tap **OK**. If you tap **Don't Allow**, Social Studio can't access the photos on your device.

- A cloud storage location.

b. Tap the desired photos.

b. To add a photo:

a. Tap **Use Camera**.

b. Take the picture.

The photo appears as a small preview in the Compose window.

To remove the picture from the post, click the X in the corner of the picture.

2. For Android, **Add Image**:

a. To add existing photos:


- a. For the first time adding an existing photo and to give permission for Social Studio to access your photos, tap **OK**.
 - b. Navigate to the photo location.
 - c. Tap the desired photo.
- b. To add new photos:
- a. Tap **Use Camera**.
 - b. Take the picture.

The photo appears as a small preview in the Compose window.

To remove the picture from the post, click the X in the corner of the picture.

Add a Video

In Social Studio Mobile, you can add a new or existing video to a post for more visual impact. Add video from your phone's image library or from a connected cloud location like Google Drive, Google Photos, OneDrive, DropBox, iCloud. Connect the cloud location before attempting to use images stored there.

 **Note:** You can only add one video per post.

1. For iOS, tap **Add Video**:

- a. To add an existing video,
 - a. For the first time adding an existing video, tap **OK** or **Don't Allow** to grant or deny Social Studio permission to access your videos.
 - b. Navigate to the desired video location.
 - Your phone's photo library
 - A cloud storage location
 - c. Tap the desired video.
- b. To record a new video:
 - a. Tap **Use Camera**.
 - b. Switch to video.
 - c. Start recording.

The video is displayed as a small preview in the Compose window.

To remove the video from the post, click the X in the corner of the video.

2. For Android:

You can't add a video to a post except with an Instagram Mobile Push post creation flow. Create the post from Social Studio Web and finish using the Instagram app.

Shorten a URL Link in a Social Studio Mobile Post

Use link shortening to shorten the URL when composing a post in Marketing Cloud Social Studio Mobile Publish. Use link shortening to stay under the character limit imposed by the social network. Before you can shorten links in a post, configure the link shortening first in Social Studio desktop.

Choose a default link shortening, a bitly link shortener, or no link shortening.

 **Note:** Configure a bitly account and a custom URL for each bitly URL. To configure the bitly URL for accounts in a workspace, use Social Studio web. Set up the bitly URL before you can shorten a URL in a post from Social Studio Mobile.

1. In iOS, tap **Options** or in Android, tap **Add Options**.
2. In iOS, tap the arrow next to **Link Shortening** under Compose Options or in Android, under Options.
The current selection is shown. Any bitly URLs already configured for the social account are shown.
3. Tap either of these options.

iOS

- bitly (custom URL)
- Do not shorten

Android

- Bddy.me (Default) powered by bitly
- bitly (custom URL)
- Do not shorten

If more than one bitly account is available, multiple bitly entries appear with the bitly custom URL in parentheses. The window automatically returns to **Compose Options**, but the shortened URL link does not appear in the compose window.

SEE ALSO:

[Set up Bitly Tracking in Social Studio](#)

Create and Add Post Labels

In Social Studio Mobile, you can create post labels in iOS but only add existing labels to a post in Android.

Creation of post labels depends on the post author's user role and workspace permission.

Labels can be added to post to help in classifying and organizing them for easier searching. Multiple labels can be added to a post to further classify and organize.

[Create and Add Post Labels in iOS](#)

In Social Studio Mobile, you can create and add post labels when creating a post.

[Create and Add Post Labels in Android](#)

In Social Studio Mobile, you can only add existing post labels to a post in Android. New post labels cannot be created within the Android version and either must be created within the iOS or the web version.

Create and Add Post Labels in iOS

In Social Studio Mobile, you can create and add post labels when creating a post.

1. Tap **Options**.
2. Tap the arrow next to **Labels**.
No Labels are selected as a default.
3. Tap **Add Label**.
A list of the **Recent** labels used and **All** labels used in the workspace appears.

4. Tap to select a label. The screen returns and shows the label that you added.
5. Tap **Search or Create Label** if the desired label isn't in the list.
6. Enter a label.
7. Tap **Create and add 'name of label.'**
The label is created and appears in the list with a red circle with a minus sign (which will delete the label from the post, not from the list of labels).
8. When finished adding labels, tap the back arrow to return to **Compose Options**.
The labels add now appear in under Labels.
9. Tap the back arrow to return to **Compose**.
10. Tap **Publish** to publish the post immediately or tap **Schedule** to set a time and date to publish the post.

Create and Add Post Labels in Android

In Social Studio Mobile, you can only add existing post labels to a post in Android. New post labels cannot be created within the Android version and either must be created within the iOS or the web version.

1. Tap **Add Options**.
2. Tap **Post Labels**.
3. Select to add from the list of shown labels.
4. Tap **Apply**. The Options window is shown with the selected labels in the Post Labels row.
5. Tap the left arrow to return to the Compose window. Add Options is highlighted in a different color showing that an option has been added.

Publish a Post in Social Studio Mobile

In Social Studio Mobile, you can either publish a post immediately or schedule the post to be published at a future date. You can't schedule a post to publish on a set schedule.

1. To publish the post immediately:
 - a. If using iOS:
Tap **Publish**. The post is published and appears in the daily view of the calendar.
 - b. If using Android:
Tap **Schedule**.
Toggle **Publish Immediately**.
Tap **Done**. The post is immediately published.
2. To schedule the post to publish later:
 - a. If using iOS:
Tap **Schedule**.
To set the day, hour, and minute to publish the post use the reels to tap and swipe up or down.
Toggle the slide for **Scheduling**, the Scheduling slider is automatically turned on.

Tap **Done**. The post publishes at the date and time specified and appears in the calendar workspace as published. The Schedule icon appears with a green check indicating that it is scheduled to publish.

To finish scheduling the post, tap **Schedule**.

b. If using Android:

Tap **Schedule**. The current date and time are shown.

To open up the Android calendar, tap the date.

Tap the desired date.

To open up an Android clock, tap the time and then tap **Done**.

Create a Facebook Carousel Post in Social Studio Mobile iOS

You can add one Facebook carousel containing up to five images or videos to a post in Marketing Cloud Social Studio Mobile iOS.

1. In the calendar view, tap + > **Carousel**.
2. Enter a valid website URL. Up to five images are loaded into the carousel, and the Headline, Description, and Link fields are populated. If five images are not added, you can manually add images.



Note: You can't change image headlines and description. Only the first image can have the URL. If you change the URL of other images, the first image has the URL entered.

3. Swipe to cycle through the cards.

4. You can also:

[Upload a custom image other than the image returned from the URL information gathering.](#)

Preview the image.

Delete the photo carousel from the post.

To change the image order, tap and drag a preview image.

Save a carousel post as shared content.



Note: When the carousel post is published or scheduled to be published, it can be used as shared content. You can edit carousel posts that are scheduled to publish. Published carousel posts can't be edited.

SEE ALSO:

[Use Facebook Carousel Format in Social Studio](#)

Post Details in Social Studio Mobile

Post details in Social Studio Mobile show more information than what appears in the Publish calendar. Post details are the same in the Post Inspector in Social Studio. The layout is the same for Facebook, Twitter, LinkedIn, Google+, YouTube, and Instagram posts. You can also view post performance, more post information, and post activity. Preview videos that are in the post. You cannot view YouTube and Google+ posts in the Android version. Post information shows on YouTube and Google+ posts cannot be viewed using the Android version.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

[Performance Tab in Social Studio Mobile Post Details](#)

The post inspector in Social Studio Mobile Publish is a Performance Tab which shows the performance information for a post.

[Info Tab in Social Studio Mobile Post Details](#)

The Info Tab of the Publish Post Inspector of Social Studio Mobile shows additional information on the post. The social account the post was published under, the post's author, and when the post was published appears.

[Activity Tab in Social Studio Mobile Post Details](#)

The post inspector in Social Studio Mobile Publish has an Activity Tab which shows activity for a post.

[Performance Tab in Social Studio Mobile Post Details](#)

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[Activity Tab in Social Studio Mobile Post Details](#)

The post inspector in Social Studio Mobile Publish has an Activity Tab which shows activity for a post.

[Duplicate a Post](#)

Brands publish content across multiple social networks to get their messages to their user communities. You can duplicate a scheduled or published Facebook or Twitter post on iOS. Duplicated posts made to the same network but a different social account, retain the social network properties, such as link shortened URLs and labels, of the original post.

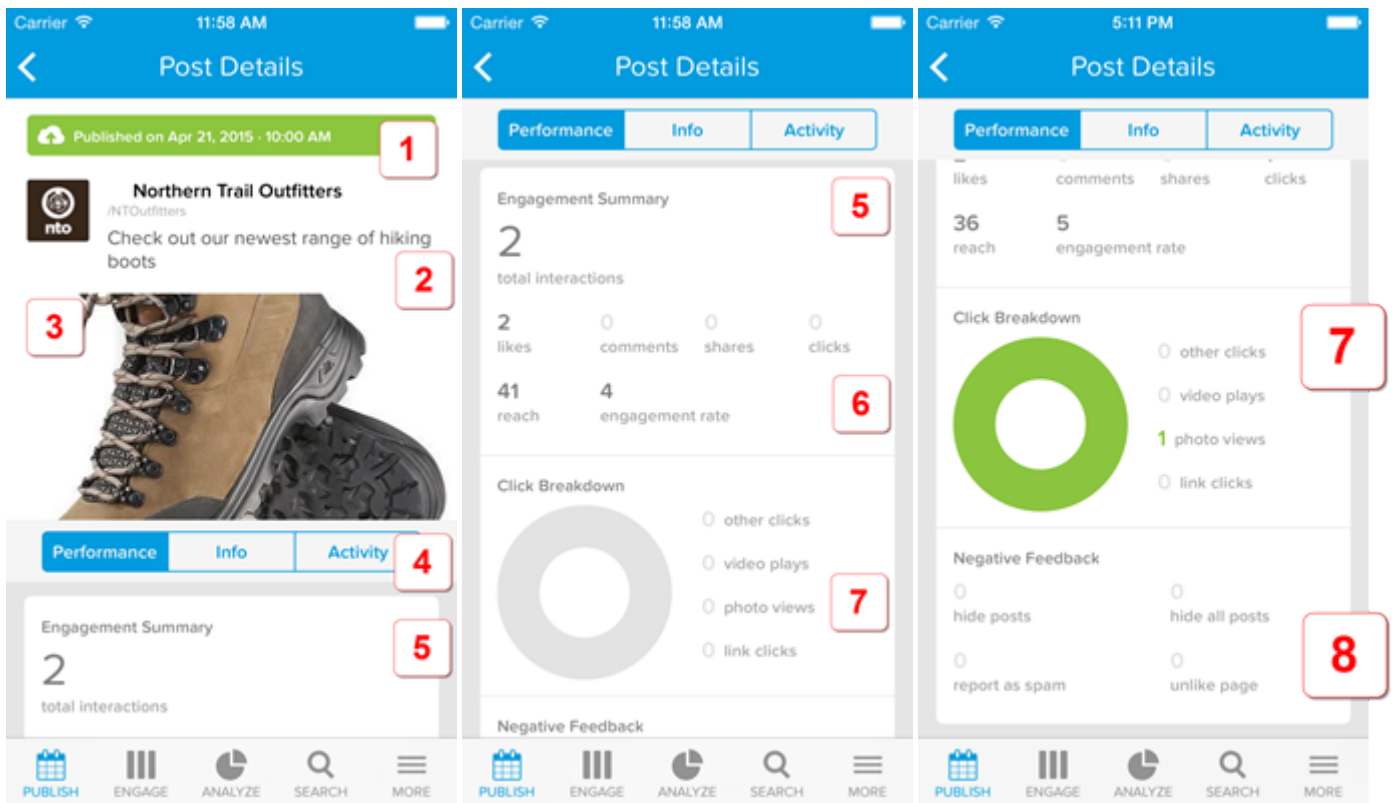
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The post inspector in Social Studio Mobile Publish is a Performance Tab which shows the performance information for a post.

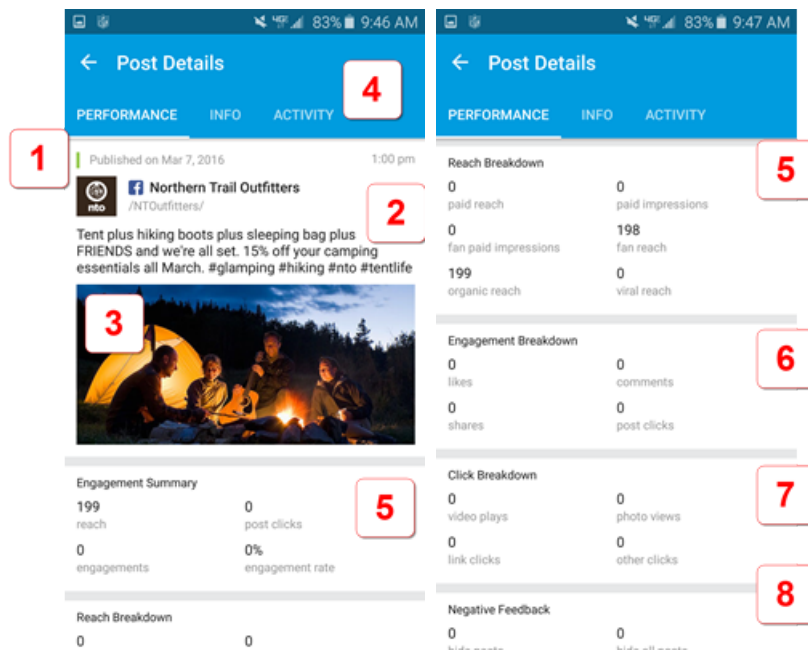


Note: You can click @mentions and embedded links in the post preview to open their content in a web browser.

iOS



Android





The sections of the Performance Tab are:

- (1) Published indicator showing that post published at the specified date and time.

If the Facebook post has been promoted, an indicator appears:

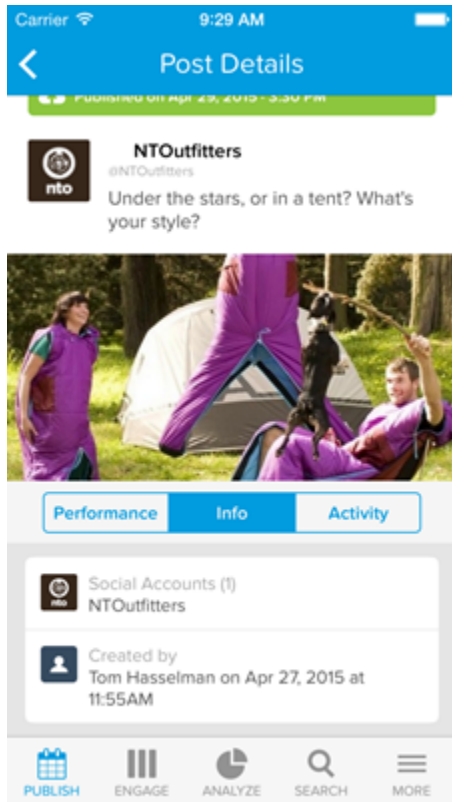


- (2) Preview of the post showing the social account picture. The social account type, the name of the social account page, the name of the social account, and a preview of the post are shown.
-  **Note:** You can tap links in the post text to open a browser window to that content.
- (3) Preview of the image and play a video attached to the post.
- (4) Tabs available in the Post Inspector.
-  **Note:** If the post failed or did not publish yet, the Performance tab does not appear.
- (5) Engagement Summary (total number of engagements).
- (6) Individual totals are shown for the number of likes, comments, shares, clicks, reach, and engagement rate.
- (7) Click Breakdown - Graph showing breakdown of other clicks, video plays, photo views, and link clicks
- (8) Negative Feedback - Shows a summary of the negative feedback, including the number of hidden posts, hide all posts, report as spam, and unlike the page.

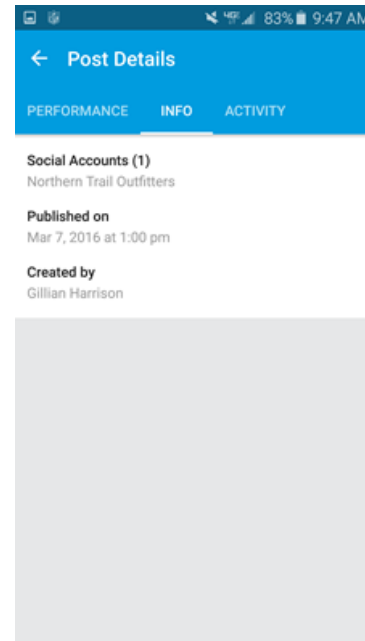
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iOS



Android

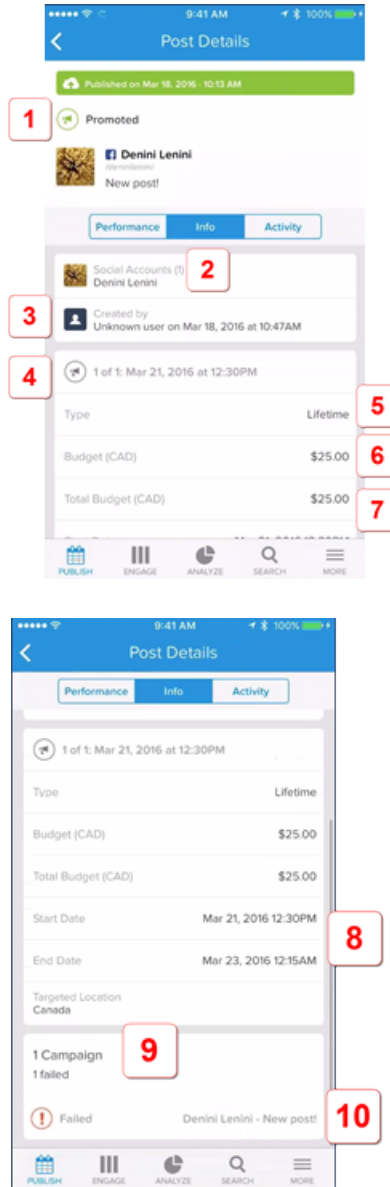


The Info tab of the Post Inspector shows this information:

- The social accounts destination for the post
- For iOS, the post's author and the date and time of publishing shows under Created by.
- For Android, the date and time of publishing appears under Published on and the post's author appears under Created by.

View Promoted Facebook Post Details for iOS Only

For promoted Facebook posts, you can view the details of the promotion in Post Details under the Info tab. The view is read-only. You can only change the post in Social Studio Web.



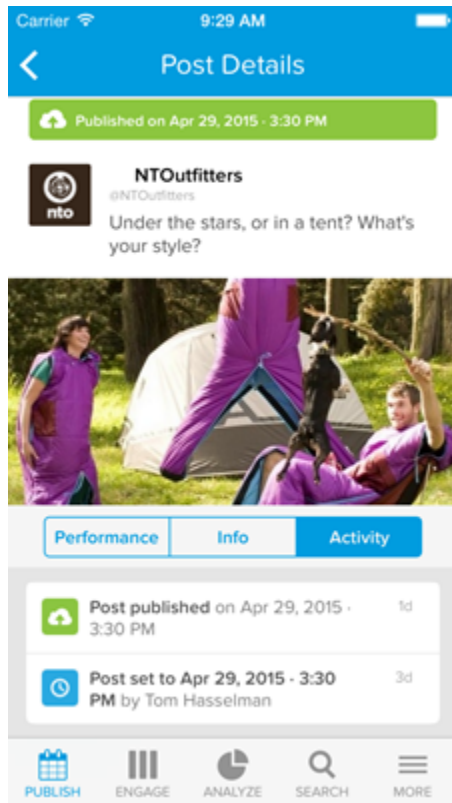
The Info Tab shows this information for Facebook Promoted Posts:

- (1) Post Promotion indicator
- (2) Social Account name post was promoted on
- (3) User who promoted the post and when.
- (4) Number of promotions with timestamp
- (5) Type of budget
- (6) Amount spent for this promotion
- (7) Total amount that can be spent for this promotion
- (8) Start and End Date and Time of the promotion
- (9) If the post was part of a campaign
- (10) Pending, Active, Inactive, or Failure of the campaign containing the promoted post

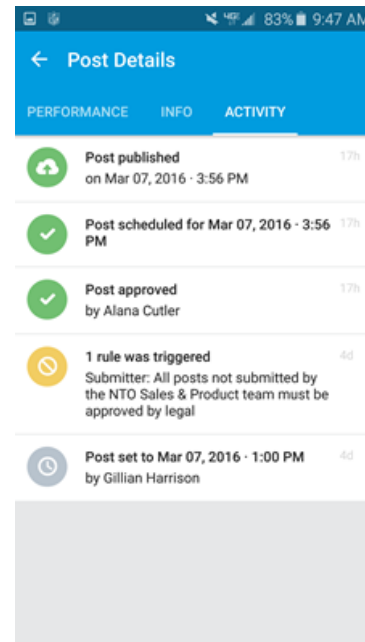
Activity Tab in Social Studio Mobile Post Details

The post inspector in Social Studio Mobile Publish has an Activity Tab which shows activity for a post.

iOS



Android




The Activity Tab shows any notes or status changes such as:

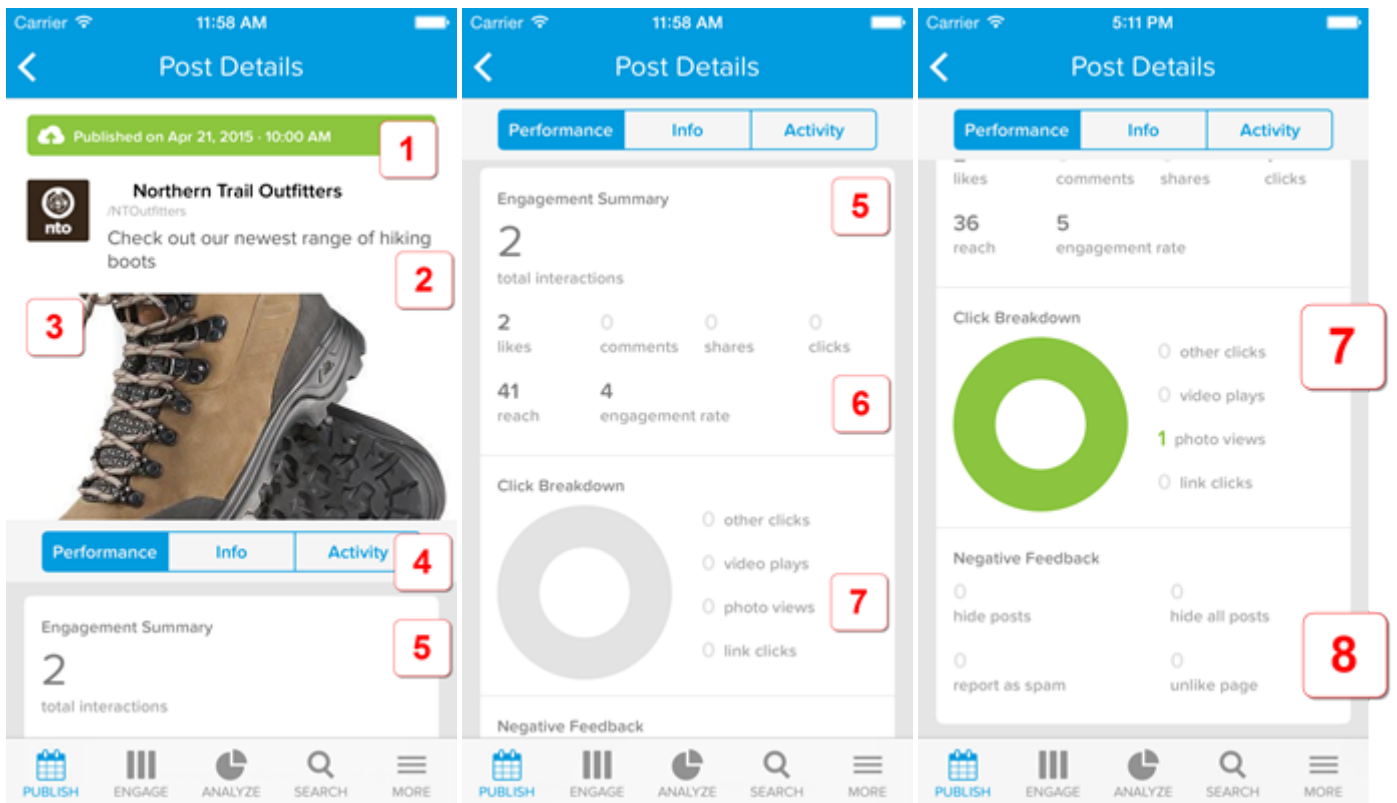
- Who authored the post at what date and time.
- When you scheduled the post to publish or when the post published.
- When an approver approves or rejects the post (if subject to approval rules).
- Any triggered approval rules.

Performance Tab in Social Studio Mobile Post Details

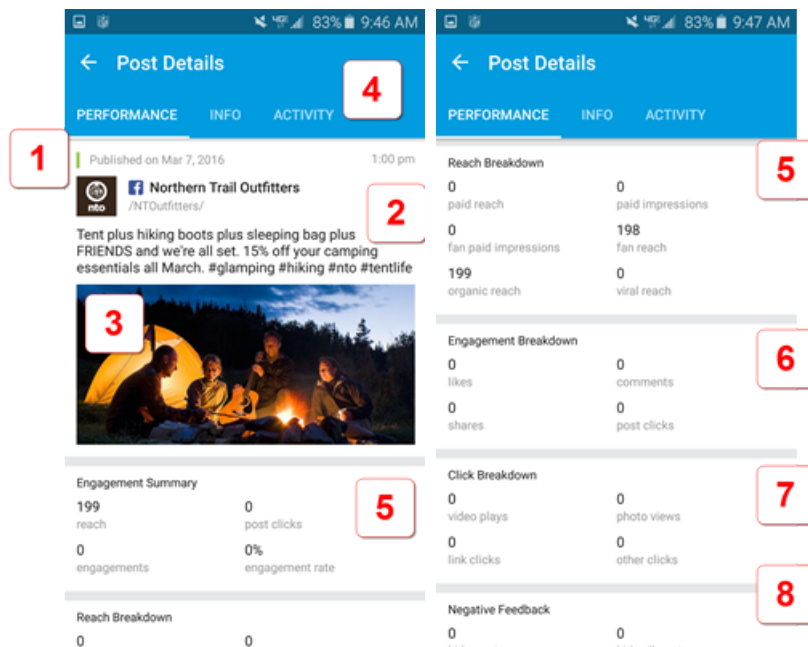
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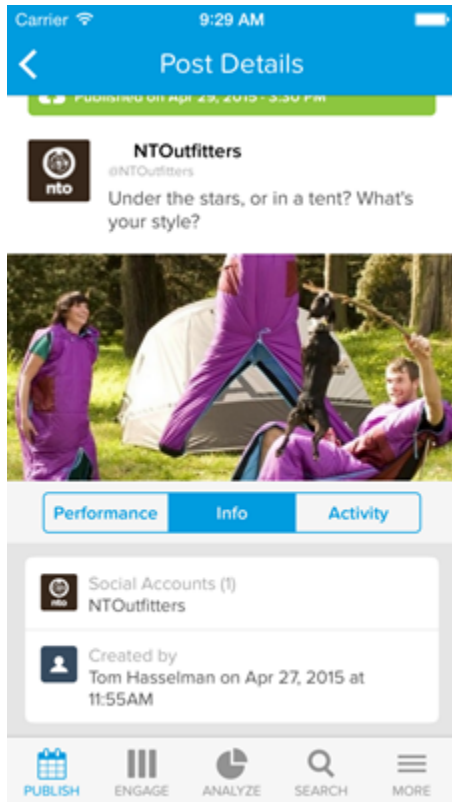


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-  **Note:** If the post failed or did not publish yet, the Performance tab does not appear.
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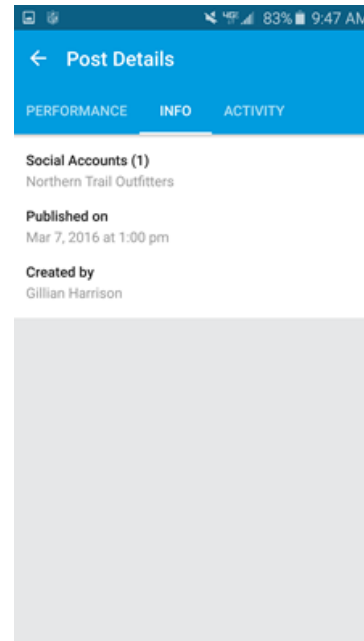
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iOS



Android

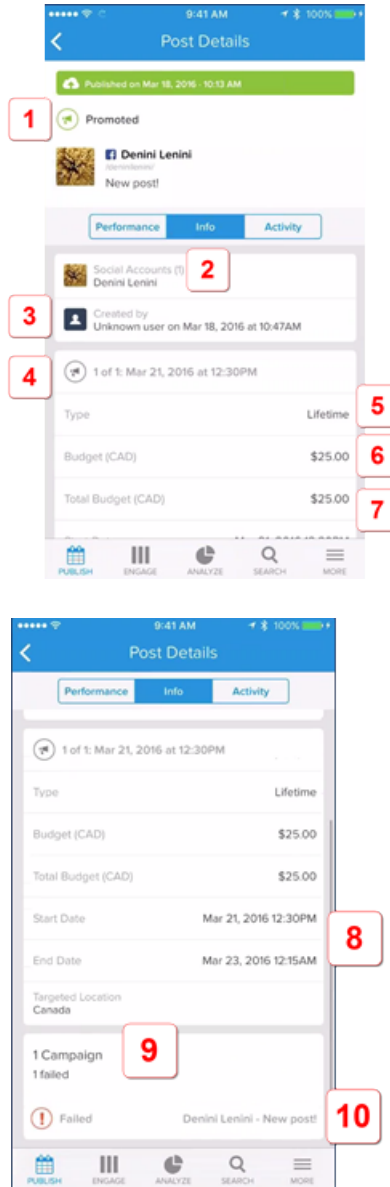


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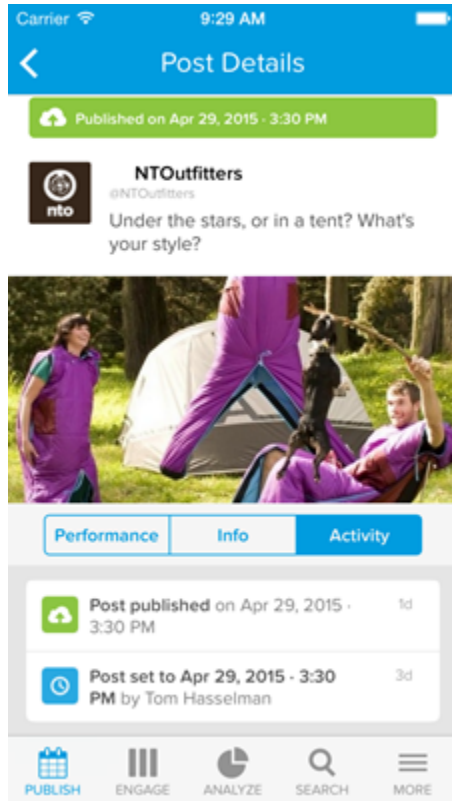
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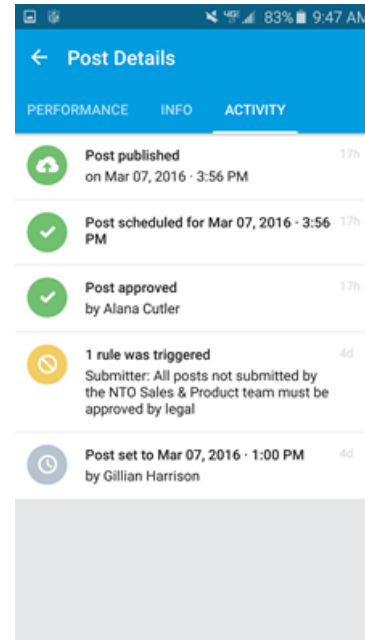
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The post inspector in Social Studio Mobile Publish has an Activity Tab which shows activity for a post.

iOS



Android



The Activity Tab shows any notes or status changes such as:


- Who authored the post at what date and time.
- When you scheduled the post to publish or when the post published.
- When an approver approves or rejects the post (if subject to approval rules).
- Any triggered approval rules.

Duplicate a Post

Brands publish content across multiple social networks to get their messages to their user communities. You can duplicate a scheduled or published Facebook or Twitter post on iOS. Duplicated posts made to the same network but a different social account, retain the social network properties, such as link shortened URLs and labels, of the original post.

 **Note:** This feature does not support duplicating posts that contain video to Facebook and Twitter.


1. Tap a scheduled or published post
2. Tap **Duplicate**.

 **Note:** If the original post already contained an image, the image option is already checked in the duplicate post.

3. Modify other aspects of the duplicate.
4. Publish or schedule the post to publish.

Manage Draft Posts

Drafts are unsaved posts in Social Studio Mobile that are not published yet. Drafts are useful if content is written but is not ready to be sent or scheduled for publication. Draft posts are sharable among other workspace members.

 **Note:** Drafts must have at least one social account as a destination. Drafts saved within a workspace show in the order of most recently modified.

Draft posts from Instagram cannot be edited in Social Studio Mobile but can be edited in Social Studio Web.

Draft Tasks	Description	
	iOS	Android
Access Drafts	Tap Drafts .	Tap the Android menu and select Drafts .
Edit the Draft	Tap Edit and make changes to the draft. You can either publish the post immediately or schedule the post for later publishing.	
View Draft Items	Scroll down, tap to open the draft, tap Edit , and continue creating a post.	
View Draft Post Details	Click a draft to view the post details. To modify the draft, tap Edit . To delete the draft from the workspace, tap Delete .	
View Drafts in Publish Calendar	Drafts scheduled with a time and date appear in the Publish calendar.	

Shared Content

Viewing, using, and accessing shared content items on both the Android and iOS versions of Social Studio Mobile. Create and share content with other Social Studio users through Shared Content, available on iOS and Android. Share the content in the same workspace for reuse in creating posts. Shared content on the mobile app works the same as on the web.

[Access Shared Content](#)

Access shared content items to reuse post content in Social Studio Mobile.

[Shared Content Reference](#)

Shared Content is available in Social Studio Mobile for various social networks, depending upon the mobile operating system.

[Use Shared Content](#)

Use shared content items to reuse post content in Social Studio Mobile.

[View Shared Content](#)

View shared content items in Social Studio Mobile for iOS. Use the items as a basis for other posts.










Access Shared Content

Access shared content items to reuse post content in Social Studio Mobile.

1. For iOS, tap **Publish** or for Android, tap the Android menu.
2. Tap **Shared Content**.

Shared Content Reference

Shared Content is available in Social Studio Mobile for various social networks, depending upon the mobile operating system.

Social Network	iOS	Android
Facebook		
Twitter		
Instagram		
LinkedIn		
Pinterest		no
YouTube	no	no

Use Shared Content

Use shared content items to reuse post content in Social Studio Mobile.

1. Tap **Use Content**.
2. Tap the target social network.



Note: To publish content to Instagram, install the Instagram app. If the app is installed, Instagram is in the choice of social networks.

3. Enter the post content.
4. Change these post options if necessary:
 - Remove or change an attached image.
 - Apply different labels or remove labels.
 - Apply publishing macros
 - If the content was scheduled for publishing, change the publishing schedule.

5. Tap **Publish**.

View Shared Content

View shared content items in Social Studio Mobile for iOS. Use the items as a basis for other posts.

1. Tap **View Content** for a shared content item in iOS only.



Note: All the shared content items appear in a scrolling list. View usage rate by workspace and which workspaces have shared the content. Once a shared content item is used in a published post, see which social networks used the shared content the most.

View performance statistics including:

- Total engagements
- Average of engagement
- Performance over Facebook and Twitter in Android only

Engage

Social Studio Mobile Engage enables you to monitor the social account and topic profile gathered content for post replies, post comments and what content is shared with other social network members.

The Engage part of Social Studio Mobile enables you to monitor the social account and topic profile gathered content for post replies, post comments and what content is shared with other social network members. Engage columns offers workflow management, such as assignment to other users for follow up, and direct engagement with posts.

Engage is organized into Tabs and Columns. Columns can contain social accounts which can be monitored individually or by social network type. Columns can also be used to monitor topic profiles. Even specific filtering criteria across multiple social accounts can have its own column within its own tab. The column configuration can be tailored to suit any monitoring strategy. Tabs can contain one or more columns.

Manage Engage columns and tabs, plus apply workflow actions to posts now from the Android platform.

You can use Engage to:

Feature	Mobile Version
Reply to or comment on social account posts and posts gathered in Topic Profile columns. on page 122	iOS and Android
Route posts to other Social Studio users, using mobile or web, for follow up.	iOS and Android
Apply workspace Engage macros	iOS
Manage post level data on your Facebook and Twitter page	iOS and Android
Favorite a tweet or like a Facebook post	iOS and Android
Delete unwanted content off your Facebook Pages, from your mobile device, iPhone or iPad.	iOS
Mark sentiment	iOS and Android
Tag and flag posts	iOS and Android

Feature	Mobile Version
Customize and/or sync Tabs and Columns to the same view from Social Studio Web.	iOS
Facebook conversation on a post which is different from accessing the Facebook conversation in the Social Studio web application.	iOS
Facebook Reviews in Engage column	iOS and Android

[Monitor Engagement in Social Studio Mobile](#)

Use tabs and columns to organize posts in Marketing Cloud Social Studio Mobile. You can customize the columns and apply filtering and sorting.

[Tabs](#)

In Social Studio Mobile, Engage tabs are presented initially in a list where the user selects the tab unlike in the Web version, Engage tabs are shown as tabs along the bottom of the window.

[Columns](#)

Columns in Social Studio Mobile Engage (on both iOS and Android) work exactly as they do in Social Studio Engage on the web except you will not be able to see all the columns.

[Post Inspector](#)

Inspect social account or topic profile posts or tweets in a Social Studio Mobile Engage column. The same information as shown in the Post Inspector for an Engage column in Social Studio.

Monitor Engagement in Social Studio Mobile

Use tabs and columns to organize posts in Marketing Cloud Social Studio Mobile. You can customize the columns and apply filtering and sorting.

Note: EU Copyright Directive

Under Article 15 of the EU Copyright Directive, Marketing Cloud Social products must remove post content for mainstream news, aggregator, and non-YouTube video content. The EU Copyright Directive is designed to give authors, artists, and publishers fairer remuneration for the use of their work online. The directive also protects works that are copyrighted.

Initially, the EU Copyright Directive affects all posts for these media types. The Social API is changed to restrict the social applications from getting the data for all posts, not just posts from EU countries. Users can still store content and search by keyword in Salesforce. The posts that have the affected media types show as “Content Not Available” in Social Studio. Social Studio continues to show author information, post title, and link to the native post.

For broad listening data, the posts are restricted to show the avatar, title, and a link out to the original content. The affected media types are mainstream news, aggregator, or videos except for videos on YouTube. The test area shows “Content not Available”.

Tabs

Use tabs to group multiple columns. For example, one tab could be for social account columns and another tab for topic profiles.

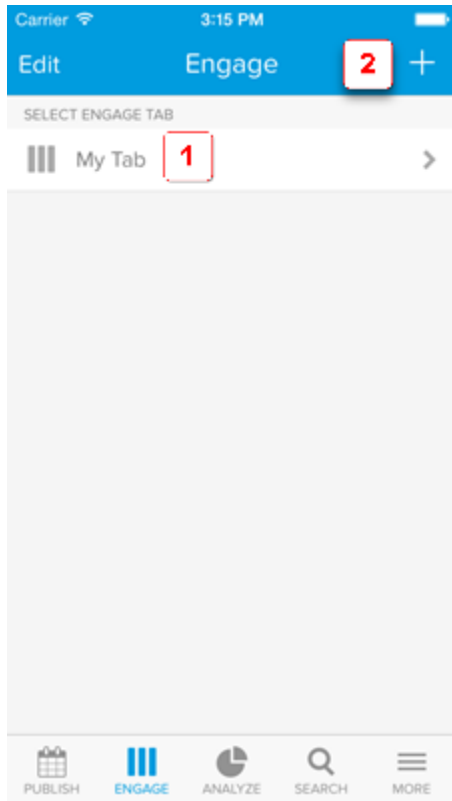
iOS

On iOS, tabs appear in a list.

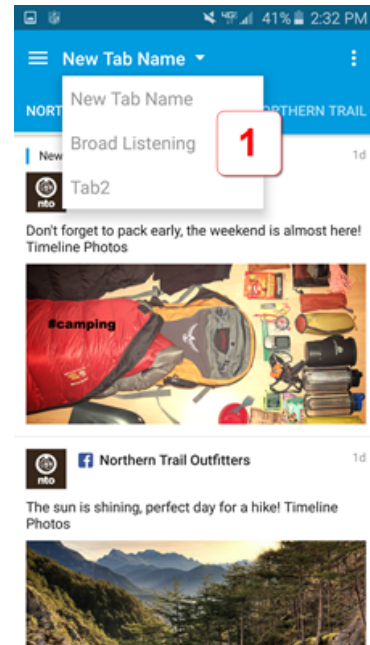
Android

On Android, tabs appear in a menu.

iOS



Android



If a workspace has no tabs, a default My Tab tab appears (1). On iOS, you change the tab name by tapping **Edit**. On Android, tap the down arrow. To add a tab on iOS, tap + (2).

Columns

On iOS, you can create more columns, customize the configuration, filter the column, rename the column or rearrange columns. You can also use one of the quick action icons to engage with posts. In Android, columns must be created in the Social Studio web version.

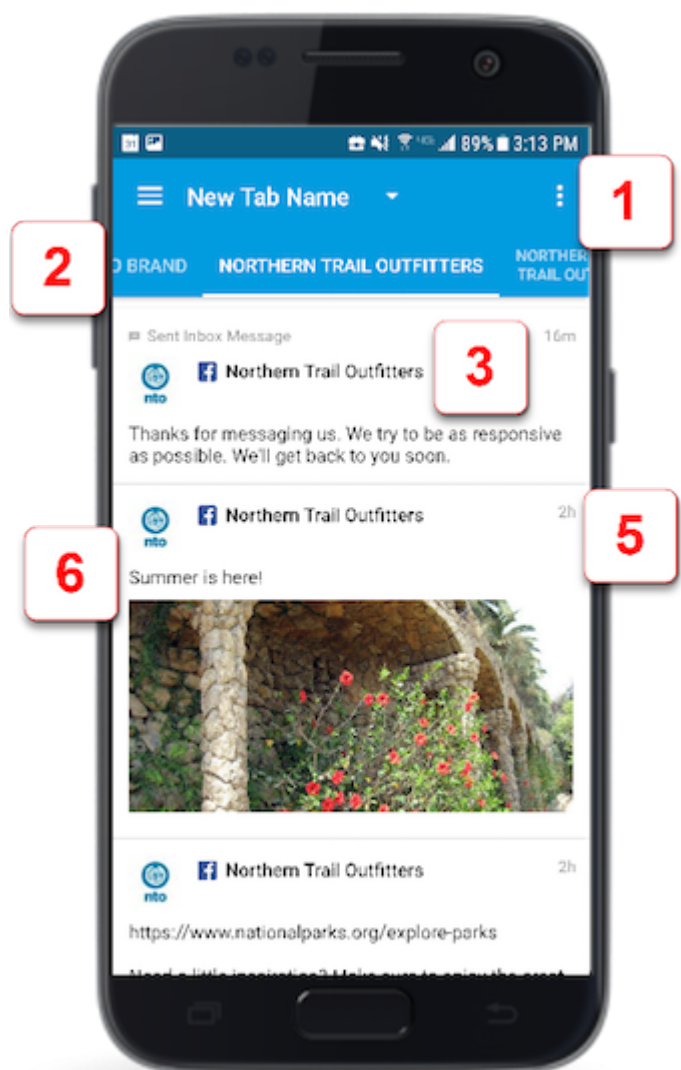
iOS

Android

iOS



Android



In iOS, you can configure the Engage column. You can change the social accounts and topic profiles shown and apply filter options. To change the column view, swipe right. To post text, tap the link. In iOS only, the post title shows the social account type and the name of the social account (4). Any applied author labels appear underneath (6).

In Android, tap to refresh the Engage tabs (1). Multiple columns show as dots in the tab header. In iOS, the current column shows as a white dot. To change the column view, Swipe from left to right. You can see multiple columns in the Android app displays as titles with the current column shown in bold. To change the column view, tap on the column title(2). The social account picture displays the picture associated with the account making the post (3). The age of post from when it first published (5). To post text, tap the link. Any applied author labels appear underneath (6).

Refer to this documentation for more information:

In Column Information

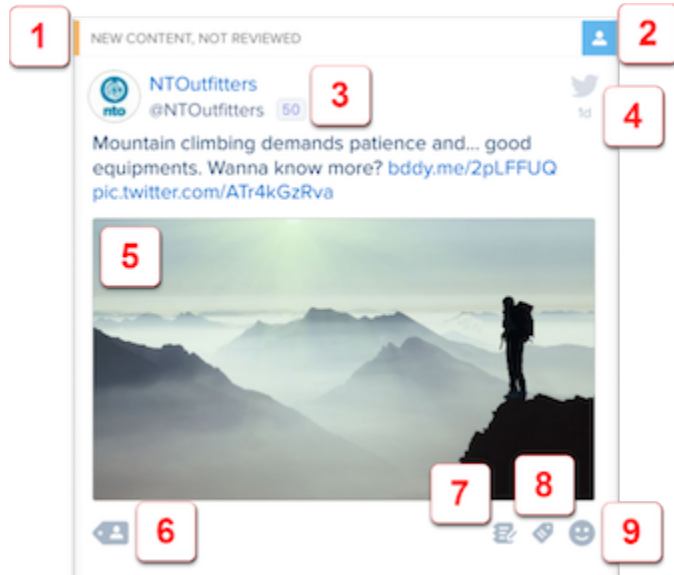
A post in a Social Studio Mobile Engage column shows important information without tapping into the Post Inspector.

In Column Information

A post in a Social Studio Mobile Engage column shows important information without tapping into the Post Inspector.

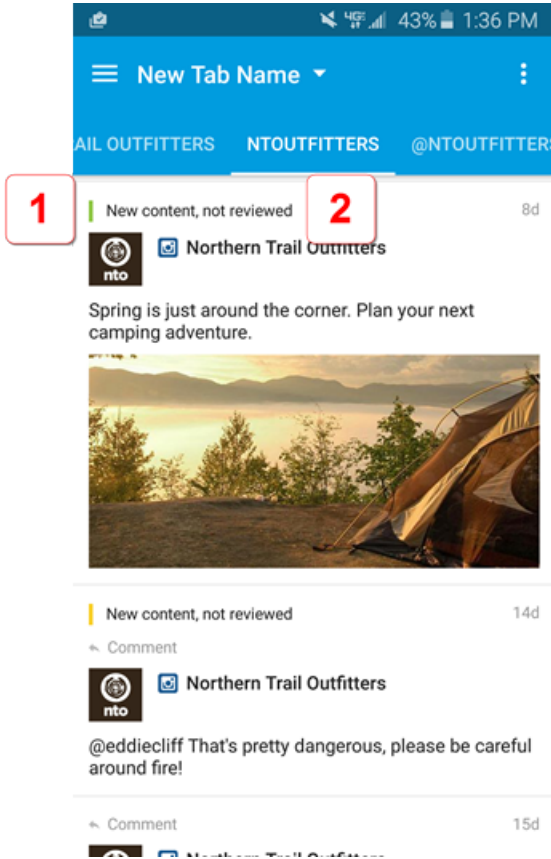
A post displayed in an Engage column shows important information without tapping into the Post Inspector:

iOS



- (1) Post status and priority. Red is high, yellow is middle, and green is low
- (2) Post assignment. If assignee has user picture, it is displayed here
- (3) Influencer score only for Twitter posts
- (4) Social network type and post age
- (5) Image or video in post
- (6) Author Label
- (7) Note
- (8) Post Label
- (9) Post Sentiment

Android



- (1) Post priority. Red is high, yellow is middle, and green is low.
- (2) Post status.

[Engage Column Post State Avatars in Social Studio Mobile](#)


View the state of a post in an Engage column in Marketing Cloud Social Studio Mobile without opening it. Posts use different avatar icons depending on the state of the post and the social network.










[Engage Column Quick Action Icons in Social Studio Mobile iOS](#)

You can quickly engage with a post when using the iOS version of Marketing Cloud Social Studio.

Engage Column Post State Avatars in Social Studio Mobile

View the state of a post in an Engage column in Marketing Cloud Social Studio Mobile without opening it. Posts use different avatar icons depending on the state of the post and the social network.

Post Action	Icon	Used on These Social Networks
Post		<ul style="list-style-type: none"> • Facebook • Instagram • LinkedIn • Twitter



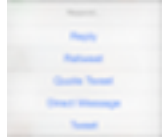


Post Action	Icon	Used on These Social Networks
Retweet	 	<ul style="list-style-type: none"> • Twitter
Direct Message		<ul style="list-style-type: none"> • Twitter
Inbox Message		<ul style="list-style-type: none"> • Facebook
Comment		<ul style="list-style-type: none"> • Facebook • Instagram
Reply Replies to Instagram posts with photo tags aren't supported.		<ul style="list-style-type: none"> • Facebook • Instagram
Unpublished Post		<ul style="list-style-type: none"> • Facebook
Unpublished Post Comment		<ul style="list-style-type: none"> • Facebook
Page Wall Comment		<ul style="list-style-type: none"> • Facebook • LinkedIn

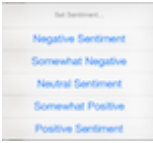
Engage Column Quick Action Icons in Social Studio Mobile iOS

You can quickly engage with a post when using the iOS version of Marketing Cloud Social Studio.

To engage with a post, tap and hold on the post. To complete the action, select an action icon.



Actions	Description	Social Account Network				Topic Profile
		Twitter	Facebook	LinkedIn	Instagram	
Hide	You can hide a post in the column.					
Respond	Displays a menu of response actions.	 		 Launches into the Comment window.		Available actions depend on the social network type that the post originates from.
Sentiment	Displays a menu of sentiment options.					

Actions	Description	Social Account Network				Topic Profile
		Twitter	Facebook	LinkedIn	Instagram	
						

Tabs

In Social Studio Mobile, Engage tabs are presented initially in a list where the user selects the tab unlike in the Web version, Engage tabs are shown as tabs along the bottom of the window.

Tabs are used in Social Studio Mobile Engage to contain columns for social accounts or topic profiles. Within each column, one or more social accounts or topic profiles can be monitored in their own column or as part of other social accounts.

A combination of social accounts (from the same or different social networks) can exist in the same columns which can be part of the same tab. Even specific filtering criteria across multiple social accounts or topic profiles can be saved in its own column within its own tab.

There is no limit to the number of tabs or columns within a tab, but unlike [Social Studio Engage Tabs](#) on page 151 in Web, they appear one at a time instead of side by side.

[Manage Engage Tabs](#)

Social Studio Mobile iOS allows you to create, rename, and remove an Engage column.

Manage Engage Tabs

Social Studio Mobile iOS allows you to create, rename, and remove an Engage column.

Tabs are managed differently in Social Studio Mobile Engage than in Social Studio Web. One of the main differences is that in Social Studio Desktop, Tabs appear in their own window and can be selected by clicking their title. In Social Studio Mobile, Tab names appear in a list format. Workspaces with no tabs start with a **My Tab** group.

Manage Tabs Tasks	iOS	Android
Add new	<ol style="list-style-type: none"> 1. Tap + at the bottom of the screen. 2. Enter a new tab name in EDIT TAB NAME. 3. Tap Done. 4. Tap Save. A message appears briefly indicating the tab was created. 5. You can create columns on page 151. 	Not Available
Remove	<ol style="list-style-type: none"> 1. Tap Tabs. 2. Tap Edit. 	Not Available

Manage Tabs Tasks**iOS****Android**

3. Tap the gear icon for the Tab.
4. Tap the red circle on the tab to be deleted.
5. Tap **Delete** and the tab disappears and is deleted.
6. Tap **Done**.

Rename

1. Tap **Tab**s.
2. Tap **Edit**.
3. Tap the gear icon for the Tab.
4. Enter a new tab name using the on-screen keyboard.
5. Tap **Save**. A message appears briefly at the bottom indicating the name was saved.
6. Tap **Done**.

Not Available

Select

1. Tap **Engage**.
2. Tap **Tab**s.
3. Tap the desired tab name.

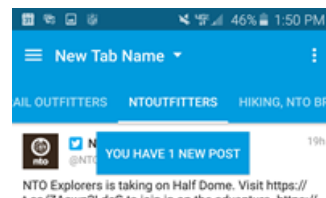
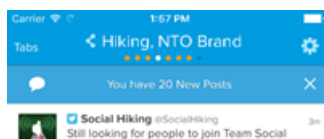
1. Select a Workspace.
2. Tap the menu.
3. Tap **Engage**.
4. Tap tab name if there are more than one tab and select tab name.

Columns

Columns in Social Studio Mobile Engage (on both iOS and Android) work exactly as they do in Social Studio Engage on the web except you will not be able to see all the columns.

Columns in Social Studio Mobile Engage, on both iOS and Android, work exactly as they do in Social Studio Engage on the web except you can't see all the columns.

Columns are updated in real time so any new posts are indicated by the following message:


iOS**Android**


Tap on the message to update the column. The new posts appear in the column.

If there are new posts in other columns in the tab, the circle (iOS only) underneath the column title is orange. Swipe to get that column and add the posts.

In an Engage column, you can accomplish:

Engage Column Tasks	Description	iOS/Android
Apply Engage macros	<p>You can apply macros created in Social Studio desktop to posts in Engage column.</p> <ul style="list-style-type: none"> • Macros that have been created in Social Studio desktop and shared with users are available for selection in Mobile. • When a post is being inspected, apply one or many macros that are necessary to take action. • When a macro has been applied, the full audit trail of the workflow activity can be viewed under the activity tab. 	iOS/Android
Create on page 153	Create a new Engage column and add social accounts or topic profiles.	iOS
Configure a column on page 154 (includes renaming or removing a column)	Configure the column including changing the social accounts or topic profiles.	iOS
Engage with a Post on page 142	Engaging with a post is essentially performing an action to the post by replying, retweeting, deleting, and more.	iOS/Android
Examine a post in the column on page 128	Use the post inspector to examine the post in more detail.	iOS/Android
Filter a column on page 156	Apply filters to an Engage column	iOS

 **Note:** Engage columns contain posts with @mentions links of published Facebook pages. The @mentions appear in the post text with an '@' in front of the page name. Click the @mention to open the Facebook page on Facebook. If the Facebook app is installed, the page opens with the Facebook app. If the Facebook app isn't installed, the Facebook page opens in the phone's default web browser.

 **Note:** Videos that are part of a Facebook or Twitter post (created within Social Studio) can be viewed in the Engage column and in the Post Inspector (iOS only).

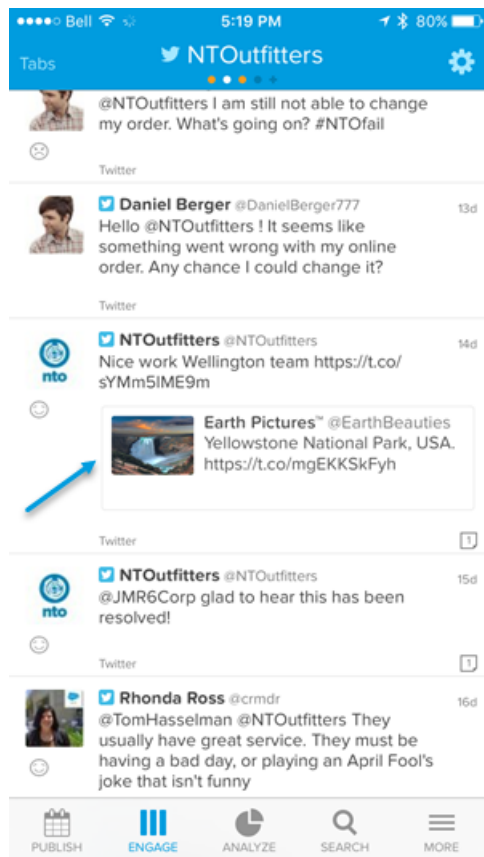
You can play video full screen or rotate the device to automatically play the video full screen.

Facebook Reviews

You can understand your local Facebook page reputation within an Engage column. View and engage with Facebook reviews, comments, and replies to understand the conversation happening around your brand. Comment on a review to join in on the conversation.

Quote Tweets

Quote Tweets are visible in the Engage column are indicated by the box around the post:



Tap the post to open the Post Details and see the quote tweet text.

[Create a Column](#)

Social Studio Mobile Engage columns can only be created in the Mobile iOS version and Web version of Social Studio. You cannot create columns in the Android Mobile app.

[Configure a Column](#)

A Social Studio Mobile Engage column can be configured to show posts from various social accounts or topic profiles (those attached to the workspace) and filtered by various options.


[Engage with a Post](#)

Engage with a post in a Social Studio Mobile engage column by performing an action to the post. You can engage with a post by performing one or more of these actions:

Create a Column

Social Studio Mobile Engage columns can only be created in the Mobile iOS version and Web version of Social Studio. You cannot create columns in the Android Mobile app.

-  **Note:** Engage columns can only be created in the Mobile iOS version and Web version of Social Studio. You cannot create columns in the Android Mobile app.

1. Tap **Edit**.
2. Tap the **Gear icon** the desired tab where the new column resides.
3. Tap **Add Column**.
4. Tap either **Social Account** or **Topic Profile**.
 -  **Note:** Social Accounts and Topic Profiles cannot be in the same column. A Topic Profile can be created in Social Studio Web. Use the Social Studio Web Application to add the Topic Profile to the Workspace.
 - a. Tap one or more social accounts or topic profiles shown. A check mark appears next to the name.
 - b. Tap **Save** and the social account or topic profile appears in the list of social accounts or topic profiles for that column.
 - c. To delete the social account or topic profile, tap the red circle.
5. Tap **Done**.
6. Tap **Save**.

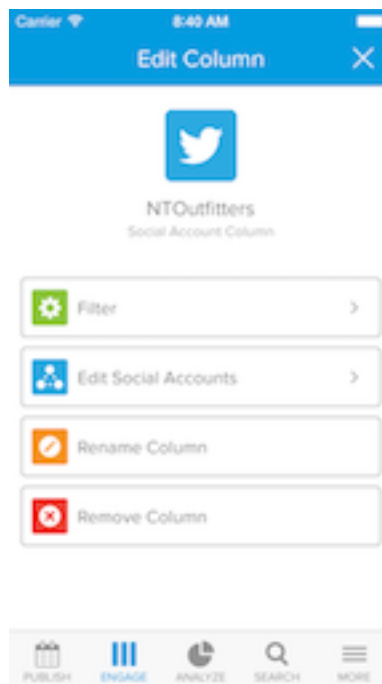
Configure a Column

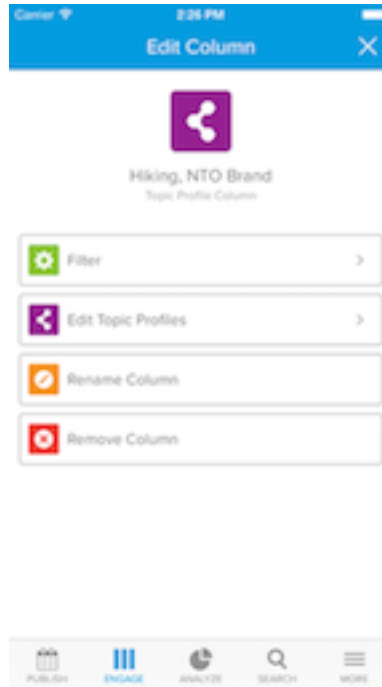
A Social Studio Mobile Engage column can be configured to show posts from various social accounts or topic profiles (those attached to the workspace) and filtered by various options.

-  **Note:** Engage columns can only be configured on the iOS version and in Social Studio Web. Configuring Engage columns in the Android version is not available.

A Social Studio Mobile Engage column can be configured to show posts from various social accounts or topic profiles (those attached to the workspace) and filtered by various options.

On Mobile iOS only: When editing a column, the following options are available to filter and show posts:





Manage Column Configuration

Description

Filter

Filter the column by Media Type, Status, Priority, Assignment, Classification, Post Labels, Keywords and by Hidden Posts.

Edit Social Accounts

Add or remove workspace social accounts or topic profiles.
The social accounts and topic profiles must exist in the tenant.

Rename or Remove a Column

Columns can be renamed or removed in a Tab in Social Studio Mobile Engage.

- Enter into the column to be renamed or removed.
- Tap the Gear icon.
- Tap **Remove Column**.
- Tap **Remove** to confirm and the column is removed.
- Tap **Rename Column** and enter a new name.
- Tap **Rename** to save the name you entered.

 **Note:** Engage columns can only be renamed or removed in the Mobile iOS version and Web version of Social Studio. You cannot create columns in the Android Mobile app.

[Change Sources in a Column](#)


In Social Studio Mobile, you can add or remove social accounts or topic profiles in a workspace.

[Filter an Engage Column in Social Studio Mobile](#)

You can filter Engage column posts on an iOS device to view specific types of posts.

Change Sources in a Column

In Social Studio Mobile, you can add or remove social accounts or topic profiles in a workspace.

 **Note:** Social accounts must be registered and added to a workspace in the Social Studio Web application before they can be used to build into a Mobile Engage column.

You can add or remove social accounts or topic profiles in a workspace.

1. Tap the **gear icon**.
2. Tap **Edit Social Accounts** or **Edit Topic Profiles**.
3. Select the social accounts or Topic Profiles to add.



A check mark appears next to the social account or topic profile name. If the list of social accounts or topic profiles extends off the screen, either scroll down to find the desired one or start entering the name in **Search**. The list narrows to match what is entered.

4. Tap **Save**.

The column appears and updates to show any posts from the choices selected just added.

Filter an Engage Column in Social Studio Mobile

You can filter Engage column posts on an iOS device to view specific types of posts.

1. To view an Engage column, tap  .
2. Tap  .
3. Tap **Filter**, and tap one or more filter options.

 **Note:** To filter a Facebook column by comments, tap **Comments Mentions**. To filter the column just by Facebook @mentions, tap **Mentions**.

After setting the filters, tap the back arrow to return to the compose window.

4. Save your changes.

Engage with a Post

Engage with a post in a Social Studio Mobile engage column by performing an action to the post. You can engage with a post by performing one or more of these actions:

Post Workflow Task	Mobile Version	Description
Add the priority to a post	iOS/Android	Assign a priority to the post to properly triage.
Apply Author Label	iOS	Apply a new or existing author label to a Facebook or Twitter post.
Apply Engage macros	iOS/Android	Apply Engage macros to a post in an Engage column. <ul style="list-style-type: none"> • Tap on a post. • Tap on Macros tab.

Post Workflow Task	Mobile Version	Description
		<ul style="list-style-type: none"> Tap Apply to apply the macro to the post and a checkmark appears. <p>Engage macros must be created in Social Studio desktop. You cannot create Engage macros in Mobile.</p>
Assign the post to a user	iOS/Android	<p>Assign posts to team members while on the go.</p> <p>When assigning a post to a team member in iOS, use the search bar to search Social Studio users.</p>
Assign post labels	iOS/Android	<p>Assign label to posts for later reporting.</p> <p>When assigning labels to a post in iOS, use the search bar to search existing labels.</p>
Change the post status	iOS/Android	Select a predefined status for the post.
Quick Post Engagement	iOS	Use quick action icons to quickly engage with a post.
Update the sentiment of your posts	iOS/Android	Manually assign a positive, neutral, or negative sentiment to a post
Use predefined categories for a post	iOS/Android	Select a category for the post such as leads, customer service, or other areas of inquiry.

[Quick Post Engagement](#)

The actions taken from using the Quick Engage icons in a iOS Social Studio Engage column.

Quick Post Engagement

The actions taken from using the Quick Engage icons in a iOS Social Studio Engage column.

Each post has quick post engagement icons, differing on the post's social network and whether the iOS or Android version is used. The Quick Action icons appear as you press on the post (iOS only) in an Engage column or in the Post Preview in the Post Inspector (both iOS and Android).

Comment

- Facebook - Tap to open the comment window and leave a comment to the post.
- Twitter - Tap **Response** and select **Reply**, **Retweet**, **Quote Tweet**, **Direct Message**, or **Tweet**.
- LinkedIn Updates - Tap to open comment window and leave a comment to the post.

Retweet (Twitter)

Tap **Retweet** and the Retweet window appears. Tap and hold to drag down a list of Twitter accounts to retweet from (if no other Twitter account, no choice is possible).

Tap **Send** sends the post, and a banner appears at the top saying the Tweet was successfully retweeted to (name of the Twitter page). Retweets only will work if retweeting from a different Twitter account.

If the character count is over the limit for Twitter, **Send** will be grayed out until the character count is reduced to under the limit.

Quote Tweet (Twitter)

Tap **Quote Tweet** and the Quote Tweet window appears. Tap and hold to drag down a list of Twitter accounts (if more than one, if only one, no choice is possible). The tweet appears in quotes.

Tap **Send** sends the post and a banner appears at the top saying the Tweet was successfully posted to (name of the Twitter page).

Quoted tweets appear in a box below the message.

If the character count is over the limit for Twitter, **Send** will be grayed out until the character count is reduced to under the limit.

Direct Message (Twitter)

Tap **DM** and the screen shows a box with the "from" twitter address and a "to" twitter address where another twitter address can be selected (if one only, both boxes are the same). A character count appears next to the send button showing the remaining characters in the direct message.

Tap **Send** sends the direct message and a banner appears at the top saying the Twitter direct message was successfully sent to the specified Twitter address.

If the character count is over the limit for Twitter, **Send** will be grayed out until the character count is reduced to under the limit.

Favorite (Twitter)

Tap **Favorite Tweet**, and a banner appears saying the Twitter post was successfully saved as a favorite to (name of the Twitter page).

Delete at Source (Facebook)

Click the Trash can icon to delete the post.

The post becomes grayed out in the column. Next time the column is reloaded, the deleted post will not be shown.

Hide Post (All)








Hides the post in the Engage column.

Like/Sentiment (Facebook and Twitter)

Set the sentiment for the post.

Sentiment can be set for a Tweet from the column only.


Android Post Inspector Icons

Social Network	Actions			
	Reply	Like	DM	Retweet
Facebook				
Twitter				
LinkedIn				
Instagram				

Post Inspector

Inspect social account or topic profile posts or tweets in a Social Studio Mobile Engage column. The same information as shown in the Post Inspector for an Engage column in Social Studio.

Tap **Engage** and select a tab. If there is more than one column, swipe to find the correct column. Tap on a post to open the Post Inspector.

 **Note:** The Post Inspector layout in the Android app is the same for posts on Facebook, Twitter, LinkedIn, and Instagram.

[Add an Author Label to a Post in Social Studio iOS Mobile](#)

To provide community management teams context, add author labels to a post while using your iOS device for Marketing Cloud Social Studio Mobile. Use author labels to categorize influencers and VIPs from known trolls and detractors.

[Conversation Threading](#)

In iOS Social Studio Mobile, you can use conversation threading to view the Facebook posts and tweets conversations to understand the context of your responses and engage accordingly. You can also view chain of conversations leading up to selected post or tweet and replies to the inspected post or tweet. Seeing the entire conversation in context can help you engage appropriately.

[Layout](#)

The Post Inspector layout in Social Studio Mobile for a Tweet, Facebook post, or LinkedIn Update are imilar but have differences based on the social network.

[Macros](#)

Engage macros, available on both iOS and Android, allow you to configure predefined instructions for commonly used actions and apply them to multiple posts at the same time. They enable you to work more efficiently within the Social Studio by selecting using the Macro button and applying a variety of actions to multiple posts at the same time.

[Post Author Inspector](#)

In the iOS version of Social Studio Mobile, in the Engage component, you can get information about the Twitter post's author and can follow or unfollow them on Twitter. Click the avatar picture of the post's author to access the Author Inspector.

Add an Author Label to a Post in Social Studio iOS Mobile

To provide community management teams context, add author labels to a post while using your iOS device for Marketing Cloud Social Studio Mobile. Use author labels to categorize influencers and VIPs from known trolls and detractors.

To edit and remove author labels, use Social Studio web.

1. On your iOS device, tap **Author Labels**. The number in parentheses indicates how many author labels that have already been applied to the post.
2. Tap **Add Label** and enter a label.
Search or create a label by entering the name. Recent labels are shown along with a list of all the author labels.
3. Tap **Save**.
4. Enter or choose more labels. You can swipe down and tap the entry.
The author labels list is updated with the new labels. Also the number of author labels and the indicator below the post updates with the author labels.
5. To remove the author label:
 - a. To open the post inspector, tap on the post.
 - b. Hover over the label and tap the "x" to delete it.
The label is also removed from any posts it had been applied to previously.

Take the lists further in Social Studio Automate and manage lists of author labels.

Conversation Threading

In iOS Social Studio Mobile, you can use conversation threading to view the Facebook posts and tweets conversations to understand the context of your responses and engage accordingly. You can also view chain of conversations leading up to selected post or tweet and replies to the inspected post or tweet. Seeing the entire conversation in context can help you engage appropriately.

Facebook Conversation Threading

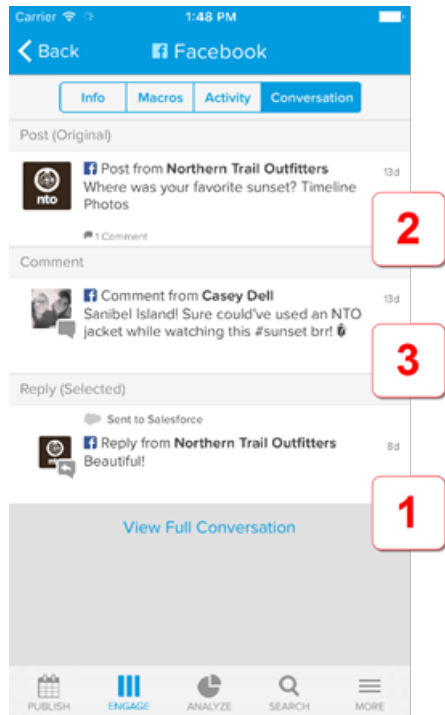
Tap a single Facebook post to open it in the Inspector and the entire post's conversation appears in the Conversations tab. In the conversation view, the post's location is highlighted.

You can see comments above and below the selected comment and replies related to comments can be shown or hidden.

You can see, in context, how a post relates to a conversation and the post's status and who is assigned the post for follow up. Pressing the person icon at the top of the post block shows who was assigned to process the post.

Tap **Conversations** in the Post Inspector to access the Conversation thread for the post. See the callout explanations below the graphic.

- (1) The post being inspected.

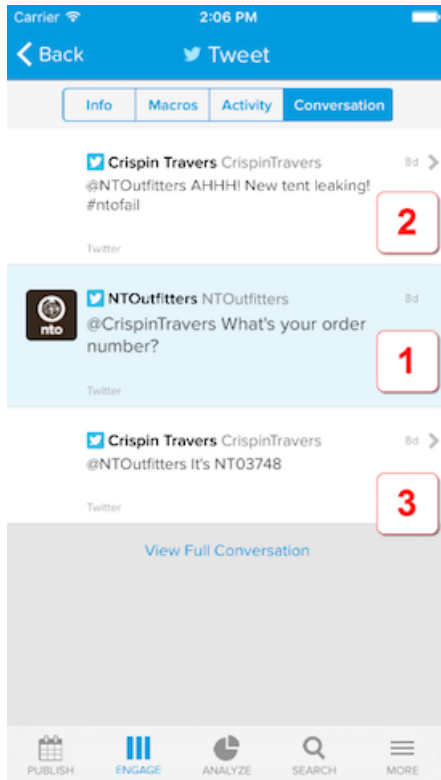


- (2) The parent post in the conversation thread.
- (3) The first comment in the conversation thread.

Twitter Conversation Threading

With Twitter Conversation Threading, you can view the stream of conversations happening against tweets and see the context of your responses and engage accordingly. You can also view the chain of conversations leading up to selected tweet and replies to the inspected tweet. Seeing the entire conversation in context can help you engage appropriately.

Click the Conversations menu in the Post Inspector to access the Conversation thread for the post. See the callout explanations.



- (1) The tweet being inspected.
- (2) The base tweet.
- (3) The reply to the base tweet.

 **Note:** Conversation Threading for tweets are only available after the current release of Social Studio and will not be retroactive.

Layout

The Post Inspector layout in Social Studio Mobile for a Tweet, Facebook post, or LinkedIn Update are similar but have differences based on the social network.

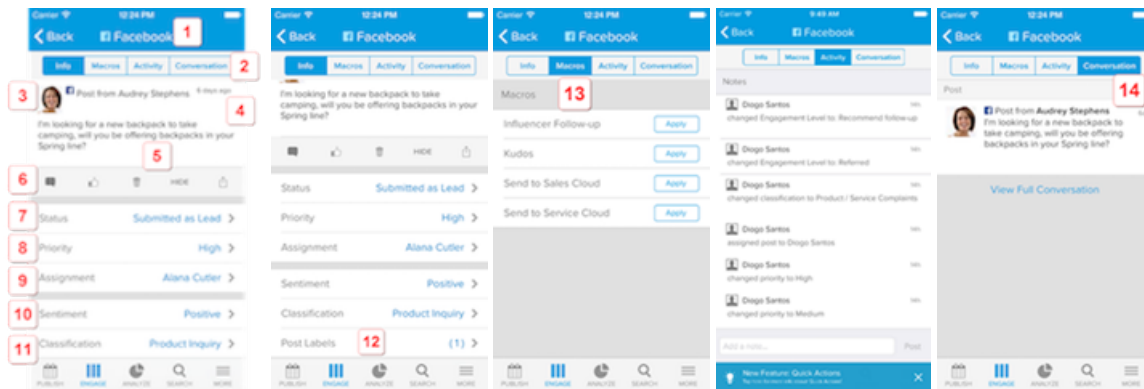
 **Note:** Videos that are part of a Facebook post that was created within Social Studio can be viewed in the Engage column and in the Post Inspector for iOS only.

You can play video full screen or rotate the device to automatically play the video full screen.

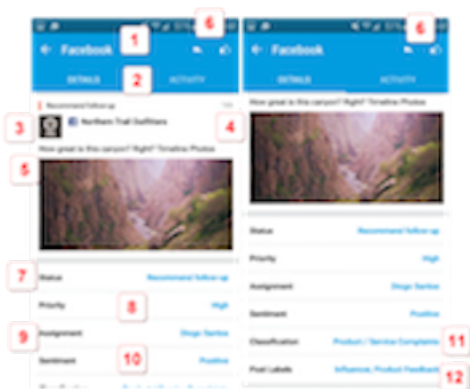
Facebook Layout

Facebook posts can contain @mentions links to published Facebook pages. The @mentions appear in the post text with an '@' in front of the page name. Click the @mention to open the Facebook page on Facebook. If the Facebook app is installed, the page opens with the Facebook app. If the Facebook app is not installed, the Facebook page opens in the phone's default web browser.

iOS



Android

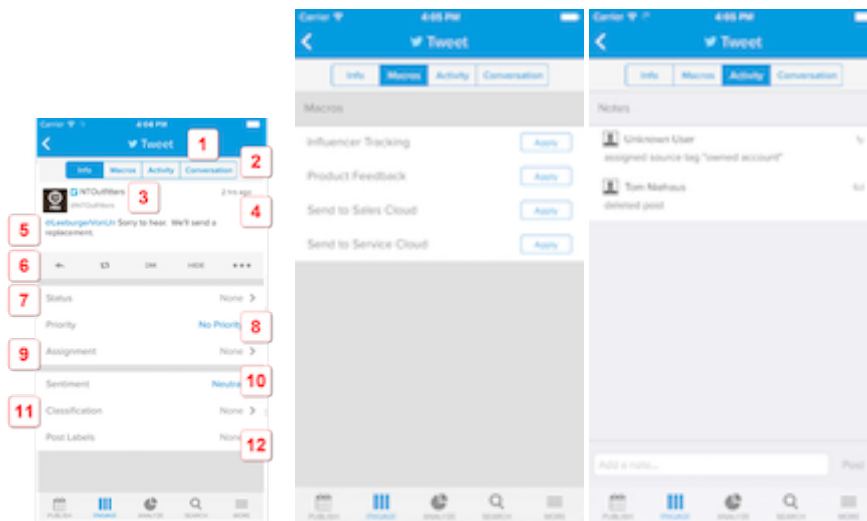


Callouts

- (1) Clear identifier as what social account type the post is from.
- (2) **Tabs**
 - **Info** - Shows the social account name, avatar, status, and any attached image.
 - **Macro** - Shows Engage macros that are available in the current workspace. Tap Apply to use the macro for the post.
 - 🔗 **Note:** Macros must be added to the workspace while in the Social Studio Web application.
 - **Activity** - View created notes or system generated notes and also add more Notes, if needed.
 - **Conversation** - Show related comments and replies to the post. If there are none, the tab doesn't appear.
 - 🔗 **Note:** Conversations are not available in the Android version of Social Studio Mobile.
- (3) Facebook author's name, handle, and picture
- (4) Amount of time ago the post was posted
- (5) Post text
- (6) Quick Action icons to engage with a post.
- (7) Status

- (8) Priority
- (9) Assignment
- (10) Sentiment
- (11) Classification
- (12) Post Labels

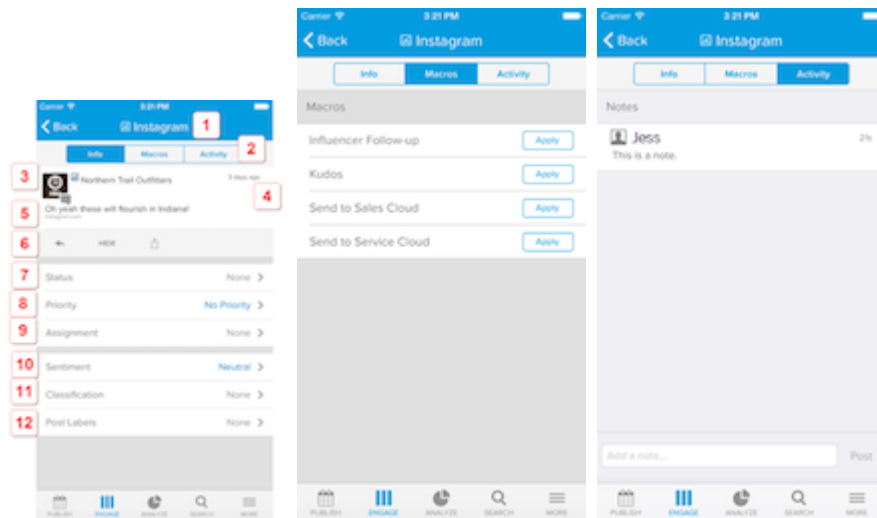
Tweet Layout



Callouts

- (1) Clear identifier to the social account type the post is from.
- (2) Tabs:
 - **Info** - Show the social account name, avatar, post content (including pictures and links). You can change the selection for workflow options for that post.
 - **Macros** - The macros available to use in the workspace. These must be made available to the workspace in Social Studio Web.
 - **Activity** - Shows the post's activity of user created or system generated notes and additional Notes can be added.
 - **Conversation** - If the post has replies and comments, this tab appears.
- (3) Twitter author's name, handle, and picture
- (4) Amount of time ago the post was posted
- (5) Post text. **Quote Tweets** are visible in the post inspector by a box around the quote tweet. Quote Tweets cannot be made within the Post Inspector for Mobile, just within Social Studio Web.
- (6) Quick Action icons to engage with a post.
- (7) Status
- (8) Priority
- (9) Assignment
- (10) Sentiment
- (11) Classification
- (12) Post Labels

Instagram Layout

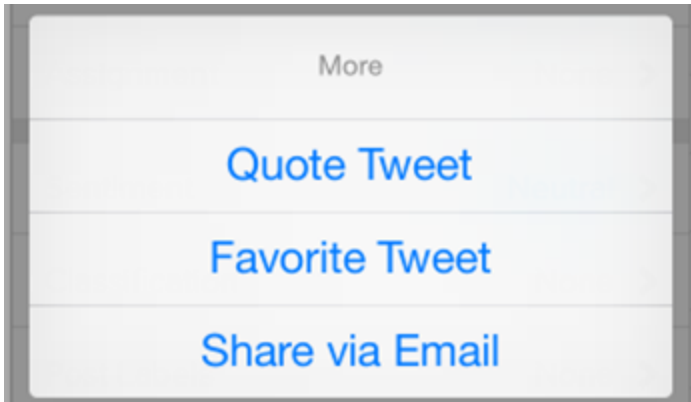


Callouts

- (1) Identifies which social account type the post is from.
- (2) Tabs to access for functionality:
 - **Info** - Shows how the social account name, avatar, post content (including pictures and links). You can change the selection for workflow options for that post.
 - **Macros** - Macros available to use. These must be made available to the workspace in Social Studio Web.
 - **Activity** - Shows the post's activity of user created or system generated notes.
- (3) Instagram author's name, handle, and picture
- (4) Amount of time ago the post was posted
- (5) Post text
- (6) Quick Action icons to engage with the post. See Engaging with a Post for more information on the Quick Action Icons.
- (7) Status
- (8) Priority
- (9) Assignment
- (10) Sentiment
- (11) Classification
- (12) Post Labels

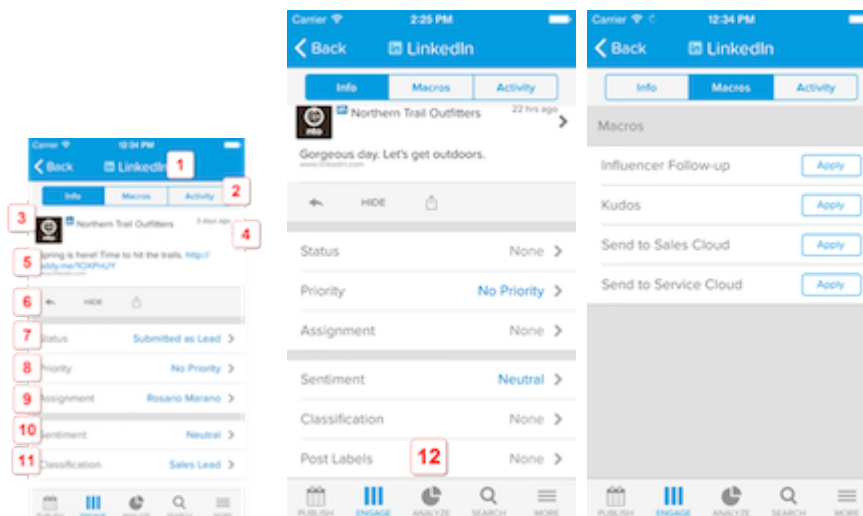
Share Options

The share icon is for the Mobile application and not available in the web application.



- **Quote Tweet** - Quotes the selected tweet in a new tweet
- **Favorite Tweet** - Saves the tweet as a favorite
- **Share via Email** - Use the iPhone's mail app to email a copy of the post.

LinkedIn Layout



Callouts

- (1) Identifies which social account type the post is from.
- (2) Tabs to access for functionality:
 - **Info** - Show the social account name, avatar, post content (including pictures and links).
 - **Macros** - Macros available to use. These must be made available to the workspace in Social Studio Web.
 - **Activity** - shows the post's activity of notes that were entered.
 - There are two types of notes:
 - created by you and other users
 - generated by the system
- (3) LinkedIn author's name, handle and picture

- (4) Amount of time ago the post was posted
- (5) Post text
- (6) Quick Action icons to engaging with a post.
- (7) Status
- (8) Priority
- (9) Assignment
- (10) Sentiment
- (11) Classification
- (12) Post Labels

Macros

Engage macros, available on both iOS and Android, allow you to configure predefined instructions for commonly used actions and apply them to multiple posts at the same time. They enable you to work more efficiently within the Social Studio by selecting using the Macro button and applying a variety of actions to multiple posts at the same time.

You can use engagement macros to apply various actions to multiple posts at the same time. They can also be used to save time and a more uniform approach to how and you and your team engages with posts. You can only create Engagement Macros in Social Studio Web and add them to the workspace if you are a Super User. If you are not a Super User, contact the Super User for the organization to get the access permissions) or within the Post. Available macros appear under the Macros tab in the Post Inspector.

Apply a Macro

1. In an Engage column, tap on a post to open the Post Inspector.
2. Tap the Macros tab.
3. Tap **APPLY** next to one or more of the macros listed.

Post Author Inspector

In the iOS version of Social Studio Mobile, in the Engage component, you can get information about the Twitter post's author and can follow or unfollow them on Twitter. Click the avatar picture of the post's author to access the Author Inspector.

[Access the Twitter Author Inspector](#)

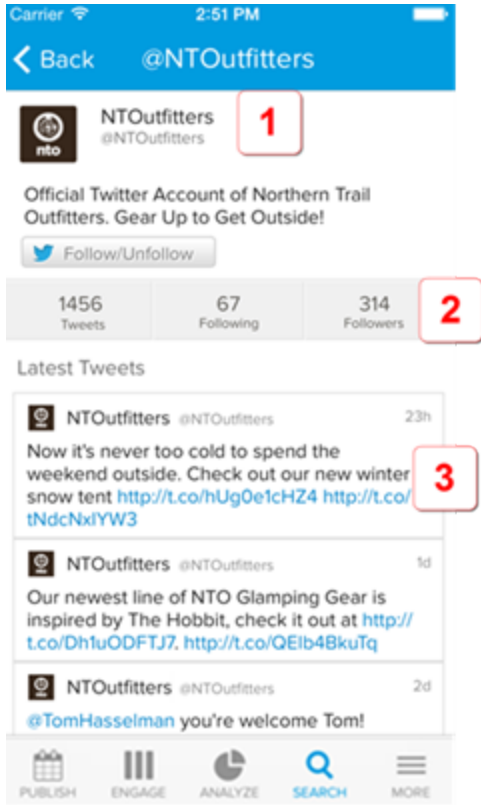
Tap the Twitter author's avatar to access the Twitter Author Inspector. You can Follow or Unfollow the twitter author or, if there are multiple owned Twitter handles in the workspace, you can choose the specific handle. All user roles in a workspace, such as Admin, Contributor or and Limited Member, can follow or unfollow a Twitter author. You can also view if the Twitter author is following any Twitter accounts in your workspace.

[Follow or Unfollow the Twitter Author Inspector](#)

You can follow or unfollow a Twitter author.

Access the Twitter Author Inspector

Tap the Twitter author's avatar to access the Twitter Author Inspector. You can Follow or Unfollow the twitter author or, if there are multiple owned Twitter handles in the workspace, you can choose the specific handle. All user roles in a workspace, such as Admin, Contributor or and Limited Member, can follow or unfollow a Twitter author. You can also view if the Twitter author is following any Twitter accounts in your workspace.



- (1) **Profile Info** - Shows the details of a Twitter author such as the avatar, username, their Twitter handle, and URL. Also shown is the number of tweets, number Twitter feeds the author is following and the number of people following the Twitter author.
- (2) **Follow/Unfollow** - Allows that author to be followed on Twitter
- (3) **Latest Tweets** - Shows the last 20-25 posts from the author below the author specifics.

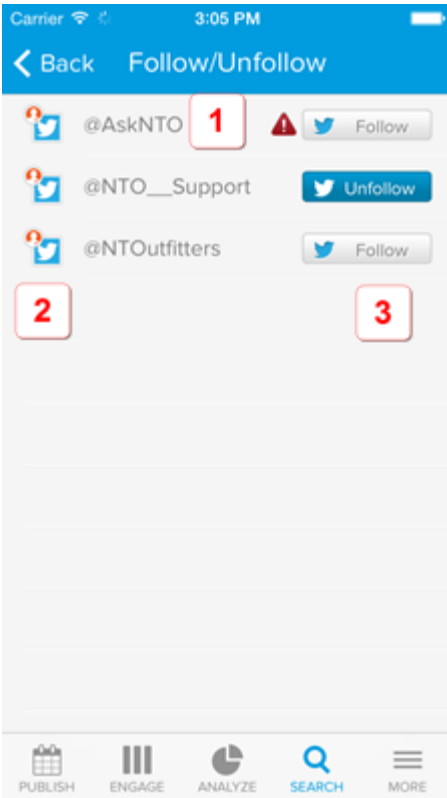
Follow or Unfollow the Twitter Author Inspector

You can follow or unfollow a Twitter author.

1. Tap the Twitter author avatar in an Engage Column.

2. Tap **Follow/Unfollow**.

The Follow options window appears prompting you to choose which Twitter account, if more than one, to follow the Twitter author from.





3. An alert appears if the account needs to be reauthorized.
4. A red person circle indicates that the account is managed.
5. If you want any of the shown Twitter accounts to follow the Twitter author, tap **Follow**. If the Twitter Author follows any of the shown Twitter accounts, there is a filled in **Unfollow** button.
6. Tap **Follow** to follow the Twitter author and **Unfollow** to stop following the Twitter account.

Analyze in Social Studio Mobile

Monitor discussions of owned social accounts and their broader conversations in Marketing Cloud Social Studio Mobile Analyze. With Analyze, you can understand what is being said, the overall tone of social discussions, and how certain topics and trends perform.

Tap **Analyze** to access the Analyze component and then tap the Dashboards in the current Workspace.

-  **Note:** You can only view a maximum of 50 dashboards. If you've more than 50 and created more dashboards, delete older ones to get the limit below 50.
-  **Note:** In the Android app, tap **Analyze** to see the dashboards for the currently logged in account. You can't create dashboards in Mobile, only in Social Studio desktop.

Analyze uses dashboards to show summaries in date ranges using individual cards for social accounts and topic profiles. The date ranges can only be set using Social Studio desktop. You can include multiple dashboards in a workspace for up to 50 Facebook, Twitter, LinkedIn, Instagram, YouTube, Google+, or Pinterest accounts. A dashboard can have only one topic profile.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Additional Resources:

[Analyze Dashboards in Social Studio Mobile](#)

Social Studio Mobile uses Dashboards in Analyze the same way as in Social Studio Web.

Analyze Dashboards in Social Studio Mobile

Social Studio Mobile uses Dashboards in Analyze the same way as in Social Studio Web.

Dashboards are used to monitor your brands, social accounts, competitors, and other social data. You can quickly see the performance of posts, topics and sentiment trends, plus emerging keywords. These items can be seen for the past 7 days, 30 days, or a customized date range, from three to 93 days.




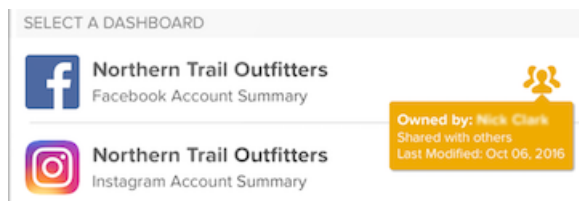
Note: Dashboards created by one workspace member can't be seen by another member of the same workspace. Each workspace member creates their own dashboards.

Shared Dashboards

You can't share Analyze dashboards on Mobile. Dashboards that are shared with other workspace members have the Share icon next to the dashboard name.



Tap  to see the dashboard owner and when the dashboard was last modified.



Dashboard Types

Analyze has two types of dashboards that provide an overview of volume and sentiment trends. You can also see emerging keywords. Both volume, sentiment trends and emerging keywords can be from a social listening Topic Profile or social accounts:

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Dashboard Type	Max Limit per Dashboard	Name/Social Account/Topic Profile
Social Listening	1 Topic Profile	Social Listening Summary
Account Summary	50 accounts	Twitter
		Facebook

Dashboard Type	Max Limit per Dashboard	Name/Social Account/Topic Profile
		LinkedIn
		Google+
		YouTube
		Instagram
		Pinterest

Custom Dashboards

You can view the custom dashboards that you created in Social Studio Web in Social Studio Mobile. If the custom dashboard has more cards than can be displayed, navigation links enable you to jump to the next page.

Dashboard Cards in Analyze for Social Studio Mobile

A dashboard in Marketing Cloud Social Studio Mobile is a collection of information cards that summarize a social account or topic profile activity. You can't customize the information on these cards. To see the card larger on an iOS device, tap the card.

Custom Dashboards

You can view the custom dashboards that you created in Social Studio Web in Social Studio Mobile. If the custom dashboard has more cards than can be displayed, navigation links enable you to jump to the next page.

Custom dashboards created in Social Studio Analyze web can be viewed in Mobile. When a custom dashboard has more than 15 cards, those cards appear on more than one page on your phone. The dashboard's page number is shown. Tap **Next Page** to see the second page of the dashboard.

















Dashboard Cards in Analyze for Social Studio Mobile

A dashboard in Marketing Cloud Social Studio Mobile is a collection of information cards that summarize a social account or topic profile activity. You can't customize the information on these cards. To see the card larger on an iOS device, tap the card.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

This table shows the cards available for each social account and topic profile.

Analyze Card	Tap for Detail? ¹	Social Account ²							Social Listening Summary
									
Follower Trend Card		Y	Y	Y					
Post Volume Card ⁴	Y	Y	Y	Y	Y	Y	Y	Y	Y
Engagement Trend Card ⁵	Y	Y	Y	Y	Y	Y	Y	Y	Y
Engagement Over Time Card ⁶	Y	Y	Y	Y	Y	Y	Y	Y	Y
Published Posts by Engagement Card	Y	Y	Y	Y	Y	Y	Y	Y	Y
Reach Trend			Y						
Engagement Rate Trend			Y						
Engagement Over Time Card ⁶	Y	Y	Y	Y	Y	Y	Y		
Published Posts by Engagement Card	Y	Y	Y	Y	Y	Y	Y		
Reach Trend			Y						

Analyze Card	Tap for Detail? ¹	Social Account ²							Social Listening Summary
									
Engagement Rate Trend			Y						
Sentiment Trend Card ³	Y	Y	Y	Y	Y	Y	Y	Y	Y
Top Words Card ³	Y	Y	Y	Y	Y	Y	Y	Y	Y
Keyword Group Card	Y								Y
Country Card	Y								Y
Language Card	Y								Y

¹ Click for more information about the dashboard card. The expanded view shows social network information. To display a card's legend on an Android device, tap it.

² Dashboard cards for Google+ and YouTube dashboards are from social accounts added in Social Studio web. Posts to and from those accounts are made either in Social Studio web or the iOS version.

³ For the Sentiment, Sentiment Trend, and Conversation Cloud dashboard cards, the same information is shown for the social account and social listening summary dashboards. Sentiment Trend Card is also called Sentiment Over Time. Conversation Cloud Card is now called Top Words and was also called What People Are Saying.

⁴ The Post Volume Card is also known as the Engagement Summary Card.

⁵ The Engagement Trend Card is also called Posts Over Time.

⁶ The Engagement Over Time Card is also called Published Engagement Trend.

Additional Resources:

[Tap for Card Details](#)

In Social Studio Mobile, you can tap on an Analyze Dashboard card to see more details. Detail can be seen on some cards, depending if you are using the iOS or Android app. Get a full-screen quick snapshot of your summary data just like inspecting an Analyze Dashboard card in Social Studio Web only in the iOS version.

SEE ALSO:

[Follower Trend Card](#)

[Post Volume Card in an Analyze Dashboard in Social Studio](#)

[Published Engagement Trend Card](#)

[Published Posts by Engagement Card in Social Studio](#)

[Reach Trend Card in an Analyze Dashboard in Social Studio](#)

[Engagement Rate Trend Card](#)

[Published Engagement Trend Card](#)

[Published Posts by Engagement Card in Social Studio](#)

[Reach Trend Card in an Analyze Dashboard in Social Studio](#)

[Sentiment Card](#)

[Top Words Card in Social Studio](#)

[Keyword Group Card](#)




[Countries Card](#)

[Language Card](#)

[Tap for Card Details](#)

Tap for Card Details

In Social Studio Mobile, you can tap on an Analyze Dashboard card to see more details. Detail can be seen on some cards, depending if you are using the iOS or Android app. Get a full-screen quick snapshot of your summary data just like inspecting an Analyze Dashboard card in Social Studio Web only in the iOS version.

1. Tap the card and then tap the expand icon  on any of your existing Analyze cards to see an expanded view of your data.
2. Rotate your device to switch from portrait to landscape orientations.
3. To share the card, tap the card and then tap the share icon  to share these views with your team for reporting.
4. In Android,
 - a. Tap the card to get a blue border around the card.
 - b. Tap the share icon  to save the image.
 - c. Complete the action using one of the listed Android apps. Selecting an email app, for example, attaches the saved image to a blank email.

Approvals and Tasks in Social Studio Mobile

With Marketing Cloud Social Studio Mobile, you can approve or reject posts for publication if you are an approver listed in approval rules.

[Act upon Push Notifications in Social Studio Mobile](#)

Push Notifications appear in the Lock window of an iPhone, iPad, or Android. The user must be logged in to Social Studio Mobile for the following events:

[View Tasks in Social Studio Mobile](#)

With Marketing Cloud Social Studio Mobile, view pending and past tasks on your mobile phone. Approve or reject posts for publication if you are an approver listed in approval rules.

Act upon Push Notifications in Social Studio Mobile

Push Notifications appear in the Lock window of an iPhone, iPad, or Android. The user must be logged in to Social Studio Mobile for the following events:

You can see push notifications for the following:

- Posts that require your approval for publishing.
 - Posts that have been assigned to you
 - When reports are ready for downloading
1. To go directly to the post for action or navigate to the Social Studio menu, tap any of your notifications. You may view or action your Publish Tasks at a more convenient time.
 2. You can approve or reject a post requiring approval from the Lock screen without unlocking the mobile device.
 3. Tap **View Post** to open the calendar where the post resides for review.

View Tasks in Social Studio Mobile

With Marketing Cloud Social Studio Mobile, view pending and past tasks on your mobile phone. Approve or reject posts for publication if you are an approver listed in approval rules.

You will only see the notifications or approval or rejection of posts if you are part of the approval rule.

1. Tap **Publish**.

2. Tap **Tasks**.

If the approvals feature has been enabled or submitted posts require your approval, pending approvals appear here.

In iOS only, use the Sort option to sort your approval tasks by either newest to oldest or oldest to newest.

Search

Use the Quick Search in Social Studio Mobile to perform social searches in seconds and stay on top of trending hashtags. You can also manage your campaign results or recent news about the topics that are most important. Quick Search offers complex boolean search operators to customize and tailor the search to the proper subject matter.

Use search to perform social searches in seconds and see trending hashtags plus manage your campaign results or recent news about the topics that are most important. Search offers complex boolean search operators to customize and tailor the search to the proper subject matter.

You can toggle results between posts and a dashboard to show high-level information about your search.

Search Examples

You can also use the operators AND, OR, NOT, and quotation marks for more complex searches:

- OR: university or universities
- AND: jazz and festival
- NOT: Oregon not travel
- Brackets: [Oregon or Portland] not travel
- Exact match: "travel insurance"



Tip: Keep in mind the following:

- Boolean operators are optional.
- Including spaces or commas act as including AND.
- AND, OR, and NOT don't have to be in CAPS.

[Start a Quick Search](#)

In Social Studio Mobile, both in iOS and Android, you can initiate a new quick search.

[Results by Post View](#)

Post search results in Social Studio Mobile appear with the latest posts matching the search terms, show differently for iOS and Android.

[Results by Summary View](#)

Summary search results in Social Studio Mobile appear the same for iOS and Android, both displaying the same summary cards used in the Analyze Dashboard component of Social Studio.

Start a Quick Search

In Social Studio Mobile, both in iOS and Android, you can initiate a new quick search.

[Start a Quick Search on iOS](#)

In Social Studio Mobile, you can initiate a new quick search on an iOS device.

[Start a Quick Search on Android](#)

In Social Studio Mobile, you can initiate a new quick search on an Android device.

Start a Quick Search on iOS

In Social Studio Mobile, you can initiate a new quick search on an iOS device.



Note: For users of the iPhone 6 and up use Apple's 3D Touch technology by holding down the Social Studio icon and selecting **New Search**.

Ensure you log in to Social Studio Mobile and select a workspace, otherwise the Social Studio Mobile login screen appears.

1. For iPhone 6 and up: Tap and hold on the Social Studio icon and select **New Search**. For all other iOS devices: Tap the search icon at the bottom of the screen.
2. Enter the terms you want to search.
3. Tap **Search** to start the search.

Post results are shown by default. Social Studio searches for those terms entered and displays the results in real time. To begin a new search, tap **Start Over**

Start a Quick Search on Android

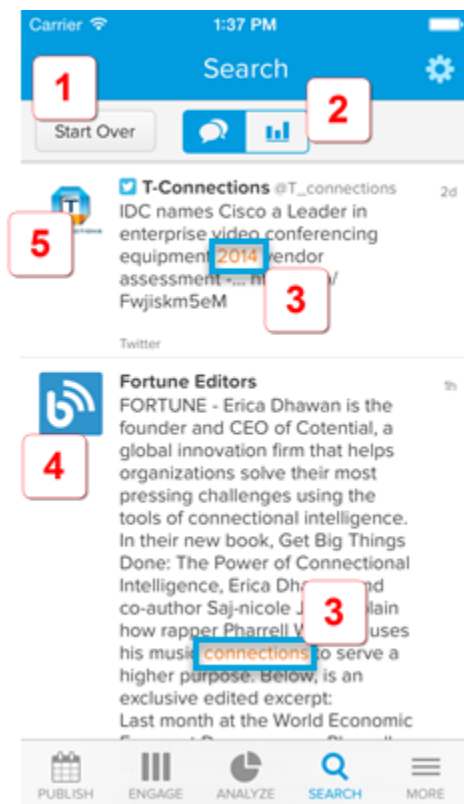
In Social Studio Mobile, you can initiate a new quick search on an Android device.

1. Tap the menu selector.
2. Tap **Search**.
3. Tap the Search icon.
4. Enter a search term and tap the search icon.
Post results are shown by default. Social Studio searches for those terms entered and displays the results in real time. To begin a new search, tap **X** and the search key on the on-screen keyboard.

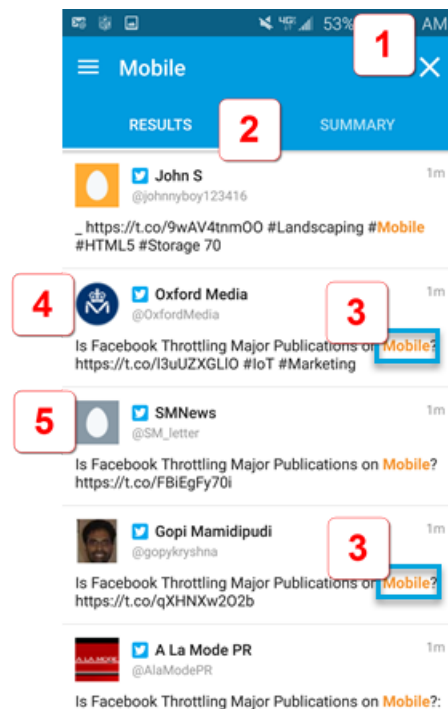
Results by Post View

Post search results in Social Studio Mobile appear with the latest posts matching the search terms, show differently for iOS and Android. Android and iOS display post search results differently.


iOS



Android



Callouts


- (1) To start new search in iOS, tap **Start Over**. To start a new search in Android, tap **X** to close the search, tap , and enter new search terms.
- (2) Toggle between Post Results and Summary view. The latest posts matching the search terms appear first.
- (3) Notice that the search terms in the post are a different color.
- (4) Notice the avatar of account where post was made
- (5) Notice the type of account, display name of account, and account handle

Swipe down the results to see older posts that contain the search terms. Tap the post to inspect in the Post Inspector.

Results by Summary View

Summary search results in Social Studio Mobile appear the same for iOS and Android, both displaying the same summary cards used in the Analyze Dashboard component of Social Studio.

Quickly see the analysis of topic searches with these cards:

- Post Volume
 -  **Note:** The top three social networks are shown and the Total Posts figure is for all social networks.
- Top Words
- Sentiment
- Countries
- Languages

iOS

Android

iOS



Android



FAQs

These are common questions encountered when using Social Studio Mobile.

Can I sign up to be informed of new Social Studio Mobile features and when they will be released?

Sign up for Marketing Cloud Release Communications and specify Social Media for products

What mobile devices will Social Studio Mobile work on?

Social Studio Mobile is available for the iPhone and Android (running Android 4.4 or higher).

Will Social Studio Mobile run on an iPad?

Yes, Social Studio Mobile runs on an iPad meeting [certain prerequisites](#).

Can I create a workspace in the Mobile version?

Yes. If you have the correct [user role](#), you can [create a workspace](#) in the iOS version only.

Can I add members to a workspace in the Mobile app?

No. [Workspace members must be added in Social Studio Web](#).

Can I create macros in the Mobile app?

No. [Macros must be created in the Web Application](#).

Social Studio

Social Studio is a one-stop solution to manage, schedule, create, and monitor posts. You can organize posts by brand, region, or multiple teams and individuals in a unified interface. Social Studio offers powerful real-time publishing and engagement.

Social Studio offers powerful real-time publishing and engagement platform for content marketers, plus the comprehensive content performance by social network and time frame. A single interface offers a fully customizable team-based collaboration platform that analyzes channel and content performance. Analyze current trends and recommend new content ideas.

With Social Studio you can:

- Create and configure workspaces to quickly organize teams by region, either across the world, country, or down the street. Organize workspaces by brand or business function. You can use workspaces to promote collaboration for campaigns, content creation, and publishing.
- Use workspace calendars to create and design full preview content with full preview. You can manage your future and past content calendar with fully featured planning and scheduling tools designed for teams.
- Create content and schedule perfect social content tailored to specific social networks using our intelligent social network-centric platform beyond just a text entry box.
- Promote your content by buying Facebook ads right from Social Studio and integrating with Social.com Ad campaigns.
- Preview and approve content before going live using easy to create customized approval rules. Approval rules can protect your brand integrity and ensuring a consistent voice. Notifications for approvers appear in Social Studio, by email. If logged in and using Social Studio Mobile, notifications appear as push notifications.
- Engage and respond to your social audience and focus on the changing content. You can use shortcuts and bulk actions aligning objectives, teams, and permissions with other content goals.
- Automate common actions and processes to classify, report, and route content using Macros.
- Measure how content is performing (either in real-time or past performance) and view the analytics by post, subgroup, label, campaign, or particular target.


Social Studio Components

Social Studio is made up of these components:

- **Admin** - Manage administrative functions from one location like user, topic profile, social account, macro, and user management. You can also manage settings for your organization. Connect existing Salesforce Service Cloud and Marketing Cloud accounts for integration to Service Cloud and Marketing Cloud.
- **Publish** - Enables you to create and publish content, at scale, across channels, and in near real time.
- **Engage** - Engage allows Community Managers to moderate and join conversations started with the content created using Publish. Use classification and workflow controls to manage any scale of social engagement enabling more complex use cases such as Social Customer Service and lead generation.
- **Analyze** - To monitor multiple social accounts and topic profiles, monitor discussions from owned social accounts and broader social news. Create custom dashboards. Dashboards can be printed as a PDF for hardcopy records and sharing.
- **Einstein** - Use artificial intelligence to automatically classify incoming images. Einstein can classify the images by set food, logo, scene, and object classifiers. The data returned can provide deeper insights on what is important and being discussed about your brand.

To ensure that you get the latest Social Studio features, sign up on our Marketing Cloud Salesforce Help for Marketing Cloud Release Communications. Specify Marketing Cloud under Interests.

Follow the steps at [Marketing Cloud Receive Release Communications](#).

 **Note:** Web analytics and historical data that is older than 30 days is available upon request. Email marketingcloudsupport@Salesforce.com with this information: customer name, tenant ID, email contact information, and the type of historical data needed from the applicable topic profiles. Upon receipt, Salesforce provisions the specified products.

Check out these documentation pages for more information:

[Supported Social Networks in Social Studio](#)

Marketing Cloud Social Studio supports the most commonly used social networks, with some exceptions. For example, you can only post to Instagram personal accounts only from Social Studio mobile. But if you have an Instagram business account, you can post directly from Social Studio web.

[Get Started with Social Studio](#)

To get started using Social Studio, be sure to have met the prerequisites. Complete initial user tasks based on user role and know of the help resources available. Also be aware of how to navigate within the parts of Social Studio.

[Roles and Permissions in Social Studio](#)

Social Studio utilizes flexible Roles Based Access Control (RBAC) to ensure that only the correct people can accomplish the appropriate tasks. It is important to note that in Social Studio, users are granted roles, not permissions. A role is a collection of permissions. The permissions for a role can be changed without having to modify each user's permissions in the system.

[Organization Admin Settings](#)

If you are a Super User or an Admin-Only user, you can access and change many settings in Social Studio. These settings affect users, macros, social accounts, topic profiles, and overall organization settings.

[Macros in Social Studio](#)

Create macros in Marketing Cloud Social Studio to apply publishing actions consistently to posts you create. Macros also assist workflow processing of posts coming into an Engage column.

[Topic Profiles in Social Studio](#)

Topic profiles are a social media search tool created in Marketing Cloud Social Studio. After a topic profile is created or imported to Social Studio, see the matching social media posts in Engage columns. Conduct workflow management and engagement from your own social media accounts. To customize the results for the topic profiles, specify keywords and filters important to you.

[Publish in Social Studio](#)

In the Publish component of Social Studio, you can create, publish, and promote content to any number of social accounts. You can publish across multiple social networks either in real time or in the future. View all published and scheduled content through Social Studio's built-in content calendar.

[Engage in Social Studio](#)

Use the Engage part of Marketing Cloud Social Studio to monitor the content that has been posted to social accounts or gathered from topic profiles. The posts that appear can be from content published using Publish or from defined topic profiles.

[Track Social Post Engagement and Metrics with Social Studio Analyze](#)

With Analyze in Marketing Cloud Social Studio, you can monitor the discussions of owned social accounts and broader conversations. Understand what is being said, the overall tone of social discussions, and how topics and trends are performing. Dashboards summarize the engagement of posts in social accounts and information gathered from topics profiles. Use workbenches to get a deeper, more customizable view of social account and topic profile data.

[Tailor Reports in Social Studio to Gather the Information You Want](#)

In Social Studio, you can generate reports based on various parameters. Parameters can include content performance by social account, workspace, or across all workspaces in the Social Studio organization. You can also create post reports for social accounts or topic profiles and customize the metrics to pull data for a specified date range. The post reports can be set to run on a schedule, for a specified period, or every so often. You can have Social Studio deliver the reports on specific dates and times.

[Approvals](#)

Social Studio approvals provide a workflow to check and approve or reject before publishing. Using approvals helps eliminate content getting published without the necessary individuals seeing it first.

[Einstein Vision in Social Studio Analyze](#)

Einstein Vision for Social Studio provides a collection of pre-built image classifiers for Social Marketers. Image classifiers enable marketers to determine attributes about the photos. The classifiers detect which brands are present, where the photo is taken, and what other items are present.

[Social Studio FAQs](#)

Get the answers to frequently asked questions about Social Studio.

[Social Studio Glossary](#)

Learn the definitions for commonly used terms in Marketing Cloud Social Studio.

SEE ALSO:

[Track Social Post Engagement and Metrics with Social Studio Analyze](#)

[Approvals](#)

[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

[Create a Post in Social Studio](#)

[Engage in Social Studio](#)

External Link: [Social Studio API Developer's Guide](#)

External Link: [Social Studio status on the Salesforce Trust Site](#)

External Link: [Get Your Org Status and Upcoming Maintenance Dates with My Domain](#)

[See All Your Published and Upcoming Content in a Social Studio Calendar](#)
















[Social Studio Mobile](#)






















External Link: [Introducing Social Studio REST API](#)

Supported Social Networks in Social Studio

Marketing Cloud Social Studio supports the most commonly used social networks, with some exceptions. For example, you can only post to Instagram personal accounts only from Social Studio mobile. But if you have an Instagram business account, you can post directly from Social Studio web.

You can publish content, engage with posts, and analyze posts from accounts on these social networks. Workspaces can accept these social network types, and Einstein can analyze the posts.

Network	Workspace	Publish	Engage	Analyze	Einstein
Facebook	 Social Studio and Social Studio Mobile support Facebook managed pages, but not personal profile pages. <small>4</small>				
Twitter					
LinkedIn Social Studio and Social Studio Mobile support LinkedIn Company pages but don't support LinkedIn groups or personal profile pages. <small>1</small>					
Google+		As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.			

Network	Workspace	Publish	Engage	Analyze	Einstein
YouTube					
Google My Business					
Instagram		 Create Instagram posts in Social Studio desktop. Publish the posts on Instagram using the Instagram mobile app. Those posts appear in the Publish calendar. 2			
Instagram Business					
Pinterest					

SEE ALSO:

[Publish in Social Studio](#)

[Engage in Social Studio](#)

[Track Social Post Engagement and Metrics with Social Studio Analyze](#)

Get Started with Social Studio

To get started using Social Studio, be sure to have met the prerequisites. Complete initial user tasks based on user role and know of the help resources available. Also be aware of how to navigate within the parts of Social Studio.

Social Studio is a web-based application designed to allow the management of social account posts. Manage content among individuals and teams spread across geographical distances, brands, or departments in a common interface with full planning and scheduling capabilities. New users can follow this guide to get started with Social Studio

1. Review Prerequisites. Understand these essential requirements for Social Studio and ensure that the browser you use is compatible.

2. Log in to Social Studio Use Social Studio's URL access from within Marketing Cloud or one-step log in with your Salesforce ID is also available.
3. Navigation through Social Studio. Understand the main 3 modules that make up Social Studio.
4. Get tips for first-time users. Learn what to expect when navigating Social Studio for the first time.
5. Need help? Access various resources to get assistance with Social Studio.
6. Complete user role initial tasks. Before using Social Studio to its fullest potential, complete tasks based on your user role.
7. Manage workspaces. To view or customize then create content in that workspace, select a workspace.

[Social Studio Prerequisites](#)

To get started, review the prerequisites for Marketing Cloud Social Studio.

[Access Social Studio](#)

Social Studio can be accessed using a URL, within Marketing Cloud, and even merged with a Salesforce ID for one-button login.

[Complete One-Time Initial Tasks Before You Use Social Studio](#)

To take full advantage of the power of Marketing Cloud Social Studio, you must complete a set of one-time initial tasks based on your user role. Whether you are a super user, full user, or basic user determines what you can do in Social Studio.

[Get Familiar with the Social Studio Interface](#)

We designed the main interface in Marketing Cloud Social Studio so users can quickly navigate the page and complete their tasks. Social Studio provides context-sensitive help and three main content areas to work from: workspace tab, performance tab, and page assist. The main interface in Marketing Cloud Social Studio was designed for users to quickly navigate around and help them complete what they want to do. Social Studio provides context-sensitive help plus three main areas workspace tab, performance tab, and page assist.

[Workspaces in Social Studio](#)

Workspaces are a core component in Social Studio and enable customers to establish their own groups or "working spaces." Use workspaces to organize content by social accounts, discrete business units, geographical markets, external agencies, or social campaigns. The workspace admin can also add other Social Studio users.

[Help Resources for Social Studio](#)

Resources are available to get assistance with Marketing Cloud Social Studio.

SEE ALSO:

[Social Studio Prerequisites](#)

[Access Social Studio](#)

[Complete One-Time Initial Tasks Before You Use Social Studio](#)

[Get Familiar with the Social Studio Interface](#)

[Workspaces in Social Studio](#)

[Help Resources for Social Studio](#)

Social Studio Prerequisites

To get started, review the prerequisites for Marketing Cloud Social Studio.

Ensure that you have the following information before you use Social Studio.

- Account information for the social accounts that you want to use in Social Studio
- If enabling Single Sign-On for your Social Studio tenant, Identity Provider (IdP) information from your company's IT department

- The activation email from noreply@salesforce.com, which contains the login information for Social Studio
If you don't receive an activation email, check your spam folder and ensure that the domain has been allowlisted.
- An active Social Studio account
- A Bitly account to shorten URLs
- An active Marketing Cloud account if you are using Social Studio from within the Marketing Cloud
- Social Studio is compatible with the browsers listed in Graded Browser support

Keep these points in mind when using Social Studio.

- Social Studio requires HTTPS. You can't use it on non-HTTPS domains.
- Clickjacking is enabled.
- Salesforce domains don't allow framing.
- Logins expire regardless of activity or can be set to a configurable period per the client. The default is never.
- As a Super User, you can configure the number of logins before lock out. The default is 100.
- Invalid user account logins automatically count across sessions.
- You can't use duplicate usernames.
- Admins can grant account login access for support. Support logins auto-expire after 24 hours.

SEE ALSO:

[Get Started with Social Studio](#)

[External Link: Graded Browser Support](#)

[Improve Security and User Experience with Single Sign On for Social Studio](#)

Access Social Studio

Social Studio can be accessed using a URL, within Marketing Cloud, and even merged with a Salesforce ID for one-button login.

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Multi-factor authentication (MFA) is an extra layer of login security beyond your Social Studio password. With MFA, you enter multiple pieces of evidence – or factors – to provide your identity. The first factor is your username and password (something you know). Additional factors are verification methods (something you possess), such as an authenticator app or security key. MFA is part of the login experience for Social Studio, Social Studio Automate, Social Studio Mobile, and Social Studio Command Center. The first time you log in, you're prompted to register an MFA verification method. You must supply a registered verification method each time you log in.

[Access Social Studio from a URL](#)

You can access Social Studio using a dedicated URL from a web browser.

[Access Through Marketing Cloud](#)

If your Social Studio user account is linked to your Marketing Cloud user account, you can access Social Studio from within Marketing Cloud.

[Use Your Salesforce ID to Access Social Studio](#)

Simplify your Marketing Cloud Social Studio access by associating your Salesforce ID with your Social Studio account credentials. Link your Salesforce ID to your Social Studio user account first. You can link only one Social Studio account to a single Salesforce account at a time. Disassociate the existing link in Change My Settings before you associate a different account. After you complete a one-time setup, to access Social Studio within Marketing Cloud you can use your Salesforce ID with your Marketing Cloud account.

[Recover Social Studio Access with MFA Recovery Codes](#)

Multi-factor authentication (MFA) recovery codes provide an important backup if your usual MFA verification method isn't available. For example, if you normally use Salesforce Authenticator but forget your mobile phone one day, you can still log in using a recovery code. Generate a list of ten single-use recovery codes that you can keep in a safe place until you need them. Recovery codes are intended for emergency situations only and shouldn't be used as a primary verification method for MFA.

SEE ALSO:

[Complete One-Time Initial Tasks Before You Use Social Studio](#)

Register Multi-Factor Authentication Verification Methods for Social Studio

Multi-factor authentication (MFA) is an extra layer of login security beyond your Social Studio password. With MFA, you enter multiple pieces of evidence – or factors – to provide your identity. The first factor is your username and password (something you know). Additional factors are verification methods (something you possess), such as an authenticator app or security key. MFA is part of the login experience for Social Studio, Social Studio Automate, Social Studio Mobile, and Social Studio Command Center. The first time you log in, you're prompted to register an MFA verification method. You must supply a registered verification method each time you log in.

The steps to register an MFA verification method when you log in depend on the option you select:

- [Salesforce Authenticator mobile app](#) on page 187
- [A third-party authenticator app, such as Google Authenticator, Microsoft Authenticator, or Authy](#) on page 188
- [A physical security key, such as Yubico's YubiKey or Google's Titan security key](#) on page 188

You can manage your list of MFA verification methods from **Manage My Verification Methods** in **My Settings**. You can register additional methods and delete methods that you no longer use. We highly recommend registering two or more methods so you have a backup if you forget or lose your primary method.

1. In Social Studio, click your avatar picture then **My Settings > Multi-Factor Authentication**.
2. Click **Manage My Verification Methods**.
3. Click **Continue**.
4. At Manage Your Verification Methods, select at least one method to register.

SEE ALSO:

[Recover Social Studio Access with MFA Recovery Codes](#)

[Recover Social Studio Access with MFA Recovery Codes](#)

Register Salesforce Authenticator for MFA in Social Studio

The Salesforce Authenticator mobile app lets you quickly verify your identity via push notifications. If your admin has set up this option for Marketing Cloud Social Studio, you can register the app as a multi-factor authentication (MFA) verification method for your user account.

1. Install Salesforce Authenticator on your mobile device. The app is available for free in the Apple Store and Google Play.
2. Log in to your Social product's login screen and enter a username and password.
3. When you're prompted to register a verification method, tap **Salesforce Authenticator**.
4. Open Salesforce Authenticator and tap **Add an Account**.
5. In Social Studio, enter the words shown in the Two-Word Phrase field, then click **Connect**.

6. In Salesforce Authenticator, verify that the request details are correct, then tap **Connect**.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

[External Link: Apple App Store](#)

[External Link: Google Play Store](#)

Register a Third-Party Authenticator App for MFA in Social Studio

Third-party authenticator apps such as Google Authenticator, Microsoft Authenticator, or Authy generate verification codes called time-based one-time passwords (TOTP), which you can use to verify your identity. If your admin has set up this option for Marketing Cloud Social Studio, you can register a third-party authenticator as a multi-factor authentication (MFA) verification method for your user account.


1. On a mobile device, download and install an authenticator app. You can use any authenticator app that supports the [TOTP algorithm](#).
2. Log in to your Social product's login screen and enter a username and password.
3. When you're prompted to register a verification method, click **One-Time Password Generator**.
4. Open the authenticator app and select **Add a new account**.
5. Use the authenticator app to scan the QR barcode that's displayed on the app connection screen. If scanning the QR barcode isn't an option, manually generate your security key.
6. In Social Studio, enter the code generated by the authenticator app, then click **Connect** and log in.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Register a Security Key for MFA in Social Studio

Security keys, such as Yubico's YubiKey, are small USB, Lightning, or NFC devices that you can use to verify your identity. If your admin has set up this option for Marketing Cloud Social Studio, you can register a security key as a multi-factor authentication (MFA) verification method for your user account.

 **Note:** To use security keys, always log in to Social Studio from a supported browser, including Chrome, Firefox, Safari, and Chromium versions of Edge.

1. Log in to your Social product's login screen and enter a username and password.
2. When you're prompted to register a verification method, click **Security Key**.
3. Connect the security key to the computer, then click **Register**.
4. When prompted by the browser, press the button on the security key to finish logging in.
5. Enter a name for your security key, then click **Save**.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Access Social Studio from a URL

You can access Social Studio using a dedicated URL from a web browser.

1. Use the link in your activation email to access Social Studio. To access Social Studio later, open your web browser to <https://socialstudio.radian6.com/>.
2. In the activation email that you received from noreply@salesforce.com, click **Set your password**.
If you didn't receive the activation email, check your spam folder and ensure that the domain has been allowlisted.
3. After you have set your password for the first time, enter your username and password at the login screen.
4. Confirm your identity with multi-factor authentication (MFA).
At Verify Your Identity, provide a registered MFA verification method, such as an authenticator app or security key, to finish logging in. If you haven't registered a method, you're prompted to do so before you're able to log in.

SEE ALSO:


[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Access Through Marketing Cloud

If your Social Studio user account is linked to your Marketing Cloud user account, you can access Social Studio from within Marketing Cloud.

 **Note:** You can link only one Social Studio account to a single Marketing Cloud account at a time. Disassociate the existing Marketing Cloud account in Change My Settings before you associate a different account.

1. Open a web browser to <https://mc.exacttarget.com>.
2. Log in to your Marketing Cloud account. In addition to entering your Marketing Cloud username and password, confirm your identity with multi-factor authentication (MFA).
3. Click **Social Studio**.

 **Note:** These steps are necessary only the first time you access Social Studio from within Marketing Cloud. Enter the Social Studio **Username** and **Password**, then click **Associate**.

SEE ALSO:

[External Link: Multi-Factor Authentication for Marketing Cloud](#)

[External Link: Manage Your MFA Verification Methods in Marketing Cloud](#)

Use Your Salesforce ID to Access Social Studio

Simplify your Marketing Cloud Social Studio access by associating your Salesforce ID with your Social Studio account credentials. Link your Salesforce ID to your Social Studio user account first. You can link only one Social Studio account to a single Salesforce account at a time. Disassociate the existing link in Change My Settings before you associate a different account. After you complete a one-time setup, to access Social Studio within Marketing Cloud you can use your Salesforce ID with your Marketing Cloud account.

1. At the Social Studio login, click **Login to Salesforce**.
To connect the Social Studio username and password with your Salesforce ID and password, click **Allow**.
2. Enter the Salesforce ID and password.
3. To associate with the Salesforce credentials, enter the Social Studio username and password information.
4. Click **Associate**.

To access Social Studio next time, click **Log in with Salesforce** for one-click access.

If your Salesforce org has MFA enabled and you're not currently logged in on your device, you will be asked to confirm your identity with multi-factor authentication (MFA). See [Register Verification Methods for Multi-Factor Authentication](#) for more information.

SEE ALSO:

[Access Through Marketing Cloud](#)

Recover Social Studio Access with MFA Recovery Codes

Multi-factor authentication (MFA) recovery codes provide an important backup if your usual MFA verification method isn't available. For example, if you normally use Salesforce Authenticator but forget your mobile phone one day, you can still log in using a recovery code. Generate a list of ten single-use recovery codes that you can keep in a safe place until you need them. Recovery codes are intended for emergency situations only and shouldn't be used as a primary verification method for MFA.

SEE ALSO:

[Generate MFA Recovery Codes as Backup for Social Studio Logins](#)


[Use an MFA Recovery Code for Social Studio Logins](#)

[Generate MFA Recovery Codes as Backup for Social Studio Logins](#)

[Use an MFA Recovery Code for Social Studio Logins](#)

Generate MFA Recovery Codes as Backup for Social Studio Logins

As a user of Marketing Cloud Social Studio, you can generate multi-factor authentication (MFA) recovery codes. Recovery codes allow you to log in if you don't have access to your usual MFA verification methods. Social Studio generates a list of ten one-time use recovery codes that you can use to log in. Recovery codes provide a backup if you don't have access to your regular verification methods; they shouldn't be used as a primary verification method for MFA.

 **Note:** We strongly recommend generating recovery codes as soon as possible so they're available when you need them. Keep your recovery codes in a safe, easy-to-access place and protect them like you protect your passwords.

1. In Social Studio, click your avatar picture then **My Settings**.
2. In the Multi-Factor Authentication section, click **Manage My Verification Methods**.
3. At Manage My Verification Methods, click **Recovery Codes**.
A new window shows the ten one-time codes that you can use. You can copy, download, or print the codes.
4. After you record the recovery codes, click **Done**.

You can repeat these steps to replenish your supply of recovery codes as needed. Previously generated codes become invalid when you create a new set.

SEE ALSO:

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

[Use an MFA Recovery Code for Social Studio Logins](#)

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

[Use an MFA Recovery Code for Social Studio Logins](#)

Use an MFA Recovery Code for Social Studio Logins

If you don't have access to your usual multi-factor authentication (MFA) verification method, you can log in to Marketing Cloud Social Studio using a recovery code. Set up recovery codes for your account beforehand.

1. Log into a Social product using your username and password.
2. At the prompt for a verification method, click **Choose Another Verification Method**.
3. Select **Recovery Codes**.
4. At the Verify Your Identity prompt, enter one of your valid recovery codes, and then select **Verify**.
If successful, you're logged into the social product. If not, you receive the prompt: Try a recovery code you haven't used before.

SEE ALSO:

[Generate MFA Recovery Codes as Backup for Social Studio Logins](#)

Complete One-Time Initial Tasks Before You Use Social Studio

To take full advantage of the power of Marketing Cloud Social Studio, you must complete a set of one-time initial tasks based on your user role. Whether you are a super user, full user, or basic user determines what you can do in Social Studio.

Super User	Full User or Basic User
Tenant admins must be super users.	A super user can designate a full or basic user as a workspace owner. If the full or basic user becomes a workspace owner, they have the same permissions.
<ol style="list-style-type: none"> 1. Set up users in the tenant. on page 258 2. Register social accounts for workspace use on page 241 3. Setup and configure a workspace. on page 197 4. Create publish and engage macros on page 275 5. Create approval rules on page 496 6. Create publish labels on page 209 7. Set up engage tabs and columns on page 355 	<ol style="list-style-type: none"> 1. Access assigned workspace on page 195. 2. Add users to the workspace who can contribute content on page 207 3. Determine the member's workspace permissions level of Admin, Contributor, or Limited Member. on page 221 4. Add connected social accounts to post content. on page 241 5. Create topic profiles in Social Studio on page 284 and import them into the workspace. 6. To automate repetitive steps for processing Engage comments, create engage macros. on page 275 7. Create approval rules. on page 500If promoting Facebook posts, create post promotion approval rules on page 505. 8. Create publish labels on page 209

Super User**Full User or Basic User**9. [Set up Engage Tabs and Columns](#) on page 355**SEE ALSO:**[Create Approval Rules in Social Studio](#)[Classify and Process Incoming Social Studio Posts with an Engagement Macro](#)[Create a Publish Macro in Social Studio](#)[Manage Social Accounts in a Social Studio Workspace](#)[User Roles](#)[User Management in Social Studio](#)[User Role Permissions in Social Studio](#)[Workspace Role Permissions in Social Studio](#)

Get Familiar with the Social Studio Interface

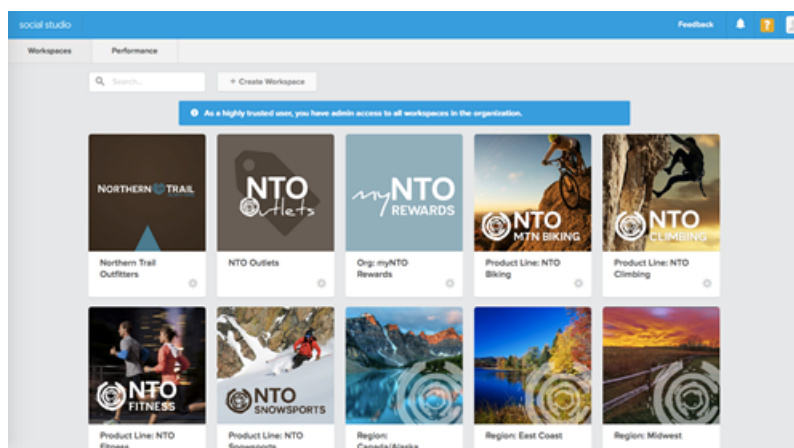
We designed the main interface in Marketing Cloud Social Studio so users can quickly navigate the page and complete their tasks. Social Studio provides context-sensitive help and three main content areas to work from: workspace tab, performance tab, and page assist. The main interface in Marketing Cloud Social Studio was designed for users to quickly navigate around and help them complete what they want to do. Social Studio provides context-sensitive help plus three main areas workspace tab, performance tab, and page assist.

Workspaces Tab

The Workspaces Tab shows the workspaces in the tenant that the user administers and is a member of. If you aren't a member of a workspace and have the workspace creation permission, use Social Studio's first-time user experience for guided direction.

If you access many workspaces regularly, the five most recent appear first.

Click  by the workspace name to access the workspace settings.



To enter a workspace's content calendar, select a workspace. You can enter the Engage and Analyze modules for that workspace.

Performance Tab

The Performance Tab contains two categories of predefined reports: post reports by social network and specific social network account reports. These reports can be customized and downloaded.

Post Reports

Post Reports include metrics for posts published during a specified time range and metrics for the lifetime of the post.

Click the report metrics reported by social network type:

Post Report	Metrics
Facebook Post Impressions and Engagement	Likes, Shares, Link Clicks, Feedback, Video Views, and Video Engagement
Twitter Tweet Engagement	Retweets, Replies, Link Clicks, and Favorites
LinkedIn Post Engagement	Likes, Comments, and Link Clicks
Google+ Post Engagement	+1s, Reshares, Comments, and Link Clicks
YouTube Video Engagement	Video Views, Likes, Dislikes, Comments, and Link Clicks
Instagram Post Engagement	Likes and Comments

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Account Reports

Account reports enable analysis by social account type:

Account Report	Includes
Facebook Page Impressions	Page level metrics for selected social accounts. The report shows metrics by day, week, and 28-day period. The report also includes statistics for Fans, Feedback, Engaged Users, Paid Impressions, Total Page Views, and Consumptions.
Facebook Demographics	User demographics for selected social accounts. The report shows metrics by day, week, and 28-days period. Items included in this report are Page Storytellers by City and Unique Page Impressions by City, Country, and Age and Gender.
Twitter Account Report	Twitter account level metrics for selected social accounts. Metrics are by day.

For other related documentation pages, check out the following:

[See Your Notifications Within Social Studio](#)

Marketing Cloud Social Studio makes it easy for you to see your pending tasks and activity notices no matter where you are in Social Studio.

[Page Assist](#)

Use Page Assist from the Social Studio title bar to find relevant links to help documentation to the application area you are in. Page Assist also shows related help topics and provides a search for other help topics.

SEE ALSO:

[See Your Notifications Within Social Studio](#)[Page Assist](#)[Track the Content Performance of Your Posts Using Social Studio Reports](#)[Workspace Content Performance Reports in Social Studio](#)

See Your Notifications Within Social Studio

Marketing Cloud Social Studio makes it easy for you to see your pending tasks and activity notices no matter where you are in Social Studio.

If you have no notifications, the notification icon is blank.



If your account has notifications, the number of notifications appears in the icon:



Click the notification to go directly to the subject. These types of notifications appear:

- A post requires your approval before Social Studio publishes the post.
- A promoted post requires your approval before Social Studio uses a created ad.
- If a promotion post has been approved or rejected.
- If a post you created has been approved or rejected.
- Requested reports are ready for download.
- A promoted post was successful or failed.
- A new piece of shared content has been shared with your workspace.
- When a cross-workspace report is ready for download.
- When an Analyze export is ready for download.
- If your user account is permitted to access the sentiment model, you see a notification when the sentiment model has been updated.
- A social account that you use must be reauthorized. To reauthorize the social account, click notification.


SEE ALSO:

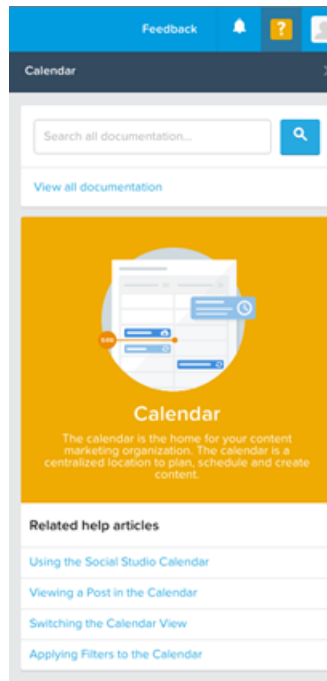
[Get Familiar with the Social Studio Interface](#)

Page Assist

Use Page Assist from the Social Studio title bar to find relevant links to help documentation to the application area you are in. Page Assist also shows related help topics and provides a search for other help topics.



Click . The Page Assist Inspector opens with links to relevant help articles.



If you don't see what you are looking for, you can search for other help articles. You can also view all the Social Studio documentation and jump directly to the resulting help articles.

SEE ALSO:

[Get Familiar with the Social Studio Interface](#)

Workspaces in Social Studio

Workspaces are a core component in Social Studio and enable customers to establish their own groups or "working spaces." Use workspaces to organize content by social accounts, discrete business units, geographical markets, external agencies, or social campaigns. The workspace admin can also add other Social Studio users.

You can use workspaces in Social Studio among the following ways:


- Discrete business units
- Geographical markets
- External agencies
- Social campaigns

Workspaces allow for a logical and central place to plan, publish, and engage content. A workspace is also an area for users to collaborate with a set of shared resources, social accounts, and calendars.

If you work in many workspaces, your five most recent workspaces are shown in the workspace selector under the heading Recent Workspaces.

 **Note:** If cookies are cleared on the computer accessing Social Studio, the list of recent workspaces no longer appears.

A workspace administrator can have a Super User role. They can use workspaces so other workspace members can work with social posts specific to that business tenant.

 **Note:** You must have Admin permission rights to perform this function. See the user role permissions table to verify the permission level. If you are not an Admin, contact the Super User for the organization to get the access permissions.

 **Tip:** Add workspace members who can collaborate, interact with social accounts where they can post, schedule, and approve content. The members can also monitor and engage with posts.

[Create a Workspace](#)

If you have the correct user role permissions, you can create a workspace in Social Studio. You need Super User or Full User permissions to perform this function. If you do not have the correct permissions, contact a Super User in the organization. Basic Users see a message that they don't have permission to create a workspace.

[Delete a Social Studio Workspace](#)

In Marketing Cloud Social Studio, you can remove a workspace from the tenant. To delete a workspace, you must be a super user or the workspace admin of that workspace. If you aren't the admin, check the User Roles Permissions table to verify what permission level is needed. Contact the super user for the organization to get the access permissions or delete the workspace.

[Manage Social Accounts in a Social Studio Workspace](#)

You can manage social accounts within a Social Studio workspace. If you're a super user or workspace admin, you can add social accounts to one or more workspaces. You can also connect a new social account, reauthorize a social account, or remove a social account from a workspace. You can also search from a list of social accounts, or transfer the owner of the social account to another Social Studio user.

[Manage Users in a Social Studio Workspace](#)

In Marketing Cloud Social Studio, you can add, delete, or change a user's permissions. Workspace users can contribute content to social accounts and be in one or more workspaces.

[Finalize the Workspace](#)

The new Social Studio Publish workspace is ready for you to create, schedule content in the calendar, and publish the content. You have already named the workspace, added social accounts, topic profiles, and members.

[Publish Labels](#)

You can add Publish Labels in Social Studio as metadata to help organize your posts, such as campaigns versus daily updates. Use relevant publish labels to provide your organization and help sort posts and tweets. With the proper publish labels, analyze specific kinds of posts by segmenting by publish label. Publish Labels offers a flexibility in filtering and showing only specific tweets and posts.

[Manage Workspace Settings in Social Studio](#)

If you're a super user or workspace admin in Marketing Cloud Social Studio, you can change the settings for a workspace. If you aren't an admin, contact the workspace's admin to get access permission. When adding a workspace or changing a workspace's settings, you can perform tasks based on your permission level.

SEE ALSO:

[Create a Workspace](#)

[Manage Social Accounts in a Social Studio Workspace](#)

[Manage Users in a Social Studio Workspace](#)

[Finalize the Workspace](#)

[Publish Labels](#)

[Manage Workspace Settings in Social Studio](#)

[Customize and Download](#)

[Engage in Social Studio](#)

[Publish in Social Studio](#)

[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

[Workspaces in Social Studio](#)

Create a Workspace

If you have the correct user role permissions, you can create a workspace in Social Studio. You need Super User or Full User permissions to perform this function. If you do not have the correct permissions, contact a Super User in the organization. Basic Users see a message that they don't have permission to create a workspace.

1. Click **+Create New** and enter the workspace's name. You can also add a description and upload an image for the workspace's avatar.



Note: If the image is under 5 MB in file size, you can use any picture or graphic of any format or size. The image is automatically downsized to 260 pixels x 260 pixels and used throughout Social Studio to identify the workspace.

2. Select registered social accounts to the workspace so workspace members can use them to post content.
3. Add one or more topic profiles to the workspace. A topic profile is a social media search, created in Social Studio, and comprised of keywords and filters. Topic profiles collect social media posts into Social Studio Engage columns or Analyze Dashboards or Workbenches.
4. Add users already in Social Studio to the workspace so they can:
 - View the workspace's calendar.
 - Create, view, and publish content.
 - View and engage with incoming posts in Engage columns.
 - View content performance in Analyze Dashboards.
 - Analyze content performance data in Analyze Workbenches.
5. Click **Finish**.

- Review the settings for the workspace.

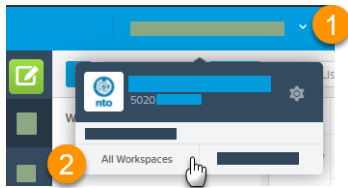
SEE ALSO:




- [Add a User to a Social Studio Workspace](#)
- [Add Topic Profiles to Multiple Workspaces in Social Studio](#)
- [Finalize the Workspace](#)
- [Manage Workspace Settings in Social Studio](#)
- [Manage Social Accounts in a Social Studio Workspace](#)
- [Topic Profiles in Social Studio](#)
- [Workspace Role Permissions in Social Studio](#)

Delete a Social Studio Workspace

In Marketing Cloud Social Studio, you can remove a workspace from the tenant. To delete a workspace, you must be a super user or the workspace admin of that workspace. If you aren't the admin, check the User Roles Permissions table to verify what permission level is needed. Contact the super user for the organization to get the access permissions or delete the workspace.

- To select the workspace:
 - If you are in a different workspace from the one you want to delete,




- Click the arrow next to the current workspace you are in (1)
 - Select **All Workspaces** (2)
- If you are in the workspace you want to delete, click  next to the workspace name.
- To access the workspace settings:
 - If you are in the workspace you want to delete, click .
 - Or if you are in the workspace selector and you want to delete a workspace, click  in the workspace tile.
 - Click **Manage Basic Information**.
 - Click **Remove**.
 - Click **Delete** and the workspace is deleted from the list of workspaces.

Manage Social Accounts in a Social Studio Workspace

You can manage social accounts within a Social Studio workspace. If you're a super user or workspace admin, you can add social accounts to one or more workspaces. You can also connect a new social account, reauthorize a social account, or remove a social account from a workspace. You can also search from a list of social accounts, or transfer the owner of the social account to another Social Studio user.

The number of social accounts allowed for a tenant is based primarily on the Social Studio edition purchased. Contact your account representative if you have further questions.

To access workspace settings, click  and complete these social accounts management tasks:

- Access list of social accounts
- Add a social account to a single workspace
- Add social accounts to multiple workspaces
- Connect a new social account of these types:



Tip: The user who registers the social account in Social Studio is assigned as the owner. Use the Facebook account with admin rights to the necessary pages using Facebook's business manager functionality. Use an account with admin rights. You can easily move your social accounts when people leave the job or team and other administrators are introduced.

- Reauthorize a social account
- Remove a social account from a workspace
- Search in a list of social accounts
- Transfer the social account ownership to another Social Studio user.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Additional Resources:

[Add a Google My Business Account to Social Studio](#)

If you're a super user or an admin-only user, add a Google My Business account in Social Studio. Before adding the account, purchase the Social Review Management - Integration with Google My Business add-on. Sign up and review your business information with Google to get your Google My Business Account. Contact your account representative in purchasing the number of entitlements you need for location pages.

[Add Social Accounts to a Single Workspace in Social Studio](#)

To publish content to a social account in Marketing Cloud Social Studio, add the account to a workspace. As a workspace admin or super user, you can add up to 500 social accounts to a workspace. You can also add social accounts to multiple workspaces using the admin settings. For multiple teams that use the same social account and have their own workspace, add the social account to each workspace that they use.

[Add Social Accounts to One or More Workspaces](#)

If you are a super user, you can add one or more social accounts to one or more workspaces in the Admin section of Social Studio.

[Access Social Accounts List in Social Studio](#)

You can add social accounts to a Marketing Cloud Social Studio workspace. Add the accounts from either the workspace settings or the Social Accounts tile in the Admin portal. Only a super user or workspace admin can add social accounts. Social accounts can be added either from within a workspace's settings or within the Admin portal.

[Connect a New Instagram Account in Social Studio](#)

If you are a super user, you can register a new Instagram account in Social Studio. Registering adds the account to the current workspace. You can also add the account to multiple workspaces using the Admin portal. If you have a personal Instagram personal, create content for that account and then publish to Instagram using Social Studio Mobile and the Instagram app.

[Connect a New Social Account to a Social Studio Workspace](#)

Before you can publish, interact with, or see the performance of a social account post, connect the account to a workspace in Marketing Cloud Social Studio. As a super user, you can register a new social account in Social Studio. With Social Studio, you can add Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google My Business, Sina Weibo, Instagram, and Instagram Business social accounts. After adding a social account to one or more workspaces, teams in different areas can post content to the same social account. You can add the account to multiple workspaces using Social Studio Admin.

[Search or Select from a Social Accounts List](#)

You can either select social accounts or search from a list to add to one or more Social Studio workspaces.

[Remove Social Accounts in a Workspace](#)

If you are a super user or workspace admin, you can remove one or more social accounts from a single Social Studio workspace. If the social account is no longer needed in the workspace or been deactivated, remove a social account from a workspace.

SEE ALSO:

[Add Social Accounts to a Single Workspace in Social Studio](#)

[Add Social Accounts to One or More Workspaces](#)

[Supported Social Networks in Social Studio](#)

Add a Google My Business Account to Social Studio

If you're a super user or an admin-only user, add a Google My Business account in Social Studio. Before adding the account, purchase the Social Review Management - Integration with Google My Business add-on. Sign up and review your business information with Google to get your Google My Business Account. Contact your account representative in purchasing the number of entitlements you need for location pages.

With a Google My Business account, you can register up to 8,000 locations. One location page is considered one review account and is counted against your tenant entitlements. You can also add the account to multiple workspaces using the Admin portal. Remember, a Social Studio tenant can have a maximum of 8,000 accounts that are a combination of social account and review accounts. Create your Google My Business and your location pages outside of Social Studio before registering the account to the current Social Studio tenant.

1. In Social Studio Admin, select **Manage** under Social Accounts.
2. Click **Manage Social Accounts** and then click **Google My Business**.
3. To accept Google's Terms of Service, click **Confirm**.
4. Select **Yes** at Google's prompt allowing Social Studio to access data from this account. The authentication is a one-time prompt per Social Studio tenant.
5. Associate up to 500 location pages per workspace and to the Google My Business account. You can search for a specific location page or use the dropdown menu to see all, connected, or not connected pages. An engage column shows a maximum of 50 social accounts, with a Google My Business location page considered one account.

You see an error message if you reach your entitled pages maximum. To purchase more locations, contact your account representative.

To add location pages:

- a. Use the dropdown menu and select All, Connected, or Not Connected pages.
 - b. Use another dropdown and select Countries, States, or Cities. The location pages matching those search parameters appear in the list.
 - c. To add all the pages shown, click **All** or click the checkbox by the page for individual pages.
6. Click **Save**.

After you register the account, add the account to one or more workspaces.

SEE ALSO:

[External Link: Engage with customers on Google for free](#)

[External Link: Sign Up and Review Your Business Information](#)

[Locations Overview Card for a Google My Business Summary Dashboard](#)

[View a Google My Business Summary Dashboard in Social Studio Analyze](#)

Add Social Accounts to a Single Workspace in Social Studio

To publish content to a social account in Marketing Cloud Social Studio, add the account to a workspace. As a workspace admin or super user, you can add up to 500 social accounts to a workspace. You can also add social accounts to multiple workspaces using the admin settings. For multiple teams that use the same social account and have their own workspace, add the social account to each workspace that they use.

1. In the Admin settings, select **Social Accounts**.

2. Click **+ Add New**.

3. Search for the social account.

If the social account is already registered in Social Studio, you can add it. If it's not registered, connect the new social account.

4. Select the account, and click **Add Social Accounts**.

The social accounts appear in the list for the workspace so now you can publish content to them.

SEE ALSO:

[Add a Social Account to a Social Studio Tenant](#)

[Add Topic Profiles to Multiple Workspaces in Social Studio](#)

[Manage Users in a Social Studio Workspace](#)

[Manage Workspace Settings in Social Studio](#)

[Manage Social Accounts in a Social Studio Workspace](#)

Add Social Accounts to One or More Workspaces

If you are a super user, you can add one or more social accounts to one or more workspaces in the Admin section of Social Studio.

1. Select **Manage** in the Social Accounts block.

2. Select the desired social account.

The social account screen shows information about the social account in the Add to Workspace block.

The social account name

The Social Account Access

The Owner

The account's status

The workspaces the social account is in

You can also search for a name and the results narrow down to a match.

3. Click **Edit** then **+Add to Workspace**.

4. Select the workspace and click **Add**.


Workspaces containing the social account are highlighted.

The workspace appears in the Add to Workspaces block.

Access Social Accounts List in Social Studio

You can add social accounts to a Marketing Cloud Social Studio workspace. Add the accounts from either the workspace settings or the Social Accounts tile in the Admin portal. Only a super user or workspace admin can add social accounts. Social accounts can be added either from within a workspace's settings or within the Admin portal.

1. If adding a social account with a workspace's settings:

 **Note:** You can only add one or more social accounts to the workspace from workspace settings.

- a. Access the settings for the workspace.
- b. Click **Manage Social Accounts** from the Social Account tile.
- c. Click **+ Add New**.
- d. Select the social accounts to add.

If the social accounts don't appear, either refresh the list, ensure you're an admin for the social account, or ensure you've entered the login details correctly.

2. Or if adding a social account with Admin:

 **Note:** If you're a super user, you can add one or more social accounts to one or more workspaces from the Admin portal.

- a. Access Admin settings.
- b. Click **+ Add New** in the social accounts tile.
- c. Select the social accounts to add.


If the social accounts don't appear, either refresh the list, ensure you're an admin for the social account, or ensure you've entered the login details correctly.

Connect a New Instagram Account in Social Studio

If you are a super user, you can register a new Instagram account in Social Studio. Registering adds the account to the current workspace. You can also add the account to multiple workspaces using the Admin portal. If you have a personal Instagram account, create content for that account and then publish to Instagram using Social Studio Mobile and the Instagram app.

Before connecting an Instagram Business account to Social Studio, follow these guidelines to ease the process:

- Convert the account to an Instagram Business Account.
- Connect the account to a Facebook Page.
- Check that you are an admin of the connected Facebook Page.
- Check that the Facebook account has the right permissions to access the Instagram account that you are adding.

 **Note:** You can connect only Instagram Business accounts. This feature does not support Instagram Personal, Creators, or Professional accounts.

1. In Admin, select **Social Accounts**.
2. Click **Instagram Business**.

3. Log in to your Instagram account from Facebook.
4. To confirm that you want to add the account, click **OK**.
A prompt appears for Marketing Cloud access.
5. To add to Social Studio, click the Instagram account.
6. Click **Save**.
7. If Social Studio has several Instagram accounts added, find and select the account you just added.
8. To add the account to the current or multiple workspaces, click **Add Social Accounts**.

The Instagram account appears in the Social Accounts list. Add it to one or more workspaces before you can publish content to them.

SEE ALSO:

- [Add Social Accounts to a Single Workspace in Social Studio](#)
- [Connect a New Social Account to a Social Studio Workspace](#)
- [Manage Social Accounts in a Social Studio Workspace](#)
- [Social Accounts in Social Studio](#)


Connect a New Social Account to a Social Studio Workspace

Before you can publish, interact with, or see the performance of a social account post, connect the account to a workspace in Marketing Cloud Social Studio. As a super user, you can register a new social account in Social Studio. With Social Studio, you can add Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google My Business, Sina Weibo, Instagram, and Instagram Business social accounts. After adding a social account to one or more workspaces, teams in different areas can post content to the same social account. You can add the account to multiple workspaces using Social Studio Admin.

Social Account	Keep this information in mind
Facebook	Before you can publish content to a Facebook page, ensure that you meet these conditions. <ul style="list-style-type: none"> • Page visibility is published. • News Feed Audience and Visibility for Posts are selected. • You are a page admin for the Facebook account in Social Studio.
Instagram Business	Before connecting an Instagram Business account to Social Studio, follow these guidelines: <ul style="list-style-type: none"> • If it is a personal account, convert it to an Instagram Business account. • Connect the account to a Facebook page. • Check that you are an admin of the connected Facebook page. • Check that the Facebook account has the right permissions to access the Instagram account that you want to add.
LinkedIn	You can connect LinkedIn Company pages to Social Studio, but not LinkedIn profile pages.

Social Account	Keep this information in mind
Sina Weibo	To publish content to a Sina Weibo page, ensure that page user has an Admin scope when adding the accounts to Social Studio. Only posts created within Social Studio appear in the Publish calendar or an Analyze dashboard. Imported posts do not appear.
YouTube	Create YouTube channels in the YouTube account before adding them to Social Studio.

Use these steps add a social account to a workspace from within the workspace settings.

1. Enter the workspace where you want to add the social account.
2. To access the workspace settings, click .
3. To add a new social account, select **Social Accounts > + Add New**.
4. From the Add Social Account list, find the social account, or if not listed, click **Connect New Social Account**.
5. Click the social network.
6. Before you can add the social account to a workspace, add it to the Social Studio tenant.
 - a. For Instagram:
 - Log in to your Instagram account from Facebook.
 - To confirm that you want to add the account at the Marketing Cloud access prompt, click **OK**.
 - If Social Studio has several Instagram accounts added, find and select the account you just added.
 - b. For Pinterest, click **Authorize App**.
 - c. For YouTube:
 - The Add or Remove YouTube dialog shows the YouTube account channel or channels. The account name appears with "Connected Account" in the corner.
 - If there are multiple YouTube channels from other YouTube accounts already connected, find and select the YouTube channel or channels just added.
 - d. For Facebook:
 - Select one or all the account's Facebook pages. To add pages to the Social Studio workspace, select the pages.
7. Click **Add Social Accounts**.

8. Save your changes.

SEE ALSO:

[Add Social Accounts to a Single Workspace in Social Studio](#)

[Add Social Accounts to One or More Workspaces](#)

[External Link: Connect an Instagram Account to a Facebook Page](#)

[Create a Sina Weibo Post](#)

[External Link: Facebook Business Manager](#)

[External Link: How to check my Facebook page role](#)

[External Link: How do I link or unlink my Instagram account to my Facebook profile?](#)

[External Link: Set Up a Business Account on Instagram](#)

[Knowledge Article: Check the Scope of your Facebook Page Associated with Social Studio](#)

[Social Accounts in Social Studio](#)

[Workspace Role Permissions in Social Studio](#)

Search or Select from a Social Accounts List

You can either select social accounts or search from a list to add to one or more Social Studio workspaces.

1. Find the applicable social accounts:
 - a. Scroll through the list of registered social accounts.
 - b. Click in the Search box and type in the name of the social account.
2. Select the social accounts.



Note: To add all the listed social accounts to the workspace, select the checkbox next to the number. Clear the checkbox deselects all the social accounts in the list.

3. Click **Add Social Accounts**.

The selected accounts are available to add to one or more workspaces.

SEE ALSO:

[Manage Users in a Social Studio Workspace](#)

[Remove Social Accounts in a Workspace](#)

[Workspaces in Social Studio](#)

Remove Social Accounts in a Workspace

If you are a super user or workspace admin, you can remove one or more social accounts from a single Social Studio workspace. If the social account is no longer needed in the workspace or been deactivated, remove a social account from a workspace.



Warning: Removing the social account from the workspace or from the Social Studio tenant does not delete the social account from the social network or any published posts to the social account. Once removed, the social account's posts don't appear on the calendar for workspaces that used the social account.

If there are scheduled posts for that account, Social Studio checks and informs you that all scheduled posts on that account fail to publish. Click **Remove** to proceed. You can still add the social account to other workspaces in the organization.

1. Access workspace settings.
2. Access the social accounts for the workspace:
 - a. Click **Social Accounts** from the menu.
 - b. Click **Manage Social Accounts** under the Social Accounts section.
3. Select the social account to be removed.
4. Click **Remove**.

SEE ALSO:

[Manage Workspace Settings in Social Studio](#)


[Remove a Social Account from a Social Studio Organization](#)

[Manage Social Accounts in a Social Studio Workspace](#)

[Workspaces in Social Studio](#)

Manage Users in a Social Studio Workspace

In Marketing Cloud Social Studio, you can add, delete, or change a user's permissions. Workspace users can contribute content to social accounts and be in one or more workspaces.


 **Note:** You must have workspace admin permissions to perform this function. If you are not an admin, contact the admin for the workspace to get the access permissions.

To access the members of a workspace in workspace settings:

1. Open workspace settings for the workspace.
Click **Users** in the menu on the left.
Click **Manage Users** under User Accounts.

A list of users for that workspace appears in a table format. The table shows this information:

- User's name
- User's picture
- User's email address
- User's role in the workspace
- If the logged in user is a Super User, user's role in parentheses
- Summary of what the user can or can't do in the workspace.

 **Note:** If the logged in user is a full user or basic user, they don't see a Workspace member's user role.

[Add a User to a Social Studio Workspace](#)

In Marketing Cloud Social Studio, you can add a user to one or more workspaces. After you add them, set their workspace permissions by specifying their workspace role. You must have Admin permission rights to add a workspace user. Refer to the workspace permission levels to verify the permission level. If you are not an Admin, contact the Social Studio workspace admin to get the access permissions. New workspace users start as Limited Members by default.

[Change Workspace User Permissions in Social Studio](#)

If you're a Social Studio super user or workspace admin in Marketing Cloud Social Studio, you can change a workspace member's role. You can also change Engage and Publish permission levels. Permissions are specific to a workspace. If the member is in other workspaces, you must change the permissions in each workspace.

[Remove a Workspace Member](#)

In Social Studio, if a workspace member leaves the company or is transferred off the team, you can remove them. The user is removed from the workspace but not from Social Studio. To remove a workspace member, ensure that you have workspace admin permissions. If not, contact the workspace admin or a Super User to get the permissions. The first member listed is the workspace owner and can't be removed.

SEE ALSO:

[Add a User to a Social Studio Workspace](#)

[Change Workspace User Permissions in Social Studio](#)

[Remove a Workspace Member](#)

Add a User to a Social Studio Workspace

In Marketing Cloud Social Studio, you can add a user to one or more workspaces. After you add them, set their workspace permissions by specifying their workspace role. You must have Admin permission rights to add a workspace user. Refer to the workspace permission levels to verify the permission level. If you are not an Admin, contact the Social Studio workspace admin to get the access permissions. New workspace users start as Limited Members by default.

1. To find the user, type the name or scroll through the list.



Tip: To narrow the list of users, type the first few characters.

2. Click the applicable user.
3. Click **Add Users** and the new user appears under the Just Added title.
4. Select the user's workspace role.
5. If the user is a Limited Member, select **Customize** to set their engage and publish permissions.



Note: Workspace admin and contributor roles can publish to and engage with all workspace accounts.

- a. Select the type of social network, and specify the social account in the workspace.
 - b. Select each applicable social account.
6. Save your changes.

SEE ALSO:

[Manage Users in a Social Studio Workspace](#)

[Workspace Role Permissions in Social Studio](#)

Change Workspace User Permissions in Social Studio

If you're a Social Studio super user or workspace admin in Marketing Cloud Social Studio, you can change a workspace member's role. You can also change Engage and Publish permission levels. Permissions are specific to a workspace. If the member is in other workspaces, you must change the permissions in each workspace.

If you as a workspace admin change a member's permission to limited member, you receive a message that their scheduled posts failed to publish. Links are provided to the posts for resolution.

As a workspace admin or super user, you can also change the permissions of a limited member. For example, if a limited member contributes content, their permissions are modified so they can only engage with specific social accounts.

1. In the workspace settings, select **Users**, and then select a user.
2. Select the role you want to assign the user.
3. To specify a limited member's publish and engage access by social accounts for the workspace, select **Customize**.

Workspace admins and contributors can publish and engage with all workspace accounts. They can also follow and unfollow Twitter users.

Limited members have these permissions:

Follow or unfollow Twitter authors.

Like and favorite posts in Engage columns in the workspaces where they are members.

Publish content to and engage with content in workspaces where they are members, as specified by the workspace admin. Even if the limited member doesn't have permission, they can still step through the post creation until they try to publish the post. A message appears saying they don't have permission.

4. Save your changes.

SEE ALSO:

[Add a User to a Social Studio Workspace](#)

[Manage Users in a Social Studio Workspace](#)

[Workspace Role Permissions in Social Studio](#)

Remove a Workspace Member

In Social Studio, if a workspace member leaves the company or is transferred off the team, you can remove them. The user is removed from the workspace but not from Social Studio. To remove a workspace member, ensure that you have workspace admin permissions. If not, contact the workspace admin or a Super User to get the permissions. The first member listed is the workspace owner and can't be removed.

1. Select the checkbox next to the member.
The member shows a minus sign next to their name.
2. Click **Remove** and the workspace member is removed.

A green User Removed from Workspace banner appears across the top.

SEE ALSO:

[Add a User to a Social Studio Workspace](#)

[Change Workspace User Permissions in Social Studio](#)

[Manage Users in a Social Studio Workspace](#)

[Workspace Role Permissions in Social Studio](#)

[Manage Users in a Social Studio Workspace](#)

Finalize the Workspace

The new Social Studio Publish workspace is ready for you to create, schedule content in the calendar, and publish the content. You have already named the workspace, added social accounts, topic profiles, and members.

A summary window appears showing the following for the newly created Workspace:

- **Workspace block** - This block shows the name of Workspace, description of the Workspace and a workspace picture, if available.
- **User Accounts block** - This block shows the total number of user accounts and small pictures of the users, if available. Hovering over the icon shows the name of the member.
- **Social Accounts block** - This block shows the total number of social accounts with a small icon of the social account. Hovering over the icon shows the name of the social account

Click **Finish** setting up the workspace and the calendar appears.

SEE ALSO:

[Track Social Post Engagement and Metrics with Social Studio Analyze](#)

[Engage in Social Studio](#)

[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

Publish Labels

You can add Publish Labels in Social Studio as metadata to help organize your posts, such as campaigns versus daily updates. Use relevant publish labels to provide your organization and help sort posts and tweets. With the proper publish labels, analyze specific kinds of posts by segmenting by publish label. Publish Labels offers a flexibility in filtering and showing only specific tweets and posts.

A workspace can include an unlimited number of publish labels and label length.

[Archive Publish Labels](#)

If you are a workspace admin, you can archive publish labels in Social Studio Publish so other users can't use them.

[Create a Publish Label in Social Studio](#)

To help your workspace users organize posts they or other members publish, you can create publish labels in Marketing Cloud Social Studio. Labels created in one workspace aren't available in other workspaces or Engage columns. To get similar publish labels in another workspace, you must recreate them.

[Edit Publish Labels](#)

If you are a workspace admin in Social Studio Publish, you can edit publish labels.

SEE ALSO:

[Archive Publish Labels](#)

[Create a Dashboard in Social Studio](#)

[Edit Publish Labels](#)

[Manage Workspace Settings in Social Studio](#)

[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

Archive Publish Labels

If you are a workspace admin, you can archive publish labels in Social Studio Publish so other users can't use them.

Publish labels are archived and not deleted in a workspace because older posts could use old publish labels. Archiving the label keeps the association with the workspace but removes it from use.

1. Select **Publish Labels**.
2. Select the publish label.
3. Click **Archive**.

SEE ALSO:

[Create a Publish Label in Social Studio](#)

[Edit Publish Labels](#)

[Manage Workspace Settings in Social Studio](#)


[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

[Publish Labels](#)

Create a Publish Label in Social Studio

To help your workspace users organize posts they or other members publish, you can create publish labels in Marketing Cloud Social Studio. Labels created in one workspace aren't available in other workspaces or Engage columns. To get similar publish labels in another workspace, you must recreate them.

1. Navigate to the workspace where the labels are used.

 **Note:** Labels exist within a workspace and aren't available in other workspaces or Engage columns for that workspace. To get similar labels in another workspace, recreate them. Publish labels are workspace-specific and can't be filtered in a cross workspace performance report.

2. Access the workspace settings.
3. Select **Publish Labels**.
4. Click **+Add New**, and then the **Add Publish Labels** page appears.
5. Enter the name of the publish label in **New Label**.
6. To add the publish label, click **+**.
7. Continue to add publish labels as needed.

 **Note:** The list of labels auto-populates as more labels are added.

SEE ALSO:

[Edit Publish Labels](#)

[Archive Publish Labels](#)

[Manage Workspace Settings in Social Studio](#)


[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

[Publish Labels](#)

Edit Publish Labels

If you are a workspace admin in Social Studio Publish, you can edit publish labels.

1. Navigate to the workspace where the publish labels are used.

 **Note:** Publish labels exist within a workspace and do not carry over to another workspace. To use the same publish labels in another workspace, enter the other workspace and add the same label. The publish labels do not appear in the Engage columns for the workspace.

2. Access the workspace's settings.
3. Select **Publish Labels**.
4. Click the publish label and enter a label name.
5. Click **Save**.

SEE ALSO:

[Archive Publish Labels](#)

[Manage Workspace Settings in Social Studio](#)

[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

[Publish Labels](#)

Manage Workspace Settings in Social Studio

If you're a super user or workspace admin in Marketing Cloud Social Studio, you can change the settings for a workspace. If you aren't an admin, contact the workspace's admin to get access permission. When adding a workspace or changing a workspace's settings, you can perform tasks based on your permission level.

To access the workspace settings, click  in the workspace tile, or select the workspace and then click .

Use the following tasks in managing your workspace settings.

- Change basic information of the workspace including its name, description, and image.
- [Post Approval Rules](#)
- [Custom Bitly URL shortening for posts](#)
- [Engage Tab Templates](#)
- [Apply Engage Macros to multiple posts at the same time](#)
- [Remove a workspace from the tenant. Workspace members or pending posts to social accounts within the workspace fail if the workspace is deleted](#)
- [Share user created dashboards among workspace members](#)
- [If you are a Super User or the workspace owner, you can transfer the ownership to another user](#)

[Delete a Social Studio Workspace](#)

In Marketing Cloud Social Studio, you can remove a workspace from the tenant. To delete a workspace, you must be a super user or the workspace admin of that workspace. If you aren't the admin, check the User Roles Permissions table to verify what permission level is needed. Contact the super user for the organization to get the access permissions or delete the workspace.

[Engage Tab Templates](#)

You can set up Engage Tabs templates to define a core set of Engage columns in Social Studio. Having new users start with the same Engage columns, helps ensure consistency across your organization, workspaces, and among users.

[Setup Bitly Tracking](#)

Add or delete multiple Bitly accounts for use with shortened URLs in Social Studio posts. URLs must be customized with the Bitly account and cannot be done in Social Studio.

[Share a Workspace Calendar with Other Social Studio Workspaces](#)

If you have many workspaces in Social Studio posting content to common social accounts, one workspace can't see the calendar of another workspace. Users could post duplicate content. The reverse is true for your workspace: Your members could post content to the same social accounts that other workspaces use. Your members and other workspace members could post conflicting or contradictory content to the same social account. No one realizes it until the content is published. To remedy this situation, share your workspace calendar and other workspaces can share their calendar with your workspace.

[Transfer Workspace Ownership](#)

If you are a super user or workspace owner in Social Studio, you can transfer the ownership of a workspace to another user. For example, if the current workspace owner leaves the company or is transferred off the project, you can transfer the ownership to another user,

SEE ALSO:

[Workspace Role Permissions in Social Studio](#)

[Workspaces in Social Studio](#)

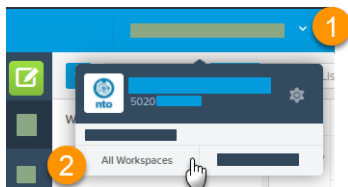
[Manage Users in a Social Studio Workspace](#)




[User Roles](#)

Delete a Social Studio Workspace

In Marketing Cloud Social Studio, you can remove a workspace from the tenant. To delete a workspace, you must be a super user or the workspace admin of that workspace. If you aren't the admin, check the User Roles Permissions table to verify what permission level is needed. Contact the super user for the organization to get the access permissions or delete the workspace.

1. To select the workspace:
 - a. If you are in a different workspace from the one you want to delete,



- a. Click the arrow next to the current workspace you are in (1)
 - b. Select **All Workspaces** (2)
 - b. If you are in the workspace you want to delete, click  next to the workspace name.
2. To access the workspace settings:
 - a. If you are in the workspace you want to delete, click .
 - b. Or if you are in the workspace selector and you want to delete a workspace, click  in the workspace tile.
3. Click **Manage Basic Information**.
4. Click **Remove**.
5. Click **Delete** and the workspace is deleted from the list of workspaces.

Engage Tab Templates

You can set up Engage Tabs templates to define a core set of Engage columns in Social Studio. Having new users start with the same Engage columns, helps ensure consistency across your organization, workspaces, and among users.

Use Engage Tab templates so new users do not have to create their own Engage columns. Tab Templates cannot be copied to other workspaces and must be re-created in the other workspace.

As a workspace admin, you can perform these tasks:

- Create different templates with different Engage columns and filtering options to ensure consistency across your organization, workspaces, and among users.
- To change the name if necessary.
- Add, change, or remove Engage columns due to changing needs.
- Edit your tab templates.
- — You can also edit how the columns are filtered.
- If you have many tab templates, use search to find the correct one.
- Remove templates that no longer meet your needs.

Posts assigned to the user for follow-up automatically populate in an Engage column.

If there are no Engage Tab Templates in the Workspace, a message describes Engage Tab Templates and provides a Learn More link.

[Create a Tab Template](#)

You can create templates for Engage Tabs in Social Studio to define a core set of Engage columns. Having a core set helps ensure consistency across your organization, workspaces, and among users.

[Edit a Tab Template](#)

You can edit Engage Tabs In Social Studio to define a core set of Engage columns. Tab templates help ensure consistency across your organization, workspaces, and among users.

[Find a Tab Template](#)

If you have many tab templates in Social Studio, you can find a specific one.

[Remove a Tab Template](#)

If you no longer need a tab template, select the tab template from the list view and remove it.

SEE ALSO:

[Group Columns with Tabs in Social Studio to Suit Your Engagement Needs](#)

[Create a Tab Template](#)

[Edit a Tab Template](#)

[Engage in Social Studio](#)



[Find a Tab Template](#)

[Remove a Tab Template](#)

Create a Tab Template

You can create templates for Engage Tabs in Social Studio to define a core set of Engage columns. Having a core set helps ensure consistency across your organization, workspaces, and among users.

1. Access the Workspace Settings for the workspace.

2. Access Templates by following one of these steps:
 - a. Select **Templates** from the menu of workspace settings.
 - b. Select **Manage Templates** in the Templates block from the Workspace Settings Summary.
3. Click **+ New Template**.
4. [Add one or more Engage columns](#) on page 363.
5. [Filter the column or columns](#) on page 363.
6. Select the Assignment option of Any, None, or Logged in User.
 -  **Note:** With Tab Templates, you can specify the Assignment filtering option to **Logged in User**. This option sets the column to show that the column with posts is assigned to the user that is logged in. The column content appears differently for each user logged in.
7. Click **Settings**.
8. Enter up to 256 characters in **Description**. Optional but recommended to quickly identify different templates.
9. Check **Automatically create for newly added members**.
 -  **Note:** A new tab is automatically created for new members when they access Engage for the workspace.
10. Click **Create and exit**.

SEE ALSO:[Engage Tab Templates](#)[Group Columns with Tabs in Social Studio to Suit Your Engagement Needs](#)**Edit a Tab Template**

You can edit Engage Tabs In Social Studio to define a core set of Engage columns. Tab templates help ensure consistency across your organization, workspaces, and among users.


1. Click **Edit**.
2. Perform one or more of these actions:
 - Add, edit, or remove columns.
 - Change filtering options.
 - Rename the tab template.
3. Save the changes.

SEE ALSO:[Engage Tab Templates](#)[Create a Tab Template](#)[Engage in Social Studio](#)[Find a Tab Template](#)[Remove a Tab Template](#)[Group Columns with Tabs in Social Studio to Suit Your Engagement Needs](#)

Find a Tab Template

If you have many tab templates in Social Studio, you can find a specific one.

Enter part of the name in **Search** to filter the template list to matching templates.

 **Note:** Enter at least 3 characters into the search field.

SEE ALSO:

[Group Columns with Tabs in Social Studio to Suit Your Engagement Needs](#)

[Create a Tab Template](#)

[Engage in Social Studio](#)

[Engage Tab Templates](#)

[Remove a Tab Template](#)

Remove a Tab Template

If you no longer need a tab template, select the tab template from the list view and remove it.

1. Select the tab template.
2. Click **Remove**.
The tab template is removed.

SEE ALSO:

[Group Columns with Tabs in Social Studio to Suit Your Engagement Needs](#)

[Create a Tab Template](#)

[Engage in Social Studio](#)

[Engage Tab Templates](#)

[Find a Tab Template](#)

Setup Bitly Tracking

Add or delete multiple Bitly accounts for use with shortened URLs in Social Studio posts. URLs must be customized with the Bitly account and cannot be done in Social Studio.

[Connect a Bitly Account](#)

Before you use a custom Bitly URL, connect your Bitly account to Social Studio. The Bitly URL cannot be customized in Social Studio, only in a Bitly account.

[Customize a Bitly URL](#)

After you configure a Bitly account, you establish a customized URL

[Disconnect a Bitly Account in a Social Studio Workspace](#)

In Marketing Cloud Social Studio, you can disconnect a Bitly account used to shorten URLs of posts in a workspace. To disconnect the Bitly account, you must be a super user or a workspace admin for that workspace where the Bitly account is used. After you disconnect the account, workspace members can no longer access the Bitly URLs related to that account.

SEE ALSO:

[Manage Workspace Settings in Social Studio](#)

[Workspace Role Permissions in Social Studio](#)

Connect a Bitly Account

Before you use a custom Bitly URL, connect your Bitly account to Social Studio. The Bitly URL cannot be customized in Social Studio, only in a Bitly account.

1. Access workspace settings.
2. Click **Bitly Tracking**.
3. Click **+ Add New**.
4. Select **SIGN IN WITH FACEBOOK**, **SIGN IN WITH TWITTER**, or **SIGN IN WITH YOUR BITLY ACCOUNT**.
5. Enter your Bitly log in credentials.
6. Authorize Social Studio.
7. If you have multiple Bitly accounts, you can set one as a publish default or as an engage default.



Note: When you set the default publish or engage Bitly account, Social Studio uses the specified Bitly account. To shorten a URL link in a post or during post engagement, the Bitly account is used.

Customize a Bitly URL

After you configure a Bitly account, you establish a customized URL

Log in to your Bitly account to customize the shortened URL. The URL cannot be shortened using Social Studio.

Disconnect a Bitly Account in a Social Studio Workspace

In Marketing Cloud Social Studio, you can disconnect a Bitly account used to shorten URLs of posts in a workspace. To disconnect the Bitly account, you must be a super user or a workspace admin for that workspace where the Bitly account is used. After you disconnect the account, workspace members can no longer access the Bitly URLs related to that account.

1. In Social Studio, select **Publish**.
2. Select the workspace with the Bitly account you want to disconnect.
3. Open the workspace settings, and select **Bitly Tracking**.
4. From the list of Bitly accounts, select the check box next to the account you want to remove.
5. Click **Remove**.

The account is disconnected from the workspace. URLs that use the disconnected Bitly account are no longer active.

Share a Workspace Calendar with Other Social Studio Workspaces

If you have many workspaces in Social Studio posting content to common social accounts, one workspace can't see the calendar of another workspace. Users could post duplicate content. The reverse is true for your workspace: Your members could post content to the same social accounts that other workspaces use. Your members and other workspace members could post conflicting or contradictory content to the same social account. No one realizes it until the content is published. To remedy this situation, share your workspace calendar and other workspaces can share their calendar with your workspace.

To use sharing, you must be a workspace admin.

1. In the workspace settings, click **Sharing**.
2. To enable the calendar to appear on other workspace calendars, move the slider to Enable.

Transfer Workspace Ownership

If you are a super user or workspace owner in Social Studio, you can transfer the ownership of a workspace to another user. For example, if the current workspace owner leaves the company or is transferred off the project, you can transfer the ownership to another user,

1. Click **User Accounts > Transfer Workspace Ownership**.

The picture and name of the workspace is shown along with the Current Owner and an option to select a New Owner.

2. Click **Select new owner** and choose a new owner.
3. Find the new owner:
 - a. Scroll down the list.
 - b. To narrow and match what was entered, start typing in Search.

The name now appears under New Owner. If the wrong name was selected, click **Change** next to the name to select another owner.

4. To make the current owner a workspace admin instead of the workspace owner, keep **Becomes an admin of this workspace** selected under Current Owner.
5. To remove the current owner from the workspace, select **is removed from the Workspace** under Current Owner.

 **Note:** If the Workspace owner removes themselves as the owner, they are redirected out of the workspace to the workspace index page.

6. To save the change, click **Confirm**.

SEE ALSO:

[Manage Workspace Settings in Social Studio](#)

[Workspace Role Permissions in Social Studio](#)

[User Roles](#)

Help Resources for Social Studio

Resources are available to get assistance with Marketing Cloud Social Studio.

Contacting Marketing Cloud Premier Support for Social-Only Customers

For current support options, consult the [Contact Salesforce Customer Support](#) knowledge article.

Help Resources for Marketing Cloud Social Products

For current support options, consult the [Contact Salesforce Customer Support](#) knowledge article.

Roles and Permissions in Social Studio

Social Studio utilizes flexible Roles Based Access Control (RBAC) to ensure that only the correct people can accomplish the appropriate tasks. It is important to note that in Social Studio, users are granted roles, not permissions. A role is a collection of permissions. The permissions for a role can be changed without having to modify each user's permissions in the system.

A permission applies to a specific action:

- Delete a topic profile
- Publish to a social account
- Create a macro

Publish rights can be granted on an account-by-account basis. Contributors have only view access to any social account they cannot publish to. They cannot manage workspace settings, add users, or add social accounts.

Roles and permissions are different in Social Studio than in Marketing Cloud in that there are organization permission levels and workspace permission levels:

- [Organization or User Roles](#): - Contain permissions for the management of resources. These roles contain permissions for what users can access, add, and update.
 - User roles consist of Admin only, Super User, Full User, or Basic User.
- [Workspace Roles](#): on page 221 - In workspaces and social accounts, roles grant permission to access social network data or to use social accounts within a specific workspace.
 - Workspace member roles are Admin, Contributor, or Limited Member.

A user's workspace member role can differ from workspace to workspace. The user's role can remain the same level as their user role (Super User, Full User, or Basic User) throughout the organization. [Agency or Client](#) on page 221 permissions have special considerations that are treated differently.

[User Roles](#)

Every user in Social Studio must have a user role of Admin Only, Super User, Full User, or Basic User. Each role includes expanding permissions within the organization.

[Workspace Role Permissions in Social Studio](#)

Each workspace role in Marketing Cloud Social Studio has specific permissions. If you can't complete a task or access a resource, it's because your permission level in the workspace doesn't allow it. To get the permission, contact your workspace admin or a Social Studio Super User.

[User Role Permissions in Social Studio](#)

User roles in Social Studio have different permissions. All users, regardless of role, can access the admin screen in Social Studio. Access to the admin functions depends on their role permissions.

SEE ALSO:

[User Roles](#)


[User Role Permissions in Social Studio](#)

User Roles

Every user in Social Studio must have a user role of Admin Only, Super User, Full User, or Basic User. Each role includes expanding permissions within the organization.

Assign [user roles](#) on page 223 to a user for a set of Social Studio permissions:

- Creating content
- Publishing content on related social accounts
- Viewing analytical information for those posts

 **Note:** A user role does not grant permission to access social network account information, including passwords and personal profile information. Instead, a user role permits a Social Studio user to access analytical data and the ability to post content for that social account. The permissions only extend to functions within Social Studio.

Social Studio contains four types of users each with a different scope of permissions:

- Basic User
- Full User
- Super User
- Admin only

The [organization level permissions chart](#) on page 223 provides more detailed information on each user role.

Admin Only User Role

The Admin Only User role in Social Studio can only perform administrative tasks and is prevented from publishing, engaging and analyzing within the application.

Basic User Role

A basic user in Social Studio can view other users in the organization and change their own personal information such as email address and password. Basic users can also view and change any posts they created and any posts that other users shared in the workspaces where they are a member. If needed, a Super User can grant permission to a Basic User to use the Sentiment Model.

Full User Role

A Full User in Social Studio can create most types of resources and equals a Radian6 Legacy Full User role. Social Studio assigns this user role by default when you add a user to the organization. Social Studio restricts editing and deleting permissions to content owned by the Full User. Full Users with assigned Engage and Publish permissions for a certain Social Account at the Workspace permissions level can edit and delete posts and post comments.

Super User Role


A Super User can create, view, edit, and disable or delete all system resources. This role is the most encompassing and wide reaching user role in Social Studio.

SEE ALSO:

[User Role Permissions in Social Studio](#)

Admin Only User Role

The Admin Only User role in Social Studio can only perform administrative tasks and is prevented from publishing, engaging and analyzing within the application.

 **Note:** The Admin Only User role generally mirrors the current capabilities of a Super User role. There are some exceptions which can evolve over time. This role differs from the [Workspace Admin](#) on page 221 role and does not match a role in Radian6 legacy applications.

Similar to a Super User role, Admin only roles can perform these tasks:

Can perform the following actions:

- Perform any administrative task of a Super User unless stated otherwise:
 - Create, edit, and disable all types of users, including other Admin Only.
 - Add Basic, Full, and Super Users to any workspace (Admin Only Users cannot access workspaces themselves).
 - Create, edit, and delete social accounts.
 - Manage or edit organization settings (such as time zone and language).
 - Enable password resets.
 - Create, edit, and delete macros.
 - Create users, or edit existing users, using the Social Studio role assignments. These roles map back to specific Radian6 permission sets.
 - [Create and manage topic profiles](#) on page 285.
 - [Create and manage source groups](#) on page 301.
 - [Adjust sentiment model](#) on page 265.
 - Grant access to other user roles.

Cannot perform the following actions:

- Create a workspace.
- Access workspaces in Social Studio web or in Social Studio Mobile.
- Access any of the following applications:
 - Engage Console
 - Radian6 Mobile app
 - Social Studio Mobile app
- Assign user to a project (as this action represents a legacy capability).
- Create a permission set.

Basic User Role

A basic user in Social Studio can view other users in the organization and change their own personal information such as email address and password. Basic users can also view and change any posts they created and any posts that other users shared in the workspaces where they are a member. If needed, a Super User can grant permission to a Basic User to use the Sentiment Model.

 **Note:** For security purposes, Basic Users cannot change any organization settings.

These [Radian6 Legacy roles](#) equal a Social Studio Basic User role:

- Dashboard

 **Note:** This is the default role assigned to Social Studio Basic Users when accessing legacy Radian6 apps:

- Read-Only
- EC-Only
- Requisitioner

Full User Role

A Full User in Social Studio can create most types of resources and equals a Radian6 Legacy Full User role. Social Studio assigns this user role by default when you add a user to the organization. Social Studio restricts editing and deleting permissions to content owned by the Full User. Full Users with assigned Engage and Publish permissions for a certain Social Account at the Workspace permissions level can edit and delete posts and post comments.

Full Users can create, view, and edit their own settings. Full Users cannot generally change user settings for other users.

SEE ALSO:

[Knowledge Article: Radian6 user roles defined](#)

Super User Role

A Super User can create, view, edit, and disable or delete all system resources. This role is the most encompassing and wide reaching user role in Social Studio.
























Super Users, equal to a [Radian6 Legacy Super User](#) role, can also perform these tasks:

- Organization administration
- Workspace administration
- User account administration
- Social account administration
- Approval rule administration
- Macro administration
- Add new users to the Social Studio
- View and edit users, including this information:
 - Edit user role, status, email, and username
 - Export List of users
 - Assign them to workspaces
 - Enable password resets
 - View and edit all workspaces
 - Edit or delete all macros in the organization and edit all user records in the system
- Create and manage topic profiles
- Create and manage [source groups](#) on page 301
- Adjust [sentiment model](#) on page 265
 - Grant access to other roles as needed

Workspace Role Permissions in Social Studio

Each workspace role in Marketing Cloud Social Studio has specific permissions. If you can't complete a task or access a resource, it's because your permission level in the workspace doesn't allow it. To get the permission, contact your workspace admin or a Social Studio Super User.


Each workspace role includes permissions to access types of social network data or to use social accounts within a workspace. The workspace permission levels table details each role's permissions.

	Admin	Contributor	Limited Member
View resources in workspaces ¹			
Create free-form labels ⁵			
Publish to and engage with social accounts			 2
Follow or unfollow Twitter author			
View workspace content and calendar or performance screens			
Create shared content			
Edit shared content		 4	
Archive or disable shared content	 3		
Manage workspace settings			
Create, delete, and edit workspace resources ¹			

- The workspace resources are (1):
 - Users
 - Social accounts
 - Topic profiles
 - Macros
 - Publish labels
 - Approval rules
 - Bit.ly accounts
- The workspace admin can grant limited members access to one or more social accounts (2). They also can choose **All**, **None**, or **Customize** in order to limit member access for:

–



Publish To: When a user doesn't have Publish permission,  still appears. Limited members can still create content, but when they publish, an error appears that they don't have publish permission for that account. Only workspace admins can [change the user's publish entitlements](#).

- **Engage To:** If a user has permission to engage with posts in Engage
- To archive or disable shared content requires workspace admin permission (3).
- To edit shared content, a [full user](#) on page 219 must be the content creator, regardless of permission.
- To create Engage post and author labels requires workspace contributor or limited member permission. These labels are for posts in social accounts that the workspace admin grants access to.

SEE ALSO:

[Manage Social Accounts in a Social Studio Workspace](#)


[Manage Users in a Social Studio Workspace](#)

[Manage Workspace Settings in Social Studio](#)

[Workspaces in Social Studio](#)

User Role Permissions in Social Studio

User roles in Social Studio have different permissions. All users, regardless of role, can access the admin screen in Social Studio. Access to the admin functions depends on their role permissions.

-  **Note:** Topic profiles, social accounts, and approval rules that the user created after their permissions are changed to a lower level remain accessible. Examples of permission level changes are super user to full user or full user to basic user.



These icons denote the level of permissions in the organization by User Role:



= granted permission.















= permission with conditions.

Permission	Admin Only	Super User	Full User	Basic User
Workspaces				
• Add workspace				

Permission	Admin Only	Super User	Full User	Basic User
<ul style="list-style-type: none"> Manage workspace settings 				
			You must be a Full User or Basic User and a workspace admin to manage workspace settings.	
<ul style="list-style-type: none"> View workspace content including calendar and performance 				
			Full User and Basic User can view the Workspace content, calendar, and performance only for workspaces they can access.	
Admin				
<ul style="list-style-type: none"> Create new, edit existing, or delete (make inactive) engagement classification types 				
<ul style="list-style-type: none"> Configure Social Studio for Single Sign-On on page 256 				
<ul style="list-style-type: none"> Connect a Salesforce account 				
			Can view, create, and manage their own Salesforce accounts, but can't see or manage accounts created by others	
<ul style="list-style-type: none"> Enable SSO for Users on page 258 				
<ul style="list-style-type: none"> Enable Multi-Factor Authentication (MFA) 				
<ul style="list-style-type: none"> Register social accounts in a tenant 				

Permission	Admin Only	Super User	Full User	Basic User
<ul style="list-style-type: none"> Register Google My Business Accounts 				
Instagram Hashtags				
<ul style="list-style-type: none"> Create hashtags 				
<ul style="list-style-type: none"> Deactivate hashtags 				
<ul style="list-style-type: none"> Delete hashtags 				
<ul style="list-style-type: none"> Edit hashtags 				
User Management				
<ul style="list-style-type: none"> Add Users 				
<ul style="list-style-type: none"> Enable and change MFA settings 		Own User Account	Own User Account	Own User Account
<ul style="list-style-type: none"> Export user list 	All user roles can view and export the user list. Exported lists contain usernames, display names, email addresses, time zones including location, and the number of Workspaces the users are in.			
<ul style="list-style-type: none"> Modify user settings 			Only own Settings	
Sentiment Model				
<ul style="list-style-type: none"> Adjust Sentiment Model 				
			If granted permission from a Super User or Admin only user, the Sentiment Model can be shared to Full and Basic Users.	

Permission	Admin Only	Super User	Full User	Basic User
<ul style="list-style-type: none"> Grant access to Sentiment Model to Basic Users 				
<ul style="list-style-type: none"> Use Sentiment Model 				
A Super User must grant permission to a full user or basic user before they can use the Sentiment Model.				
Macros				
<ul style="list-style-type: none"> Create or edit Macros 				
Full Users can create and edit their own macros.				
Topic Profiles				
<ul style="list-style-type: none"> Create and manage topic profiles 				
<ul style="list-style-type: none"> View topic profiles 				
Full Users can see topic profiles that they created and the topic profiles shared with them. To share the topic profile, an admin-only or super user adds the topic profile to a Social Studio workspace. Basic users can only view topic profiles shared to a Social Studio workspace. To share the topic profile, an admin-only or super user adds the topic profile to a Social Studio workspace.				
Source Groups				
<ul style="list-style-type: none"> Create and manage source groups 				
<ul style="list-style-type: none"> View source groups 				

Permission	Admin Only	Super User	Full User	Basic User
				Can access the source groups that they created or that were shared with them. To share the topic profile and the source group it belongs to, an admin-only or super user adds the topic profile to a Social Studio workspace.
Analyze Dashboards				
• Share				
		Only Super Users can share and update dashboards that they own.	If you're a workspace admin and a full user or a basic user, you can share, update, or delete dashboards that you own.	
• Update				
		Only Super Users can share and update dashboards that they own.	If you're a workspace admin and a full user or a basic user, you can share, update, or delete dashboards that you own.	
• Delete				
			If you're a workspace admin and a full user or a basic user, you can share, update, or delete dashboards that you own.	
Analyze Workbenches				
• Share				
			If you're a workspace admin and a full user or a basic user, you can share, update, or delete workbenches that you own.	
	ADMIN ONLY	SUPER USER	FULL USER	BASIC USER

SEE ALSO:

[Access Admin Settings for Social Studio](#)[Macros in Social Studio](#)[Topic Profiles in Social Studio](#)[User Roles](#)

Organization Admin Settings

If you are a Super User or an Admin-Only user, you can access and change many settings in Social Studio. These settings affect users, macros, social accounts, topic profiles, and overall organization settings.

Once in the Admin settings, you can change the organization-wide admin settings by using the links on the particular block of settings.

- Social Accounts - You can view, manage, add, or remove registered social accounts from one or more workspaces. You can also reauthorize a social account or to add a new social account to Social Studio, click **+ Add New**.
- Sentiment Model - In this block, you can launch and configure the sentiment model to begin analyzing incoming posts for sentiment. You can customize the sentiment model and adjust it to tailor the types of posts that you receive.



Note: Only Super Users, Admin-only users and users granted by a Super User to access the Sentiment Model tile see the tile. The tile does not appear for other user roles.

- Engagement Macros - You can see a list of engagement macros that exist for use across all workspaces. To create an engagement macro, click **+ Add New**.
- Users - You view a list of users and use a search field to search for an individual user by name. Super Users can export the user list as a CSV file and also enable a user to promote Facebook posts. To add a user, click **+ Add New**.
- Topic Profiles - You can view a list of topic profiles that exist across your entire Social Studio organization. You can also add new topic profiles or assign existing topic profiles for use in one or more workspaces. To create a topic profile, click **+ Add New**.
- Labels - You can view of list of existing author and post labels in your Social Studio organization. Use author labels to assign to post authors for easier filtering of their posts. Use post labels to tag posts for easier filtering and viewing in Engage columns. To create a label, click **+ Add New Author Label** for an author label and click **+ Add New Post Label**.
- Source Groups - You can view a list of source groups that could appear in Twitter posts or topic profiles. You can also edit and delete from the list of source groups. To add a source group, click **+ Add New**.
- API Applications - If you are a Super User or Admin-only user, you can add or customize integrations between Social Studio and third-party APIs. This block does not appear for other user roles.
- Quick Links - Use the links to access and change your personal settings, your password, or open a new browser window to Social Studio help documentation.
- Organization Settings - If you are a Super User or Admin only user, you can view the Social Studio organization name, language, time zone, and ID. You can also change Social Studio organization settings such as user interface language, time zone, session timeout, and API access to other users

[Access Admin Settings for Social Studio](#)

You can change your personal user account settings in Marketing Cloud Social Studio, access help documentation, or log out, plus use other tasks. If you have the proper access permissions and user role, you can change organization-wide settings.

[Sentiment Model](#)

Social Studio contains a scoring algorithm that determines the sentiment of a post and the overall sentiment. The sentiment model examines posts from the selected language. Train and refine this model to provide more accurate sentiment based on incoming posts. Social Studio organizes the Posts listed by the date received.

SEE ALSO:

[Social Accounts in Social Studio](#)

[External Link: Introducing Social Studio REST API](#)

Access Admin Settings for Social Studio

You can change your personal user account settings in Marketing Cloud Social Studio, access help documentation, or log out, plus use other tasks. If you have the proper access permissions and user role, you can change organization-wide settings.



Note: Any user role can access the Admin screen in Social Studio. Basic users can view admin functions, but not act on them.

Click your user picture to accomplish these tasks.

- My Settings - Change your picture, display name, time zone, and email address.
- Admin - Access the Social Studio organization settings. If you have the proper access level, you can manage users, social accounts, topic profiles, labels, organization settings, and macros.
- Help - Opens a browser window to Social Studio help documentation and videos.
- Logout - Use to log out of Social Studio.

Check out these other Social Studio pages:

[Change My User Settings in Social Studio](#)

You can customize your Social Studio user account including your display name, user photo, preferred language for the user interface, and your time zone. If you have account associations with Marketing Cloud or Ad Studio, you can remove the current associations or change them. You can also reset your password.

[Change Social Studio Tenant Settings](#)

You can set the language, time zone, and logout options for users in Marketing Cloud Social Studio. Also set their workspace publish and engage rights. If you're a super user or admin-only user, you can customize or modify settings that affect the entire Social Studio organization.

[Change Time Zone Settings in a Social Studio Org](#)

If you want the correct time and date for published posts, change the time zone settings in Marketing Cloud Social Studio. Only Super Users and Admin only users can change this setting. The new time zone affects the entire Social Studio organization. Unless a user sets their own time zone, this time zone takes precedence.

[Change Social Studio Password from My Settings](#)

You can change your password from My Settings in Social Studio .

[Change the Social Studio Interface Language and Organization Language](#)

In Marketing Cloud Social Studio, you can change the user interface to other than the default upon next login. If you're a super user or admin-only user, you can change the user interface language for the entire Social Studio organization.

[Manage Multi-Factor Authentication in Social Studio](#)

Multi-factor authentication (MFA) is a simple, effective mechanism for enhancing login security and safeguarding your users' Social Studio accounts from unauthorized access. MFA is part of the login experience for Marketing Cloud Social Studio, Social Studio Automate, Social Studio Mobile, and Social Studio Command Center.

[Set the Session Length for Social Studio Tenant](#)

If you are a Super User or Admin-only user, to improve security, you can limit how long users can be in Social Studio session. When the maximum time is reached, the user is automatically logged out. If you aren't a Super User or Admin only user, you can't set this option.

[Manage Classification Types](#)

Classifications in Social Studio are categories to classify posts in Engage columns. If you are a Super User or Admin Only user, you can add new, edit, or archive existing classifications types for engage or analyze post attributes.

[Manage Instagram Hashtags in Social Studio](#)

In Social Studio, create and remove Instagram Hashtags to associate with an Instagram Business account. Each account can have up to 30 associated hashtags. A hashtag can only be associated to one account. If you have many hashtags, use Search.

[Manage Labels](#)

If you are a Super User or Admin only user in Social Studio, you can add and manage author labels and post labels. Changes you make affect all labels across all workspaces in a Social Studio organization. You can sort the labels by name or created date but cannot edit or delete labels. A Super User or Admin-only User can enable full and basic users to add post labels and author labels. To permanently delete a post label, contact support. If a label was used in a post, deleting the label could impact report metrics based on that label.

[Social Accounts in Social Studio](#)

All users, except basic users, can add social accounts to the Marketing Cloud Social Studio organization. Admin-only users, super users, and full users can then add these accounts to one or more workspaces. Register the social accounts first in your Social Studio tenant before you can reauthorize, remove, or transfer ownership of them. You can also delete a Facebook account that has no connected pages.

[Register an Ad Account in Social Studio](#)

To promote an already published Facebook post in the publish calendar, register an ad account in Social Studio. Super Users and Full Users can register Facebook Ad Accounts.

[Register a Salesforce Account in Social Studio](#)

A social post author in Marketing Cloud Social Studio could have matching records in Contact Connector for Social Studio. Before you can see these records, register a Salesforce Account in Social Studio. After you link a Salesforce account to Social Studio, Contact Connector displays a post author's Salesforce contact record. If a record exists, you see it when viewing the post author's information. Customer Contact access depends on the Social Studio user's role. Admins, Superusers, and full users can link a Salesforce account to Social Studio and add the Salesforce account to a workspace.

[Change Your Social Studio Password at Login](#)

You can change your Marketing Cloud Social Studio password from the login screen. The required password length is 12 characters for basic and full users, and 15 characters for super users and admin-only users.

[Reusing Engagement Responses in Social Studio](#)

If you're using the same response to posts over and over, create a reusable response. You can create as many standard responses as needed. Use them in replying to posts in an Engage column or an Analyze dashboard feed card. You can use a response across all workspaces in a Social Studio tenant, regardless of the social account or topic profile. You can't use an Engagement response in Social Studio Mobile.

[Improve Security and User Experience with Single Sign On for Social Studio](#)

Improve your users' experience and your security with single sign-on (SSO) for Marketing Cloud Social Studio. After you, as an admin, enable SSO, your users can access Social Studio with one set of login credentials. Social Studio supports Security Assertion Markup Language (SAML) 2.0, an open standard that allows identity providers to pass authorization credentials to service providers. Only an admin or super user can enable SSO in Social Studio.

[User Management in Social Studio](#)

If you are a Super User, you can manage users in Marketing Cloud Social Studio. Tasks you can complete are add, disable, edit, force a password reset, grant permissions, and hide inactive users. Managing users can be done in the Admin portal.

SEE ALSO:

[Change My User Settings in Social Studio](#)

[Organization Admin Settings](#)

[Getting Started Guide: Getting Started with Social Studio](#)

Change My User Settings in Social Studio

You can customize your Social Studio user account including your display name, user photo, preferred language for the user interface, and your time zone. If you have account associations with Marketing Cloud or Ad Studio, you can remove the current associations or change them. You can also reset your password.

1. Access My Settings:

Click the user picture and select **My Settings**. Click **Admin > Personal Information** under My Settings.

2. Enter a new name in **Display Name**.

3. Click **Upload Photo**.

a. Navigate to location of photo and highlight it.


b. Click **Open**.


The upload photo box changes to that of the picture selected.

4. Enter a new email address in **Email**.

5. Select a new interface language from **Language**.

6. Select a new time zone from **Time Zone**.

 **Tip:** If you want posts to be published immediately with a time stamp, set to your time zone before creating content.

 **Note:** If scheduling posts for future publishing, having your time zone set to your location ensures that the post publishes when you want it published. If your time zone is not set, post-publish times default to the time zone set for the organization.

7. To reset your password:

a. Click **Change Password**.

b. Enter your old password and then your new password.

c. Confirm your new password.

d. Click **Apply Changes**.

8. Click **Apply Changes**.

[Manage Notifications in Social Studio](#)

Manage your Social Studio in-app, email, and mobile notifications from one location in Marketing Cloud Social Studio. To enable or stop notifications for Publish, Engage, Analyze, and Performance, select or clear only the notifications that matter to you.

SEE ALSO:


[Access Social Studio](#)

[Change Social Studio Password from My Settings](#)


[Workspace Role Permissions in Social Studio](#)

Manage Notifications in Social Studio

Manage your Social Studio in-app, email, and mobile notifications from one location in Marketing Cloud Social Studio. To enable or stop notifications for Publish, Engage, Analyze, and Performance, select or clear only the notifications that matter to you.

 **Note:** The notification options appearing depend on the user's role in Social Studio and in Social Studio workspaces.

1. Click your user avatar and select **My Settings**.
2. Click **Notifications**.
3. Select or clear the individual notifications in each of the three options: in-app, email, or mobile push notification.

 **Note:** If the notification is not available for a channel, hovering over a notification option shows



4. Click **Apply Changes**.

The notifications take effect immediately.

Change Social Studio Tenant Settings

You can set the language, time zone, and logout options for users in Marketing Cloud Social Studio. Also set their workspace publish and engage rights. If you're a super user or admin-only user, you can customize or modify settings that affect the entire Social Studio organization.

If you're a super user, you can change these organization settings.

- Set the language in the Social Studio user interface.
- Adjust time zone settings for the organization.
- Set an automatic session logout for all users in the organization for security purposes.
- Select among the Publish Settings to enable users.
 - Use a customized shortened bitly URL when adding URLs to content.
 - Enable link scaping for link descriptions when publishing content.
 - To stop all content publishing, select **Enable Crisis Management Mode - All Publishing will be paused**.
- Create, edit, or archive classifications types used in engagement filtering.
- Allow basic and full users to create post and author labels.
- To enable developers to create custom API solutions, select **Developers can create API Applications**.

 **Note:** If you leave checkbox deselected, the API Applications option doesn't show in the admin menu.

Change Time Zone Settings in a Social Studio Org

If you want the correct time and date for published posts, change the time zone settings in Marketing Cloud Social Studio. Only Super Users and Admin only users can change this setting. The new time zone affects the entire Social Studio organization. Unless a user sets their own time zone, this time zone takes precedence.

The posts created within a workspace in the organization use the selected time zone. If the post author selected a time for their account, the post uses the time set according to that time zone. The post author's time zone set in Change My Settings takes precedence over the organization's time zone.

1. Access Admin.
2. Click **Organization Settings** or **Manage** in the Organization Settings panel.
3. Select a new time zone in Time Zone.
4. Select a time zone or search for the time zone using the search function in **Set timezone**.


5. Click **Save**.

SEE ALSO:

[Change My User Settings in Social Studio](#)

Change Social Studio Password from My Settings

You can change your password from My Settings in Social Studio .

 **Note:** The password length differs depending on the user role:

- Super User and Admin-only: 15 characters
- Basic and Full User: 12 characters

1. Access Change Password under **My Settings**.
2. Enter the old password and new passwords.
3. Click **Apply Changes**.
The new password takes effect when logging in to Social Studio the next time.

SEE ALSO:

[Access Admin Settings for Social Studio](#)

[Change My User Settings in Social Studio](#)

[Organization Admin Settings](#)

[User Management in Social Studio](#)

Change the Social Studio Interface Language and Organization Language

In Marketing Cloud Social Studio, you can change the user interface to other than the default upon next login. If you're a super user or admin-only user, you can change the user interface language for the entire Social Studio organization.

1. To change the language in Social Studio, click your avatar picture.
2. To change the language for your entire Social Studio tenant:
 - a. Click the gear icon or **Admin** next to the organization's name.
 - b. Click **Manage** under the Organization Settings block.
 - c. Select the **Language**.
 - d. Click **Apply Changes**.

The user interface appears in the chosen language the next time you log in.

3. To change the language in the user interface on a user basis:
 - a. Access **My Settings**.
 - b. Select an interface language in **Language**.
 - c. Click **Apply Changes**.

The user interface appears in the chosen language the next time you log in.

SEE ALSO:

[Access Admin Settings for Social Studio](#)

[Organization Admin Settings](#)

Manage Multi-Factor Authentication in Social Studio

Multi-factor authentication (MFA) is a simple, effective mechanism for enhancing login security and safeguarding your users' Social Studio accounts from unauthorized access. MFA is part of the login experience for Marketing Cloud Social Studio, Social Studio Automate, Social Studio Mobile, and Social Studio Command Center.



Note: If MFA hasn't been enforced for your tenant yet, Salesforce strongly recommends that you enable it on your own as soon as possible. See [Enable Multi-Factor Authentication for Social Studio](#) for guidance.

MFA protects against cybersecurity threats such as phishing attacks, credential stuffing, and account takeovers. With MFA, a user must provide two factors to prove their identity – their username and password combination plus a supported verification method – before they can log in to their Social Studio account. When you require multiple and different types of factors together, it's much more difficult for someone who's not one of your users to access your Social Studio environment.

Users must provide an MFA verification method each time they log in. MFA for Social Studio supports several different types of verification methods, including the Salesforce Authenticator mobile app, third-party time-based one-time passcode (TOTP) authenticator apps, and security keys. It's a good idea for each user to register more than one verification method to ensure they can still log in to their account if they lose access to their primary method.

[Select the MFA Verification Methods Allowed for Social Studio Logins](#)

Marketing Cloud Social products support several types of verification methods for multi-factor authentication (MFA), including the Salesforce Authenticator mobile app, third-party authenticator apps, physical security keys, and one-time recovery codes. Admin-only users can select which of these verification method types are available to users when they register for MFA.

[Generate a Temporary MFA Verification Code for Social Studio](#)

If a user forgets or loses their multi-factor authentication (MFA) verification method when logging into Marketing Cloud Social Studio, super users and admin-only users can generate a temporary code. The code allows the user to log in and is valid for 24 hours. The user can enter this code multiple times until the code expires or you revoke the code.

SEE ALSO:

[Video: How Multi-Factor Authentication Works to Protect User Access](#)

[External Link: Verification Methods for Multi-Factor Authentication](#)

[Enable Multi-Factor Authentication for Social Studio](#)

[Register Multi-Factor Authentication Verification Methods for Social Studio](#)

Enable Multi-Factor Authentication for Social Studio

For most tenants, multi-factor authentication (MFA) is integrated with the login experience for Marketing Cloud Social products and can't be disabled. If Salesforce hasn't made MFA mandatory for your tenant yet, an admin-only user should do so as soon as possible.

1. In Social Studio, click your avatar picture then **Admin > Authentication Settings**.
2. To enable MFA, select one of these options:

- a. To allow users to decide when they're ready for MFA, click **Enabled**. Use this option if you're doing a slower roll out of MFA in your Social Studio organization. This option invites users to opt into MFA the next time they log in. Users that decline are reminded every two weeks until they enroll in MFA. Note that when Salesforce makes MFA mandatory for your tenant, users will no longer have the option to skip it.
 - b. To require MFA logins for all your users the next time they log in, select **Enforced for All Users**.
3. Choose the verification methods that you want to support for MFA. Users can pick any of the select here when they register for MFA:
Salesforce Authenticator: A free mobile app that allows users to quickly authenticate via push notifications.
Security Key: USB, Lightning, and NFC devices that support the [WebAuthn](#) or [U2F](#) standards, such as Yubico's YubiKey or Google's Titan security key.
One-Time Passcode Generator: Third-party authenticator apps that generate unique, temporary verification codes based on the [OATH time-based one-time \(TOTP\) algorithm](#), such as Google Authenticator, Microsoft Authenticator, or Authy.
Recovery Codes: If users don't have their regular verification method accessible, a list of ten one-time use recovery codes is available that users can use to log in. Recovery codes aren't designed for everyday use and are a backup option for when your users forget or lose their regular option.
4. Click **Apply Changes**.

SEE ALSO:

- [Register Multi-Factor Authentication Verification Methods for Social Studio](#)
- [Manage Multi-Factor Authentication in Social Studio](#)

Select the MFA Verification Methods Allowed for Social Studio Logins

Marketing Cloud Social products support several types of verification methods for multi-factor authentication (MFA), including the Salesforce Authenticator mobile app, third-party authenticator apps, physical security keys, and one-time recovery codes. Admin-only users can select which of these verification method types are available to users when they register for MFA.

1. In Social Studio, click your avatar picture then **Admin > Authentication Settings**.
2. Choose the verification methods that you want to support for MFA. Users can pick any of the options that you select here when they register for MFA.
Salesforce Authenticator: A free mobile app that allows users to quickly authenticate via push notifications.
Security Key: USB, Lightning, and NFC devices that support the [WebAuthn](#) or [U2F](#) standards, such as Yubico's YubiKey or Google's Titan security key.
One-Time Passcode Generator: Third-party authenticator apps that generate unique, temporary verification codes based on the [OATH time-based one-time \(TOTP\) algorithm](#), such as Google Authenticator, Microsoft Authenticator, or Authy.
Recovery Codes: If users don't have their regular verification method accessible, a list of ten one-time use recovery codes is available that users can use to log in. Recovery codes aren't designed for everyday use and are a backup option for when your users forget or lose their regular option.
3. Click **Apply Changes**.

Generate a Temporary MFA Verification Code for Social Studio

If a user forgets or loses their multi-factor authentication (MFA) verification method when logging into Marketing Cloud Social Studio, super users and admin-only users can generate a temporary code. The code allows the user to log in and is valid for 24 hours. The user can enter this code multiple times until the code expires or you revoke the code.

1. Access Social Studio as a super user or an admin only user.
2. Click your avatar picture and select **Admin**.
3. To see a list of users, click **Users**.
4. Find the user record for the user requesting a temporary verification access code and click the display name.

 **Note:** Only grant a code to the user making the request.

5. At the details window for the user, click **Token**. A one-time verification code appears.
6. Give this code to the user to log into Social Studio.

To reduce MFA-related support requests, encourage your users to generate their own recovery codes as a backup to their regular verification methods.

SEE ALSO:

[Recover Social Studio Access with MFA Recovery Codes](#)

Set the Session Length for Social Studio Tenant

If you are a Super User or Admin-only user, to improve security, you can limit how long users can be in Social Studio session. When the maximum time is reached, the user is automatically logged out. If you aren't a Super User or Admin only user, you can't set this option.

1. Select **Organization Settings** or click **Manage** under the Organization Settings block.
2. Select the session timeout option in **Session Timeout**.
3. Click **Apply Changes**.

The change takes effect immediately. Users logged in when you changed the session timeout are automatically logged out when the limit is reached.

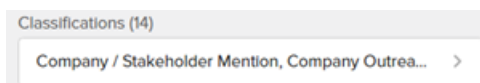
SEE ALSO:




[Access Admin Settings for Social Studio](#)


[Organization Admin Settings](#)

Manage Classification Types

Classifications in Social Studio are categories to classify posts in Engage columns. If you are a Super User or Admin Only user, you can add new, edit, or archive existing classifications types for engage or analyze post attributes.



1. Access Social Studio Admin.
2. Click **Organization Settings**.
3. To add, editing existing, or delete existing classification types from 1 to 200 characters, click .
4. Enter a new classification type in Add Classification and click **Add**.
5. To edit an existing classification type, click .
6. To delete an existing classification type or make it inactive, click .

 **Note:** Deleted classifications show in the post attributes workflow for a post. "(INACTIVE)" appears in front of the Classification Type in the Engage Post Inspector or Analyze Dashboard Feed Card Inspect Post. You cannot classify new posts using an inactive classification.

SEE ALSO:

[Change the Attributes in a Social Studio Post](#)

[See the Social Studio Posts You Want with Column Filters](#)

Manage Instagram Hashtags in Social Studio

In Social Studio, create and remove Instagram Hashtags to associate with an Instagram Business account. Each account can have up to 30 associated hashtags. A hashtag can only be associated to one account. If you have many hashtags, use Search.

[Create Searchable Instagram Hashtags in Social Studio](#)

Before you can see your hashtag performance, you have to associate a hashtag with an Instagram Business Account. Register the account in the Social Studio tenant. Only 30 hashtags can be associated per account. Super Users and Admin only users can create hashtags.

[Deactivate Searchable Instagram Hashtags in Social Studio](#)

You can stop gathering posts for a hashtag associated with an Instagram Business Account in a Social Studio tenant. When you deactivate a hashtag, the Instagram Hashtag Summary Dashboard no longer updates its performance. Any historical data from before the hashtag was deactivated still appears.

[Delete a Searchable Instagram Hashtag in Social Studio](#)

You can delete a hashtag associated with an Instagram Business Account Social Studio tenant. Because you can have only 30 hashtags associated per account, deleting a hashtag can free up a spot for a new hashtag.

[Reauthorize a Disconnected Instagram Account Using a Hashtag in Social Studio](#)

If you can't use a hashtag, reauthorize the Instagram Business Account in the Social Studio tenant. When you select a hashtag in the Instagram Hashtag Summary dashboard and if the account that uses it becomes disconnected, a hashtag indicates that the account needs reauthorization.

[View Instagram Hashtag Statuses in Social Studio](#)

Instagram Hashtags in Marketing Cloud Social Studio have different statuses depending on their use. These statuses appear in the list of Hashtags found in Admin.

SEE ALSO:

[Hashtag Volume Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

[Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)

[View Instagram Hashtag Statuses in Social Studio](#)

[Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)

[Hashtag Trend Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

[Hashtag Volume Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

[Hashtag Volume Trend Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

Create Searchable Instagram Hashtags in Social Studio

Before you can see your hashtag performance, you have to associate a hashtag with an Instagram Business Account. Register the account in the Social Studio tenant. Only 30 hashtags can be associated per account. Super Users and Admin only users can create hashtags.

In addition to the account limit, these hashtag searches are restricted to a rolling 7-day window. The window starts from the time you first add a hashtag into Social Studio. For example, you have 90 concurrent and active hashtag searches already configured. You want to delete one but you have to wait up to 7 days before you could then add 1 new hashtag. During this period, you would see the hashtag that you attempted to delete in the Pending Delete state.

1. In Social Studio Admin, click **Instagram Hashtags**.
2. To create the hashtag, click **+ Add New**.
3. Choose from Instagram account or accounts and click **Apply**.
4. Enter the hashtag. A list of similar hashtags that are already in use appear. A count of hashtags already in use for that account appears below the name. As you add hashtags, the count changes.
5. Click **Add Hashtag**. The new hashtag is added to the list of total hashtags.

SEE ALSO:

[Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)

[User Role Permissions in Social Studio](#)

[View Instagram Hashtag Statuses in Social Studio](#)

Deactivate Searchable Instagram Hashtags in Social Studio

You can stop gathering posts for a hashtag associated with an Instagram Business Account in a Social Studio tenant. When you deactivate a hashtag, the Instagram Hashtag Summary Dashboard no longer updates its performance. Any historical data from before the hashtag was deactivated still appears.

1. In Admin, click **Instagram Hashtags**.
2. Find the hashtag that you want to deactivate.
3. Click , and select **Deactivate**.
If you reactivate the hashtag, the Instagram post data includes the posts before deactivating the hashtag and then after reactivation.


SEE ALSO:

[Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)


[View Instagram Hashtag Statuses in Social Studio](#)

Delete a Searchable Instagram Hashtag in Social Studio

You can delete a hashtag associated with an Instagram Business Account Social Studio tenant. Because you can have only 30 hashtags associated per account, deleting a hashtag can free up a spot for a new hashtag.

 **Note:** When you remove a hashtag, Social Studio stops gathering Instagram posts with that hashtag. You can re-create the hashtag, but the data returned shows posts only from before the hashtag was deleted and after the hashtag was recreated. If an Instagram Hashtag Summary dashboard was created with the hashtag, the dashboard shows no data.

1. In Admin, select **Instagram Hashtags**.


- Click , and select **Delete Hashtag**.

SEE ALSO:

- [Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)
- [View Instagram Hashtag Statuses in Social Studio](#)

Reauthorize a Disconnected Instagram Account Using a Hashtag in Social Studio

If you can't use a hashtag, reauthorize the Instagram Business Account in the Social Studio tenant. When you select a hashtag in the Instagram Hashtag Summary dashboard and if the account that uses it becomes disconnected, a hashtag indicates that the account needs reauthorization.

- In Admin, click **Instagram Hashtags**.
- In the Account Status column, locate the hashtag with the Disconnected status.
- Click , and select **Reauthorize Social Account**.

SEE ALSO:

- [Reauthorize Social Accounts from Within Social Studio Admin](#)

View Instagram Hashtag Statuses in Social Studio

Instagram Hashtags in Marketing Cloud Social Studio have different statuses depending on their use. These statuses appear in the list of Hashtags found in Admin.

Hashtag State	Description
Active	Actively searching for new posts and is taking up one of your allotted search queries.
Inactive	Not actively searching for new posts, but historical data is still available to be viewed within Analyze. It is also no longer taking up one of your allotted search queries.
Invalid	The social account using this hashtag is no longer valid. Reconnect and try again. While invalid, the hashtag is not being actively searched for new posts but historical data is still available within Analyze. Hashtags in this state will still take up one of your allotted search queries for up to 7 days after going Invalid. If the social account has not been reconnected within 7 days, the search query allotment is released.
Pending	The hashtag was newly created and we are verifying that you have an available allotment of search queries to bring in new posts. Hashtags will remain in this state for 15 minutes after being created.
Pending Delete	The user has requested to delete a hashtag from the system. It remains in this state until its search query allotment released by Instagram. There could be a delay up to 7 days. After which, the hashtag will be removed from the platform.

SEE ALSO:

- [Hashtag Volume Card in a Social Studio Instagram Hashtag Summary Dashboard](#)
- [Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)
- [View Instagram Hashtag Statuses in Social Studio](#)

Manage Labels

If you are a Super User or Admin only user in Social Studio, you can add and manage author labels and post labels. Changes you make affect all labels across all workspaces in a Social Studio organization. You can sort the labels by name or created date but cannot edit or delete labels. A Super User or Admin-only User can enable full and basic users to add post labels and author labels. To permanently delete a post label, contact support. If a label was used in a post, deleting the label could impact report metrics based on that label.

[Add an Author or Post Labels](#)

If you are a Super User or Admin only user in Social Studio, you can add author or post labels. The labels can be used across all workspaces in the Social Studio organization. A Super User or Admin-only User can enable full and basic users to add post labels and author labels.

[Export Label Data](#)

If you are a Super User or Admin Only user in Social Studio, you can export label data into a comma-separated value report. Use the report in a spreadsheet program for further sorting and filtering.

SEE ALSO:

[Publish Labels](#)

[View Post Author Information in Social Studio Engage](#)

[Author Labels](#)

Add an Author or Post Labels

If you are a Super User or Admin only user in Social Studio, you can add author or post labels. The labels can be used across all workspaces in the Social Studio organization. A Super User or Admin-only User can enable full and basic users to add post labels and author labels.

1. Access admin settings.
 - a. Click **+ Add New Author Label** or **+ Add New Post Label** in the Labels block.
 - b. Or click **Manage > + Add New** whether viewing the list of post labels or author labels.
2. Enter the label name.
3. Click **Save**.

The new label appears in the list.

Export Label Data

If you are a Super User or Admin Only user in Social Studio, you can export label data into a comma-separated value report. Use the report in a spreadsheet program for further sorting and filtering.

1. Access admin settings.
 - a. Click **Manage** in the Labels block.
2. Under the options arrow, click **Export Label Data**.

The report downloads and contains these columns:

- LabelID - a specific number assigned to a label
- label - name
- type - author or post label
- created_date - date and time when label was created.

- archived - true or false
- last_used_date - date and time the label was last used.

Social Accounts in Social Studio

All users, except basic users, can add social accounts to the Marketing Cloud Social Studio organization. Admin-only users, super users, and full users can then add these accounts to one or more workspaces. Register the social accounts first in your Social Studio tenant before you can reauthorize, remove, or transfer ownership of them. You can also delete a Facebook account that has no connected pages.

A social account is a single account with unique login credentials created on a third-party platform.

[Add a Google My Business Account to Social Studio](#)

If you're a super user or an admin-only user, add a Google My Business account in Social Studio. Before adding the account, purchase the Social Review Management - Integration with Google My Business add-on. Sign up and review your business information with Google to get your Google My Business Account. Contact your account representative in purchasing the number of entitlements you need for location pages.

[Add a Social Account to a Social Studio Tenant](#)

To add a new social account to a Marketing Cloud Social Studio tenant, connect the social account to a Social Studio tenant. Ensure that the social account is part of the tenant before you add the account to one or more workspaces. The number of social accounts that you can add is based on your Social Studio edition. To add more social accounts to a tenant, contact your account representative for details.

[Delete Your Social Account in Social Studio](#)

If you registered Facebook, Instagram or Google My Business pages using your own personal accounts, you can now delete them from Marketing Cloud Social Studio. The feature is useful when the person who registered the account and business pages changes jobs within the company or leaves the company entirely. Previously, to disconnect a personal account from Social Studio, you could only transfer the pages to a new user. Deleting the account wasn't an option. If an account has associated pages, you can't delete it.

[Export Social Account Data in Social Studio](#)

Export the social account data from the tenant info in Marketing Cloud Social Studio into a CSV file for further analysis in a spreadsheet program. Receive both an in-app notification and an email when the report is ready to download.

[Filter Social Accounts in a Social Studio Org by Type](#)

If you have social accounts by various network types in your Social Studio org, you can filter the list to show just those accounts. If you have many social accounts registered, it can be helpful to see just one or more types of accounts.

[Reauthorize Social Accounts in Social Studio](#)

To access a social account in Marketing Cloud Social Studio, ensure that you reauthorize the account in Social Studio. After you reauthorize the account, you can also access post content, or engage and analyze post content. Plus, reauthorizing the social account can help reduce the time Social Studio takes to receive Facebook Direct Messages.

[Reauthorize Social Accounts from Within Social Studio Admin](#)

Reauthorize the social account in Marketing Cloud Social Studio. The owner and Super Users receive both an in-app notification and an email about the social account reauthorization. You can reauthorize the social account from an In-App notification, the received email, or a notice in the social accounts list. The email arrives to the Super User and the owner in the language that is set in the user's language preference. The account must be reauthorized in Social Studio before you can publish new content.

[Register an Instagram Business Account in Social Studio](#)

To use an Instagram business account in Marketing Cloud Social Studio, register it first in the Social Studio organization. The business account includes advanced features such as broader metrics, importing carousel album, image, location, and public profile tagging. Use Instagram business accounts across Command Center, Social Studio, Social Studio Automate, and Social Studio Mobile. Keep the corresponding personal Instagram account to track engagement and content comments before the business account and Instagram business features were added.

[Remove a Social Account from a Social Studio Organization](#)

You can remove social accounts and pages associated with social accounts from the Social Studio organization. Any unpublished or scheduled posts fail to publish after the accounts or pages are removed from Social Studio.

[Renew Social Account Authorization from an Email](#)

If a social account authorization token in Social Studio has expired, the owner or a Super User must reauthorize the social account before posts can be published. The owner and Super Users receive both an in-app notification and an email about the social account reauthorization.

[Transfer Social Account Ownership in Social Studio](#)

You can easily transfer ownership of a social account from one user to another in Marketing Cloud Social Studio. If the owner is leaving the company, transitioning off the team, or no longer administering the account, transferring the ownership continues to access to that social account. When you transfer ownership, you don't have to delete the account and then re-register it with the new owner.

[Transfer Social Account Page Admin in Social Studio](#)

Existing admins can transfer the admin of a social account page in Social Studio. For example, ownership of a social account like Facebook and LinkedIn can be transferred if an admin leaves the company or is out of the office. If an agency manages the page, you can also change the ownership.

SEE ALSO:

[Add Social Accounts to One or More Workspaces](#)

[Add Social Accounts to a Single Workspace in Social Studio](#)

[Delete Your Social Account in Social Studio](#)

[Reauthorize Social Accounts in Social Studio](#)

[Knowledge Article:Reconnect or reauthorize a Social Account in Social Studio](#)

[Remove a Social Account from a Social Studio Organization](#)

[Transfer Social Account Ownership in Social Studio](#)

[Transfer Social Account Page Admin in Social Studio](#)

[Renew Social Account Authorization from an Email](#)

[Reauthorize Social Accounts from Within Social Studio Admin](#)

Add a Google My Business Account to Social Studio

If you're a super user or an admin-only user, add a Google My Business account in Social Studio. Before adding the account, purchase the Social Review Management - Integration with Google My Business add-on. Sign up and review your business information with Google to get your Google My Business Account. Contact your account representative in purchasing the number of entitlements you need for location pages.

With a Google My Business account, you can register up to 8,000 locations. One location page is considered one review account and is counted against your tenant entitlements. You can also add the account to multiple workspaces using the Admin portal. Remember, a

Social Studio tenant can have a maximum of 8,000 accounts that are a combination of social account and review accounts. Create your Google My Business and your location pages outside of Social Studio before registering the account to the current Social Studio tenant.

1. In Social Studio Admin, select **Manage** under Social Accounts.
2. Click **Manage Social Accounts** and then click **Google My Business**.
3. To accept Google's Terms of Service, click **Confirm**.
4. Select **Yes** at Google's prompt allowing Social Studio to access data from this account. The authentication is a one-time prompt per Social Studio tenant.
5. Associate up to 500 location pages per workspace and to the Google My Business account. You can search for a specific location page or use the dropdown menu to see all, connected, or not connected pages. An engage column shows a maximum of 50 social accounts, with a Google My Business location page considered one account.

You see an error message if you reach your entitled pages maximum. To purchase more locations, contact your account representative.

To add location pages:

- a. Use the dropdown menu and select All, Connected, or Not Connected pages.
 - b. Use another dropdown and select Countries, States, or Cities. The location pages matching those search parameters appear in the list.
 - c. To add all the pages shown, click **All** or click the checkbox by the page for individual pages.
6. Click **Save**.

After you register the account, add the account to one or more workspaces.

SEE ALSO:

[External Link: Engage with customers on Google for free](#)


[External Link: Sign Up and Review Your Business Information](#)

[Locations Overview Card for a Google My Business Summary Dashboard](#)

[View a Google My Business Summary Dashboard in Social Studio Analyze](#)

Add a Social Account to a Social Studio Tenant

To add a new social account to a Marketing Cloud Social Studio tenant, connect the social account to a Social Studio tenant. Ensure that the social account is part of the tenant before you add the account to one or more workspaces. The number of social accounts that you can add is based on your Social Studio edition. To add more social accounts to a tenant, contact your account representative for details.

 **Note:** For Instagram business accounts, a personal account and business account of the same name count as one entitlement. The Instagram business account attaches Business to the account name.

1. To add a social account, navigate to Admin in Social Studio and select **Manage Social Accounts**.

2. To register a new account or connect the social account to a Social Studio tenant, choose the network and follow the individual steps. The steps vary by the type of social account.

SEE ALSO:


- [Add a Google My Business Account to Social Studio](#)
- [Add Social Accounts to One or More Workspaces](#)
- [Add Social Accounts to a Single Workspace in Social Studio](#)
- [Connect a New Social Account to a Social Studio Workspace](#)
- [Register an Instagram Business Account in Social Studio](#)

Delete Your Social Account in Social Studio

If you registered Facebook, Instagram or Google My Business pages using your own personal accounts, you can now delete them from Marketing Cloud Social Studio. The feature is useful when the person who registered the account and business pages changes jobs within the company or leaves the company entirely. Previously, to disconnect a personal account from Social Studio, you could only transfer the pages to a new user. Deleting the account wasn't an option. If an account has associated pages, you can't delete it.

1. In Social Studio Admin, click **Social Accounts**.
2. When the list of social accounts appears, click **+ Manage Social Accounts**.
3. At Select a Network, choose a Facebook, Instagram Business, or Google My Business account. The Add or Remove Facebook pages window appears.

The process is the same for Instagram Business and Google My Business accounts. If there are multiple Facebook accounts, they appear as separate tiles.

4. To delete the account, select the dropdown menu .
If there is only one account, you can delete it by clicking the X. If the X is gray, you can't delete the account because it has Facebook pages. You can transfer the admin rights of the pages from the account you want to delete and register them to another account.
5. If there are multiple accounts, select the account from the dropdown.
6. If the account has no associated Facebook pages, click the X. The account is deleted.

SEE ALSO:

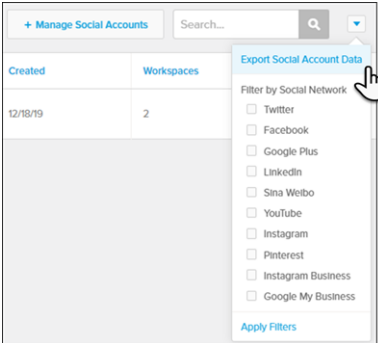
- [Add a Google My Business Account to Social Studio](#)
- [Connect a New Social Account to a Social Studio Workspace](#)
- [Knowledge Article:Reconnect or reauthorize a Social Account in Social Studio](#)
- [Transfer Social Account Ownership in Social Studio](#)
- [Transfer Social Account Page Admin in Social Studio](#)

Export Social Account Data in Social Studio

Export the social account data from the tenant info in Marketing Cloud Social Studio into a CSV file for further analysis in a spreadsheet program. Receive both an in-app notification and an email when the report is ready to download.

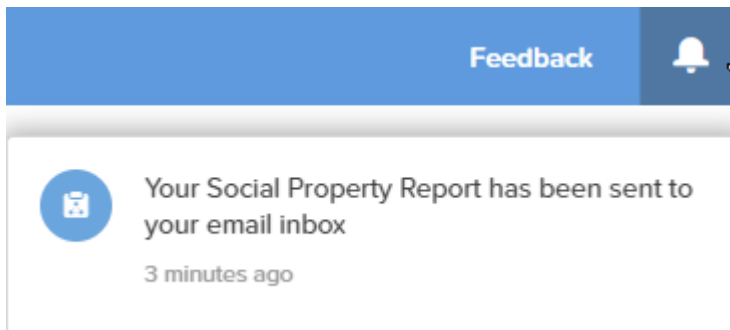
1. In Social Studio, click your avatar picture.
2. Click **Admin** and then **Social Accounts**.
3. If you're an Admin and you want to export properties of the social accounts in the organization, click .

4. Select **Export Social Account Data**.

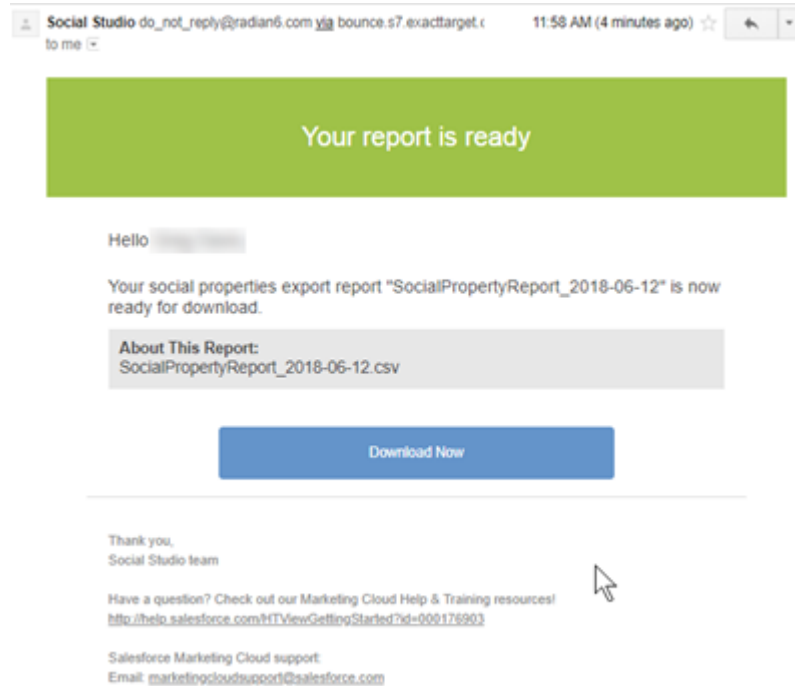


After the report generates, Social Studio sends notifications that the report is ready.

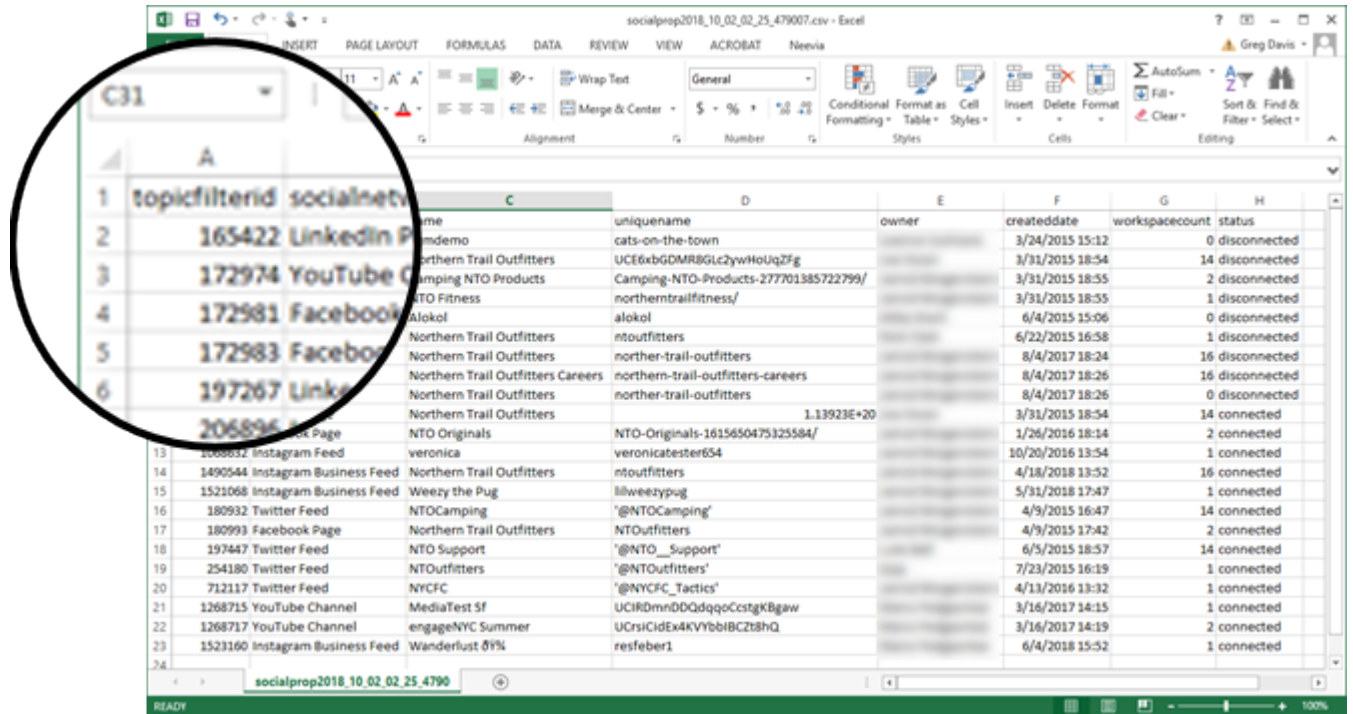
- In app notification:



- Email:



5. Click **Download Now**.
Social Studio saves the report to the browser's default download location.
6. To examine the data, open the CSV file in a spreadsheet program.
The CSV report shows these columns:
 - The unique identifier for the topic filter
 - The social network
 - The account's unique name
 - The account's owner
 - Date the account was created
 - Number of workspaces where used
 - The account's status.




	A	B	C	D	E	F	G	H
1	topicfilterid	socialnetwork	name	uniquename	owner	createddate	workspacecount	status
2	165422	LinkedIn P	demo	cats-on-the-town		3/24/2015 15:12	0	disconnected
3	172974	YouTube C	Northern Trail Outfitters	UCE6xbGDMRBGLc2ywHoUqZfg		3/31/2015 18:54	14	disconnected
4	172981	Facebook	Camping NTO Products	Camping-NTO-Products-277701385722799/		3/31/2015 18:55	2	disconnected
5	172983	Facebook	NTO Fitness	northerntrailfitness/		3/31/2015 18:55	1	disconnected
6	197267	LinkedIn	Alokol	alokol		6/4/2015 15:06	0	disconnected
	206896	Facebook Page	Northern Trail Outfitters	ntoutfitters		6/22/2015 16:58	1	disconnected
			Northern Trail Outfitters	northern-trail-outfitters		8/4/2017 18:24	16	disconnected
			Northern Trail Outfitters Careers	northern-trail-outfitters-careers		8/4/2017 18:26	16	disconnected
			Northern Trail Outfitters	northern-trail-outfitters		8/4/2017 18:26	0	disconnected
			Northern Trail Outfitters		1.13923E+20	3/31/2015 18:54	14	connected
			NTO Originals	NTO-Originals-1615650475325584/		1/26/2016 18:14	2	connected
13	206892	Instagram Feed	veronica	veronicatester654		10/20/2016 13:54	1	connected
14	1490544	Instagram Business Feed	Northern Trail Outfitters	ntoutfitters		4/18/2018 13:52	16	connected
15	1521068	Instagram Business Feed	Weezy the Pug	lilweezypug		5/31/2018 17:47	1	connected
16	180932	Twitter Feed	NTOCamping	'@NTOCamping'		4/9/2015 16:47	14	connected
17	180993	Facebook Page	Northern Trail Outfitters	NTOutfitters		4/9/2015 17:42	2	connected
18	197447	Twitter Feed	NTO Support	'@NTO_Support'		6/5/2015 18:57	14	connected
19	254180	Twitter Feed	NTOutfitters	'@NTOutfitters'		7/23/2015 16:19	1	connected
20	712117	Twitter Feed	NYCFC	'@NYCFC_Tactics'		4/13/2016 13:32	1	connected
21	1268715	YouTube Channel	MediaTest Sf	UCiRDmndDQdqoCstgK8gaw		3/16/2017 14:15	1	connected
22	1268717	YouTube Channel	engageNYC Summer	UCrsiCidEx4KVYbbIBCZi8hQ		3/16/2017 14:19	2	connected
23	1523160	Instagram Business Feed	Wanderlust 8%	resfeber1		6/4/2018 15:52	1	connected

Filter Social Accounts in a Social Studio Org by Type

If you have social accounts by various network types in your Social Studio org, you can filter the list to show just those accounts. If you have many social accounts registered, it can be helpful to see just one or more types of accounts.

In the list of social accounts registered in Social Studio, you see Total Entitlement Usage and Review Accounts Usage. The Total Entitlement Usage is the number of social accounts in use out of the total number purchased for your Social Studio organization. Review Accounts Usage is the number of review accounts in use against that total number purchased.


Review Accounts Usage only applies to a single Google My Business location page, which is one account. Adding a Google My Business location page is an extra purchase to Social Studio. To increase these limits, contact your Marketing Cloud Account Representative.

1. To filter the social networks that are registered in the Social Studio org by their type, click 
2. Select the network type and then click **Apply Filters**.
Matching social account types appear in the list.


Reauthorize Social Accounts in Social Studio

To access a social account in Marketing Cloud Social Studio, ensure that you reauthorize the account in Social Studio. After you reauthorize the account, you can also access post content, or engage and analyze post content. Plus, reauthorizing the social account can help reduce the time Social Studio takes to receive Facebook Direct Messages.

For a step-by-step process for reauthorizing a social account, see [000199630 Social Studio - Social Accounts - Reconnecting or Reauthorizing Social Accounts](#).

-  **Note:** Social Studio sends an email to the user who added the social account saying that the account requires reauthorization. Social Studio sends only the first notification, if more than one notification is sent within 4 hours. If other social accounts require reauthorization, Social Studio sends a notification for the first reauthorization.

Facebook

 **Note:** To continue replying in your Facebook accounts within Social Studio, reauthorize the accounts before June 20, 2020. Remove the reauthorization token in Facebook that connects the account to Social Studio. In Facebook, navigate to **Settings > Apps and Websites** and remove the Salesforce app. In Social Studio, navigate to **Admin > Social Accounts > Manage**. Find the Facebook account and click **Reauthorize**.

Reauthorize a Facebook account in these circumstances.

- A user removes Social Studio or the Marketing Cloud app authorization from their personal account.
- The Facebook account used to add the page to Social Studio is no longer an admin of the page.
- The password for the personal account that added the page changes.
- Direct messages take longer than usual to appear in an Engage column.

LinkedIn

LinkedIn requires reauthorization of access by third-party applications, such as Social Studio, every 60 days. The LinkedIn account owner must manually grant Social Studio access to that account for Social Studio to have continued access. Any pages associated with the LinkedIn account are also reauthorized.

We send reminder notifications to the account owner 8 days before the authorization expiration date reminding them to reauthorize the account. We send another reminder every 2 days until the authorization expires date.


SEE ALSO:

- [Knowledge Article:Reconnect or reauthorize a Social Account in Social Studio](#)
- [Remove a Social Account from a Social Studio Organization](#)
- [Social Accounts in Social Studio](#)
- [Transfer Social Account Ownership in Social Studio](#)
- [Transfer Social Account Page Admin in Social Studio](#)
- [Renew Social Account Authorization from an Email](#)

Reauthorize Social Accounts from Within Social Studio Admin

Reauthorize the social account in Marketing Cloud Social Studio. The owner and Super Users receive both an in-app notification and an email about the social account reauthorization. You can reauthorize the social account from an In-App notification, the received email, or a notice in the social accounts list. The email arrives to the Super User and the owner in the language that is set in the user's language preference. The account must be reauthorized in Social Studio before you can publish new content.

Access the social accounts list either in the Admin portal for the entire Social Studio organization or within a Social Studio workspace.

 **Note:** If a social account requires reauthorization, Social Studio sends an email to the user who added the social account. Only one notification is sent once every 4 hours. If another social account requires reauthorization, Social Studio only sends the first notification. Only the first notice is sent out even if there are multiple reauthorizations within the 4 hours.

1. Access Admin.
2. In Social Accounts, click **Manage**.
3. Find the social account to be reauthorized.
4. Click **Reauthorize**.
The social account appears in Reauthorize Social Account window.

5. Click **Reauthorize**.

The social account is reauthorized and the status changes to Connected.

Register an Instagram Business Account in Social Studio

To use an Instagram business account in Marketing Cloud Social Studio, register it first in the Social Studio organization. The business account includes advanced features such as broader metrics, importing carousel album, image, location, and public profile tagging. Use Instagram business accounts across Command Center, Social Studio, Social Studio Automate, and Social Studio Mobile. Keep the corresponding personal Instagram account to track engagement and content comments before the business account and Instagram business features were added.

1. Navigate to Social Studio Admin.
2. If Social Studio detects that you have one or more Instagram personal accounts, they can be converted to Instagram Business accounts. Follow the steps provided to register the Instagram business accounts. You can also register new Instagram business accounts.

If there are already Instagram business accounts present, a total number of registered accounts appear.

Only Admin only and Super Users can activate Instagram Business accounts in Social Studio.

An in-app notification appears when an Instagram Business account is added to a workspace


To see engagement from the Instagram business accounts, add them to existing Engage columns, Analyze dashboards, and Analyze workbenches.

SEE ALSO:

[External Link: Get an Instagram Business Profile](#)

Remove a Social Account from a Social Studio Organization

You can remove social accounts and pages associated with social accounts from the Social Studio organization. Any unpublished or scheduled posts fail to publish after the accounts or pages are removed from Social Studio.

 **Warning:** Removing the social account from Social Studio removes the account from the Social Studio tenant. The social account is not deleted from the social network, nor are any published posts to the social account deleted. The social account's posts don't appear on the workspace calendars that used the social account. The social account can't be added to any workspace in the Social Studio organization.

1. Click **Social Accounts** in the menu or **Manage** in the Social Accounts block.
2. To remove an account, find it by scrolling down the list or use **Search** and enter the name.
3. To remove Facebook fan pages:
 - a. If more than one page is present, click the Facebook Fan page.
The Facebook Fan Page is deleted from Social Studio, not the Facebook account.
 - b. To edit the page entry, click **Edit**.
4. To delete the page for Facebook or account from Social Studio, click **Delete**.
5. Click **Delete** at the Delete Social Account confirmation.

If the social account has scheduled posts, a notice appears that there are outstanding posts that fail to publish if the social account is deleted. The selected social account could also be used with Social Customer Service.

SEE ALSO:

[Social Accounts in Social Studio](#)

[Transfer Social Account Ownership in Social Studio](#)

[Transfer Social Account Page Admin in Social Studio](#)

Renew Social Account Authorization from an Email

If a social account authorization token in Social Studio has expired, the owner or a Super User must reauthorize the social account before posts can be published. The owner and Super Users receive both an in-app notification and an email about the social account reauthorization.


You can reauthorize the social account from the received email or a notice in the social accounts list. The email arrives to the Super User and the owner in the language that is set in the user's language preference.

1. Click **Reauthorize Account** in the email.
A new browser window opens directly to the social account page.
2. Click **Reauthorize**.
The social account appears in Reauthorize Social Account window.
3. Click **Reauthorize**.
The social account is reauthorized and the status changes to Connected.

Transfer Social Account Ownership in Social Studio

You can easily transfer ownership of a social account from one user to another in Marketing Cloud Social Studio. If the owner is leaving the company, transitioning off the team, or no longer administering the account, transferring the ownership continues to access to that social account. When you transfer ownership, you don't have to delete the account and then re-register it with the new owner.

The workspaces, dashboards, and columns stay intact. If you have edit permissions, you can transfer the ownership to any user role except a basic user. The new owner receives token expiration notifications. The view, edit, and delete rights transfer to the new owner.

 **Note:** This process requires the original social account login credentials.

If transferring multiple social accounts, transfer one social account at a time to a new owner. Associated pages attached to the social account, such as in a Facebook or LinkedIn account, also transfer to the new owner.

1. Access **Social Accounts** in Admin.
2. Click the social account that you want transferred.
3. Click **Edit**.
4. Click **Change Admin**.
A list of recognized admins to this page in Social Studio appears.
5. Choose the user and click **Save**.
6. Click **Transfer Ownership** and locate the Social Studio user.
7. To reconnect the page, click **Reauthorize**.
8. Click **Save**.

The account transfers to the new owner.

SEE ALSO:

[Social Accounts in Social Studio](#)

[Reauthorize Social Accounts in Social Studio](#)

[Transfer Social Account Page Admin in Social Studio](#)

Transfer Social Account Page Admin in Social Studio

Existing admins can transfer the admin of a social account page in Social Studio. For example, ownership of a social account like Facebook and LinkedIn can be transferred if an admin leaves the company or is out of the office. If an agency manages the page, you can also change the ownership.

Before authorizing the new user as an admin in Social Studio, set them up as an admin on the social network page. For Facebook, set up the new page admin on the page before authorizing them as an admin in Social Studio. If you do not see the user that you want to transfer the admin rights to, check that the following options are set:

- The user is an Admin for the social page on the specific social network.
 - The user has a registered social account in Social Studio.
1. To authorize a new admin, ensure first that you are an admin to the native Facebook or LinkedIn page.
 2. Log in to Facebook or LinkedIn using your admin credentials connected with the social page.
 3. Log in to Social Studio.
 4. Access Admin settings.
 5. Click **Social Accounts**, then **+Manage Social Accounts**.
A window to Add or Remove Facebook Pages or Add or Remove LinkedIn Pages opens.
 6. Click **Add Account** and choose **Facebook** or **LinkedIn**.
Facebook or LinkedIn opens and prompts you to approve Marketing Cloud.
 7. Click **OK** until you are back to Social Studio.
 8. Click **Save**.

[Change the Social Account Page Admin in Social Studio](#)

You can change the admin for a social account page and refresh the list of new users who are available to be admins. Before you change the page admin in Social Studio to the new admin, make that user a page admin on the social network.

[Set Up a Facebook Page Admin in Social Studio](#)

You can add Facebook accounts and pages belonging to that account in Marketing Cloud Social Studio. Before you can add a the account and the pages connected to that account, set up the user that is adding the Facebook account as a page admin for that page.

SEE ALSO:

[Transfer Social Account Ownership in Social Studio](#)


[Social Accounts in Social Studio](#)

[Reauthorize Social Accounts in Social Studio](#)

Change the Social Account Page Admin in Social Studio

You can change the admin for a social account page and refresh the list of new users who are available to be admins. Before you change the page admin in Social Studio to the new admin, make that user a page admin on the social network.

To add a page admin, follow the steps for the social networks that have pages and allow page admins. Each social network has different steps for adding admins.

1. In Social Studio admin, click **Social Accounts**.
2. Select the social account page that you want to change the page admin for.
3. Click **Edit** and then **Change Admin**. The Change Admin window appears with the current page admin.
4. To get an updated list of page admins, click . Social Studio receives and shows a list of page admins. The process takes a few minutes. The more page admins that you add for a page, the longer it takes for Social Studio to get the list and display it.
5. Select the new page admin.
6. Save your work.

SEE ALSO:

[External Link: Facebook Help: How do I manage roles for my Facebook page?](#)

[External Link: Instagram Help: Manage Roles on a Shared Instagram Account](#)

Set Up a Facebook Page Admin in Social Studio

You can add Facebook accounts and pages belonging to that account in Marketing Cloud Social Studio. Before you can add a the account and the pages connected to that account, set up the user that is adding the Facebook account as a page admin for that page.

1. Navigate to Admin.
2. Click **Social Accounts**, then **+Add New**.
3. Choose **Facebook**, then click **Refresh** and **Skip**. Skip authorizes your account into Social Studio and gives the app visibility of the pages you manage. Additional page admins don't consume any entitlements allowed by your organization.
After you have gone through this process, return to the social page to continue transferring to the new Admin.

Register an Ad Account in Social Studio

To promote an already published Facebook post in the publish calendar, register an ad account in Social Studio. Super Users and Full Users can register Facebook Ad Accounts.

1. In Admin, navigate to **Advertising Accounts**.
2. Click **+ Manage Advertising Accounts**.
3. Under Add or Remove Advertising Accounts, click **Add Account**.
4. Under the Facebook browser window, to allow Salesforce Marketing Cloud to access your Facebook ads and related stats, click **OK**.
5. In Social Studio, select from the available Facebook accounts and click **Save**. The accounts appear in the list of available advertising accounts.

[Associate an Ad Account with Social Studio Workspaces](#)

To promote an already published Facebook post in the publish calendar, you associate a registered ad account to a workspace in Social Studio.

[Set Up a Facebook Page Admin in Social Studio](#)

You can add Facebook accounts and pages belonging to that account in Marketing Cloud Social Studio. Before you can add a the account and the pages connected to that account, set up the user that is adding the Facebook account as a page admin for that page.

[Set Up a Facebook Page Admin in Social Studio](#)

You can add Facebook accounts and pages belonging to that account in Marketing Cloud Social Studio. Before you can add a the account and the pages connected to that account, set up the user that is adding the Facebook account as a page admin for that page.

Associate an Ad Account with Social Studio Workspaces

To promote an already published Facebook post in the publish calendar, you associate a registered ad account to a workspace in Social Studio.

1. In Admin, navigate to Advertising Accounts.
2. Click **+ Manage Advertising Accounts** and then click **Ad Account**.
3. Step through authorizing Social Studio to access the account.
4. Select the new account, and the tile appears under Advertising Accounts, then click **Save**.
5. Select the new account from the list of ad accounts.
6. In the Advertising Account Info inspector, click the **Workspaces** tab.
7. To add a workspace or multiple workspaces, click **Edit Workspaces**.
8. Select one or more workspaces and click **Apply**. The Facebook accounts associated with the workspace can now use the Ad Account.

Set Up a Facebook Page Admin in Social Studio

You can add Facebook accounts and pages belonging to that account in Marketing Cloud Social Studio. Before you can add a the account and the pages connected to that account, set up the user that is adding the Facebook account as a page admin for that page.

1. Navigate to Admin.
2. Click **Social Accounts**, then **+Add New**.
3. Choose **Facebook**, then click **Refresh** and **Skip**. Skip authorizes your account into Social Studio and gives the app visibility of the pages you manage. Additional page admins don't consume any entitlements allowed by your organization.
After you have gone through this process, return to the social page to continue transferring to the new Admin.

Set Up a Facebook Page Admin in Social Studio

You can add Facebook accounts and pages belonging to that account in Marketing Cloud Social Studio. Before you can add a the account and the pages connected to that account, set up the user that is adding the Facebook account as a page admin for that page.

1. Navigate to Admin.
2. Click **Social Accounts**, then **+Add New**.
3. Choose **Facebook**, then click **Refresh** and **Skip**. Skip authorizes your account into Social Studio and gives the app visibility of the pages you manage. Additional page admins don't consume any entitlements allowed by your organization.
After you have gone through this process, return to the social page to continue transferring to the new Admin.

Register a Salesforce Account in Social Studio

A social post author in Marketing Cloud Social Studio could have matching records in Contact Connector for Social Studio. Before you can see these records, register a Salesforce Account in Social Studio. After you link a Salesforce account to Social Studio, Contact Connector displays a post author's Salesforce contact record. If a record exists, you see it when viewing the post author's information. Customer Contact access depends on the Social Studio user's role. Admins, Superusers, and full users can link a Salesforce account to Social Studio and add the Salesforce account to a workspace.

 **Important:** Social Studio only supports Salesforce Production Orgs. Currently, Salesforce Government Orgs and Sandbox Org IDs aren't supported.

1. In Social Studio Admin, click **Salesforce Accounts**.
2. Click **+ Add New**.
3. To see the account in the list, follow the remaining steps for account setup.
4. Click the account you registered. An inspector appears showing additional information about the account.
5. To add workspaces, click **Edit Workspaces**.
6. Select the workspaces you want and click **Save**.
Only one Salesforce account can be linked to a workspace.

After connecting your Salesforce account with Social Studio and adding it to a workspace, workspace users have access to view information about Salesforce records. Members can only see records related to Social Authors who have a Social Persona record within Salesforce. Examples of the type of data viewable are basic contact information about the contact or social author, such as name, title, industry, company, and more. Other examples include related cases, accounts, leads, opportunities, and other social personas.

Change Your Social Studio Password at Login

You can change your Marketing Cloud Social Studio password from the login screen. The required password length is 12 characters for basic and full users, and 15 characters for super users and admin-only users.

1. Open a browser tab to <https://socialstudio.radian6.com>
2. Click **Forgot Password** at the login screen.
3. Click **Having Trouble Logging In?**
4. Enter your username.
5. To send a password reset link to the email address that was entered for that account, click **Send Password Reset**.
An email is sent to the address associated with the account. Check your spam folder if an email from Social Studio hasn't arrived within 15 minutes.
6. Open the email and click the link provided.
7. Enter a new password.
8. To verify the password, reenter and click **Finish**.
9. Return to the Social Studio window and click **Return to Login**.
10. To log in, enter the username and the new password.

SEE ALSO:

[Change Social Studio Password from My Settings](#)

[Considerations for Social Studio Account Passwords](#)

[Force a User to Reset Their Password in Social Studio](#)

Reusing Engagement Responses in Social Studio

If you're using the same response to posts over and over, create a reusable response. You can create as many standard responses as needed. Use them in replying to posts in an Engage column or an Analyze dashboard feed card. You can use a response across all workspaces in a Social Studio tenant, regardless of the social account or topic profile. You can't use an Engagement response in Social Studio Mobile.

Everyone but a basic user can manage responses. Basic users can only view them. You can't export or report on engagement responses. The list of reusable responses appears in Admin under Engagement Responses and you can sort it by column heading.

[Streamline Social Studio Post Replies](#)

Engagement Responses can rescue you and your users from repeatedly typing out the same responses to a Marketing Cloud Social Studio post. As an admin, you can create a one-time standard response. Your users can reuse the response when replying to posts to save time and move on to other posts.

[Delete an Engagement Response in Social Studio](#)

If a response's wording changes or is no longer used, you can delete the response item. Responses available when replying are available in the Admin, Engagement Responses section. Deleting a response doesn't remove it from posts that include the response. Everyone but a basic user can manage the responses. Basic users can only view responses.

[Edit an Engagement Response in Social Studio](#)

You can change the wording of a response when replying to a post. Your changes don't affect the posts with the original response.

SEE ALSO:

[See Social Account and Topic Profile Posts in a Feed Card in a Social Studio Analyze Dashboard](#)

[Reply to a Social Post in Social Studio](#)

Streamline Social Studio Post Replies


Engagement Responses can rescue you and your users from repeatedly typing out the same responses to a Marketing Cloud Social Studio post. As an admin, you can create a one-time standard response. Your users can reuse the response when replying to posts to save time and move on to other posts.

Everyone but a basic user can manage the responses. Basic users can view and use them in posts. You can't export or report on an engagement response.

1. To access Admin settings, click your user profile pic, click **Admin** then click **Engagement Responses**.
2. Click **+ Add New**.
3. Enter a title up to 140 characters and a response up to 280 characters.
You can also add emojis to the response.
4. Click **Save**.


Delete an Engagement Response in Social Studio

If a response's wording changes or is no longer used, you can delete the response item. Responses available when replying are available in the Admin, Engagement Responses section. Deleting a response doesn't remove it from posts that include the response. Everyone but a basic user can manage the responses. Basic users can only view responses.

1. In Admin, click **Engagement Responses**.
2. Next to the response, click .

Edit an Engagement Response in Social Studio

You can change the wording of a response when replying to a post. Your changes don't affect the posts with the original response.

1. In Admin, click **Engagement Responses**.
2. Next to the response that you want to change, click  .
3. Change the title or response.
The title can be up to 140 characters and the response up to 280 characters. You can also add emojis to the response.
4. Click **Save**.

Improve Security and User Experience with Single Sign On for Social Studio

Improve your users' experience and your security with single sign-on (SSO) for Marketing Cloud Social Studio. After you, as an admin, enable SSO, your users can access Social Studio with one set of login credentials. Social Studio supports Security Assertion Markup Language (SAML) 2.0, an open standard that allows identity providers to pass authorization credentials to service providers. Only an admin or super user can enable SSO in Social Studio.

Before users can use SSO, you must configure it for your Social Studio tenant. Configure SSO one-time for each Social Studio org with your organization's Identity Provider (IdP) information and enable SSO for each Social Studio user.

The Identity Provider certificate required for Social Studio Single Sign-On must be a valid digital certificate in X.509 format. SSO in Social Studio supports self-signed and Certificate Authority (CA) certificates.

[Configure Social Studio with Identity Provider Information](#)

Part of the one-time SSO configuration for your Social Studio tenant is to provide your organization's Identity Provider (IdP) information. Your company's IT department must have the IdP configured beforehand and have the information available. Apply the IdP settings in Social Studio before enabling SSO for each user.

[Create a Certificate Chain for Social Studio Single Sign-On](#)

To complete the integration of Social Studio with Single Sign-On (SSO), create a certificate chain that a publicly trusted Certificate Authority (CA) can sign. If an intermediate CA signs your certificate, then Social Studio can create a chain for you when you upload your organization's certificate. The creation depends on how the Intermediate CA signs your certificate and if another Intermediate CA signs that Intermediate CA's certificate.

[Enable SSO for a Social Studio User](#)

After you configure Social Studio for SSO, configure each user that requires SSO in the tenant so they can use SSO when logging into Social Studio. Only Super Users and Admin users can enable SSO for Social Studio tenant users.

SEE ALSO:

[User Role Permissions in Social Studio](#)

[View a Post Author's Salesforce Records in Social Studio](#)

Configure Social Studio with Identity Provider Information

Part of the one-time SSO configuration for your Social Studio tenant is to provide your organization's Identity Provider (IdP) information. Your company's IT department must have the IdP configured beforehand and have the information available. Apply the IdP settings in Social Studio before enabling SSO for each user.

Your company's IT department configures Identity Provider. They provide the external IdP key, IdP certificate, and the Entity ID. Only Super Users or Admin users can enable SSO in Social Studio.

1. In Social Studio Admin, click **Single Sign-On**.
2. Add the SSO connection name for your organization. If you have multiple connections, a descriptive name sets the connections apart.
3. Add the Issuer, which is the EntityID / External Key of your Identity Provider. The EntityID or External key can be "https://www.mycompany.com" or "mycompany".
4. To upload your IdP, click **Upload File**. Your company's IT department can provide this information. The certificate must be in X.509 format signed by a trusted Certificate Authority. If you have an Intermediate CA certificate, upload the entire certificate chain.
5. Add the Service Provider Entity ID to your IdP, which is https://socialstudio.radian6.com. Because Social Studio is the service provider in this case, you must add https://socialstudio.radian6.com in the Entity ID field. Your Identity Provider uses the URL to identify the Service Provider.
6. Click **Apply Changes**.
The Assertion Consumer Service (ACS) URL automatically pre-populates after you add the Single Sign-On settings in Social Studio Admin and clicked **Apply Changes**. After a successful authentication request is established, add the ACS URL to your Identity Provider's settings for redirect to Social Studio.

For the Identity Provider Initiated Request Binding, Social Studio Single Sign-On supports HTTP POST only. HTTP POST enables SAML protocol messages to be transmitted within an HTML form by using base64-encoded content.

Create a Certificate Chain for Social Studio Single Sign-On

To complete the integration of Social Studio with Single Sign-On (SSO), create a certificate chain that a publicly trusted Certificate Authority (CA) can sign. If an intermediate CA signs your certificate, then Social Studio can create a chain for you when you upload your organization's certificate. The creation depends on how the Intermediate CA signs your certificate and if another Intermediate CA signs that Intermediate CA's certificate.

Your company's IT department configures Identity Provider. They provide the external IdP key, IdP certificate, and the Entity ID. Only Super Users or Admin users can enable SSO in Social Studio.

If you see the error: "The Identity provider certificate must be signed by Certificate Authority" when uploading your certificate in Social Studio. Verify the Intermediate from the certificate chain and upload again. The certificate chain is typically provided by the Intermediate who signed your organization's setting.

To figure out the chain yourself, place your X.509 certificate in Primary Enhanced Mail (PEM) encoding. Continue placing one after another to form a chain of certificates. The first certificate is your organization's certificate, the next one is the Issuer of your certificate(A), and the next one is Issuer of A. Continue until the last certificate is in the chain which is the root certificate and self-signed.

1. To compute the certificate chain, place your certificate in PEM encoding in a new file.
2. To download the Issuer's certificate and see the details,
 - a. Open a OpenSSL Command Line Interface (CLI) and use the command `openssl x509 -inform <encoding> -in <path_to_certificate> -noout -text`.
encoding - Use *der* if the file is in DER or use *pem* if the file is in PEM encoding.
path_to_certificate - the relative path of the certificate file.


From the output, Social Studio needs only the Issuer and Subject. The subject is the Organization or Entity is who the certificate is for. The issuer is the Organization or Entity that signed the certificate.
 - b. Search the Internet for the Issuer's Common Name (CN).
If the certificate issuer is DigiCert SHA2 Secure Server CA, search for it and you would find <https://www.digicert.com/digicert-root-certificates.htm>. Download the certificate from there.

- c. If the downloaded certificate is in DER encoding, convert it to PEM encoding using this openssl command: `openssl x509 -inform der -in <path_to_certificate_in_der> -out certificate.pem`
The command produces certificate.pem file in the current folder and the contents are PEM encoded.

- Repeat the step until you find a certificate that has the Issuer and Certificate subject matching.

Enable SSO for a Social Studio User















After you configure Social Studio for SSO, configure each user that requires SSO in the tenant so they can use SSO when logging into Social Studio. Only Super Users and Admin users can enable SSO for Social Studio tenant users.













- In Social Studio Admin, click **Users**.
- Find the user who needs SSO access and click .
- To enable SSO for that user, select **SSO** to Active.
- Enter the user's unique Federation ID. The unique Federation ID is usually an email address or numeric value from your IdP. Social Studio updates the user's SSO status to enabled and the federation ID appears on the user admin screen in Social Studio.

User Management in Social Studio

If you are a Super User, you can manage users in Marketing Cloud Social Studio. Tasks you can complete are add, disable, edit, force a password reset, grant permissions, and hide inactive users. Managing users can be done in the Admin portal.

Refer to this table for the user management tasks that different user roles can complete.

Tasks	Description	Admin only	Super User	Full User	Basic User
Search for a User	Enter at least 3 characters and results are auto filtered to matching results.				
Add a user	Add a user to the tenant and specify the user details. 1			n/a	n/a
Change My Settings	Edit user details for the logged in user.	n/a			
Change My Password	Change password of the logged in user.	n/a			
Disable a User	Deactivate a user account in the tenant.			n/a	n/a

Tasks	Description	Admin only	Super User	Full User	Basic User
	2				
Edit user details	Edit user details for a user in the tenant.			n/a	n/a
Export User List as CSV	Exports the user list to a CSV report. Click  > Export as CSV.				
Force Password Reset	Forces a user to reset their password when they next login.			n/a	n/a
Hide Inactive Users	Hide inactive users in the user list. Click  > Hide Disabled Users.			n/a	n/a

- The user must exist in the tenant before they can be added as a workspace member. (1)
- Users are not deleted due to the following (2):
 - Unscheduled posts
 - Owners of social accounts
 - Figured into post performance metrics.

[Add a User to a Social Studio Tenant](#)

You can add the users to your tenant—sometimes called Organization. Add new users in Social Studio before adding them as workspace members. Ensure that you have Super User permission rights to add a user. If not, contact a Super User to get the access permissions.

[Disable Users](#)

If you are super user, you can disable a user in Social Studio using the Admin portal. Users are disabled and not deleted from the Social Studio user database. Users aren't deleted since that causes audit trail errors. The errors occur in the posts the deleted user created, scheduled to publish posts, approved or rejected, or engaged and processed posts.

[Edit User Details](#)

If you are a Super User or Admin-only user, you can use quick action buttons to quickly edit or disable a user in Social Studio. Users are not deleted from the Social Studio user database so the audit trail connected to that user is preserved.

[Export a Social Studio User List as a CSV File](#)

Export a list of Marketing Cloud Social Studio users as a CSV file.

[Force a User to Reset Their Password in Social Studio](#)

If you are a Super User or Admin-only user in Marketing Cloud Social Studio, you can force a user to reset their password. The user receives an email requesting that they reset their password.

[User Management Reference](#)

Use this table to view the user details in Social Studio that you can modify based on your user role.

[CSV Report of User List in Social Studio](#)

Capture current, detailed records of registered users in a CSV-file report, no matter your user role. Use this Marketing Cloud Social Studio report to audit onboarded users and view active versus disabled users as a historical reference.

[Considerations for Social Studio Account Passwords](#)

When establishing or changing your password for a Marketing Cloud Social Studio user account, ensure that only you can use your account. Secure your user accounts to limit content publication and other Social Studio tasks. Make user passwords at least 12 characters and admin passwords 15 characters. Use an uppercase character, lowercase character, a number, or a special character for at least 3 of the password characters.

SEE ALSO:

[User Roles](#)

[User Role Permissions in Social Studio](#)

Add a User to a Social Studio Tenant

You can add the users to your tenant—sometimes called Organization. Add new users in Social Studio before adding them as workspace members. Ensure that you have Super User permission rights to add a user. If not, contact a Super User to get the access permissions.

1. Access Admin settings.
2. Click **+ Add User** in the Users block or in the **Admin > User** menu.
3. Complete the fields.

Make the username unique from other users, but you don't have to use the first and last name. A user's email address can have an apostrophe. Example: sean.o'connor@ex.com. Change the language if the user does not use English. The language change takes effect upon next login for that user.





Tip: To ensure that your posts publish immediately and with the correct time stamp, set your time zone before creating content.

4. Select **User Role**.
5. To give the Basic User or Full User to access to the Sentiment Model, select the checkbox.
6. Set the user to either **Active** or **Disabled**.
7. To add the user to a workspace or multiple workspaces, click **+ Add To Workspace**.
8. Click **Add** and then **Save**.

The email address specified by the Super User receives an automatically generated email with the subject `Account Activation for Social Studio`. The new user clicks the link to enter Social Studio to activate the account.

Disable Users

If you are super user, you can disable a user in Social Studio using the Admin portal. Users are disabled and not deleted from the Social Studio user database. Users aren't deleted since that causes audit trail errors. The errors occur in the posts the deleted user created, scheduled to publish posts, approved or rejected, or engaged and processed posts.

-  **Note:** Users are disabled instead of deleted to preserve the audit trail and to be hidden from view in the User List. If a user has outstanding posts and is disabled in the tenant or removed from the workspaces, a warning confirmation appears. If the user is disabled, the user's scheduled posts fail, and Social Studio notifies the workspace admin by email.
-  **Note:** Transfer the social account and social account page ownerships from the user you want to disable to another active user before disabling the original user.

An Admin-only or a Super User can disable multiple users or a single user.

Disable a Single User from User Details


If you are super user, you can disable a user in Social Studio using the Admin portal. Users are disabled and not deleted from the Social Studio user database. Users aren't deleted since that causes audit trail errors. The errors occur in the posts the deleted user created, scheduled to publish posts, approved or rejected, or engaged and processed posts.


Disable Multiple Users in a User List



If you are super user, you can disable a user in Social Studio using the Admin portal. Users are disabled and not deleted from the Social Studio user database. Users aren't deleted since that causes audit trail errors. The errors occur in the posts the deleted user created, scheduled to publish posts, approved or rejected, or engaged and processed posts.


Disable a Single User from User Details

If you are super user, you can disable a user in Social Studio using the Admin portal. Users are disabled and not deleted from the Social Studio user database. Users aren't deleted since that causes audit trail errors. The errors occur in the posts the deleted user created, scheduled to publish posts, approved or rejected, or engaged and processed posts.

1. Access Social Studio Admin.
2. To see the list of users in Social Studio, select **Users**.
3. Find the user and click the username.
4. At the Details inspector, click .


 **Note:** To disable a user, you must be a Super User or an Admin-only user.

The icon changes from  to .

5. Click .
6. Move the **Status** slider from Disabled to Active.
7. Click **Save**.

Disable Multiple Users in a User List


If you are super user, you can disable a user in Social Studio using the Admin portal. Users are disabled and not deleted from the Social Studio user database. Users aren't deleted since that causes audit trail errors. The errors occur in the posts the deleted user created, scheduled to publish posts, approved or rejected, or engaged and processed posts.

1. Access Social Studio Admin.
2. To see the list of users in Social Studio, select **Users**.
3. Find the user and click  in the same row.




Note: To disable a user, you must be a Super User or an Admin-only user. Other user roles do not see  next to the user.

4. Click **Disable** at the window that appears with the user's name.

The icon changes from  to  next to the user's name.

Edit User Details

If you are a Super User or Admin-only user, you can use quick action buttons to quickly edit or disable a user in Social Studio. Users are not deleted from the Social Studio user database so the audit trail connected to that user is preserved.

1. Select the user.
2. Click .
3. Edit the information in the fields.



Note: Selecting a new Language changes the User Interface to that language upon next login for that user.



Tip: Set your time zone before creating content to ensure that your posts are published immediately and with the correct time stamp of when you published.

4. Select a user role in **User Role**.




Note: If the user has scheduled posts, Social Studio checks for them and notifies you.

5. If the user is a Full or Basic User and requires access to the Sentiment Model, select **Allow access to Sentiment Model**. The user sees the Sentiment Model in their Admin Settings upon next login.
6. Click **Apply Changes**.

Export a Social Studio User List as a CSV File

Export a list of Marketing Cloud Social Studio users as a CSV file.

1. Click **User Avatar Picture > Admin**
2. Click **Users** or **Manage** in the Users block.
3. Click  > **Export User Data**.

Social Studio downloads the user list as a CSV report to the default browser location.

SEE ALSO:



[User Management in Social Studio](#)

[CSV Report of User List in Social Studio](#)

Force a User to Reset Their Password in Social Studio

If you are a Super User or Admin-only user in Marketing Cloud Social Studio, you can force a user to reset their password. The user receives an email requesting that they reset their password.









1. Access Admin Settings, and click **Users**.
2. Find the user.














3. Click the user's name, or click  next to their name.
4. To force the user to reset their password, click .
5. Click **Apply**.
The user receives an email requesting that they reset their password.

User Management Reference

Use this table to view the user details in Social Studio that you can modify based on your user role.

Use this table to view the user details that you can modify based on your user role.

User Detail	Description	User Role			
		Admin only	Super User	Full User	Basic User
Display Name	The name that appears in the Display Name column in the User List.				
Email	The email address for the user used for notification of Force Password Resets, Post Approvals or Rejections, and Post Publication.				
Language	The language that the Social Studio User Interface appears in upon login.				
Time Zone	The time zone for the user. If scheduling posts for future publishing, having your time zone set to your location ensures that the post publishes when you want it published. If your time zone is not set, post publish times				

User Detail	Description	User Role			
		Admin only	Super User	Full User	Basic User
	default to the time zone set for the organization.			Only own settings in My Settings	
User Photo	The picture of the user.	NA	 (any user in the tenant and their own)		
User Role	The role of the user in the organization. See also Organization Wide Permissions.			NA	NA
Status	The user can be Active or Disabled.			NA	NA
Register for User for Ad Studio Access	Checkbox to create a user account in Ad Studio.			NA	NA
Workspaces	Click Edit Workspaces to add a user to existing Workspaces in tenant.				

CSV Report of User List in Social Studio

Capture current, detailed records of registered users in a CSV-file report, no matter your user role. Use this Marketing Cloud Social Studio report to audit onboarded users and view active versus disabled users as a historical reference.

The report contains filtered details only and is backwards-compatible with Radian6 users.

The CSV report is generated and downloaded to the browser's default download location.

- User ID
- User_name
- Display_name
- Email address
- User Timezone
- Whether the user is active or inactive
- Client_ID

- User Created Date and Time
- User Updated Date and Time

Considerations for Social Studio Account Passwords

When establishing or changing your password for a Marketing Cloud Social Studio user account, ensure that only you can use your account. Secure your user accounts to limit content publication and other Social Studio tasks. Make user passwords at least 12 characters and admin passwords 15 characters. Use an uppercase character, lowercase character, a number, or a special character for at least 3 of the password characters.


Keep these tips in mind for your password:

- Don't use real first or last names, usernames, phone numbers, email addresses, or standard dictionary words as passwords.
- You can't reuse one of your previous three passwords.
- A password can't have more than three of the same characters in a row. For example, password11111 isn't valid because it has five consecutive 1s.

Sentiment Model

Social Studio contains a scoring algorithm that determines the sentiment of a post and the overall sentiment. The sentiment model examines posts from the selected language. Train and refine this model to provide more accurate sentiment based on incoming posts. Social Studio organizes the Posts listed by the date received.

Customize the sentiment scoring algorithm for posts by assigning sentiment weights to user-defined keywords. When sentiment is calculated, the words in incoming posts are analyzed for matches in the sentiment dictionary. Those matches are assigned a value according to the Sentiment dictionary.

 **Warning:** Daily adjustment of the sentiment model is not recommended. Adjust the model about every 6–12 months. Adjusting the model daily can cause your sentiment model to wander and affect the overall scoring of sentiment.

[Access the Sentiment Model](#)

Access the Sentiment Model in the Admin section of Social Studio. Customize the sentiment scoring algorithms to suit your specific posts and language.

[Manage Sentiment Model in Social Studio](#)

When managing the sentiment model in Social Studio, you can start to customize and train the Sentiment Model used in Marketing Cloud Social Studio. The Sentiment Model adjusts incoming posts that use a specific language. The language could be used a different context.

[Sentiment Model Reference](#)

Refer to the table of Sample Flagged Posts for Sentiment Tuning to see what fields are flagged in Engage and Analyze to help in tuning the sentiment model.

[Emoji Sentiment Values in Social Studio](#)

Sentiment tuning is the process of customizing an overall sentiment score for a post and includes the use of emojis and emoticons. The sentiment weights can influence and weigh sentiment towards a positive or negative sentiment. The emojis appear differently on iOS, Google and in Unicode values.

[Supported Sentiment Model Languages](#)

The Sentiment Model in Social Studio examines and analyzes posts in languages other than English.

SEE ALSO:

- [Access the Sentiment Model](#)
- [Manage Sentiment Model in Social Studio](#)
- [Sentiment Model Reference](#)
- [Supported Sentiment Model Languages](#)

Access the Sentiment Model

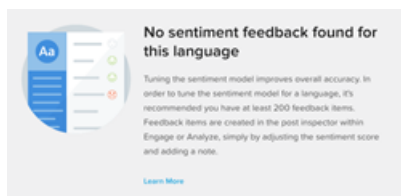
Access the Sentiment Model in the Admin section of Social Studio. Customize the sentiment scoring algorithms to suit your specific posts and language.

 **Note:** Only Super Users and the Admin-only user roles see the Sentiment Model tile.

The Sentiment Model tile does not appear for other user roles unless an Admin-Only or a Super User grants them access.

1. Click **Sentiment Model** from the menu in the Admin section,
2. Click **Manage** in the Sentiment Model tile.

If no Sentiment has been established for the default language, a message appears advising of that fact:



To tune the sentiment for a language, have at least 200 feedback items for a sentiment model. Feedback items are created in the Engage and Analyze Post Inspector when the sentiment for a post is manually adjusted.


3. Select to display either **All Feedback, Starred, Non-Starred** posts from the Model dropdown.
4. Select the language for posts that the Sentiment Model analyzes.
5. To begin customizing the Sentiment Model, click **Manage Model**.

SEE ALSO:

- [Manage Sentiment Model in Social Studio](#)
- [See Post Specifics in One Place in Social Studio](#)
- [Sentiment Model](#)
- [Sentiment Model Reference](#)
- [Supported Sentiment Model Languages](#)

Manage Sentiment Model in Social Studio

When managing the sentiment model in Social Studio, you can start to customize and train the Sentiment Model used in Marketing Cloud Social Studio. The Sentiment Model adjusts incoming posts that use a specific language. The language could be used a different context.

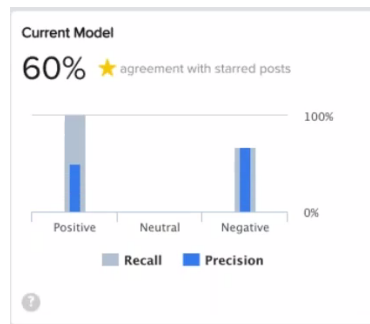
 **Note:** Posts listed in the sentiment model are in order of the date Social Studio receives the posts, not by the post's published date. The newest post ID is shown first.

1. To show the current model with the percentage of starred posts in agreement, click **Manage Model**. A bar graph also provides instrumentation for precision and recall across positive, neutral, and negative classifications.

Sentiment Precision shows how accurately the Sentiment Model determines sentiment. For example, if the sentiment model returns 100 posts but only 15 are a match, the precision is 85%.

Sentiment Recall shows how accurately the Sentiment Model scores neutral posts. For example, 60 posts (from a total of 100) are either positive or negative in sentiment. The machine learning algorithm classifies 50 of them as positive or negative. The algorithm misses 10 posts and incorrectly labels them as neutral. The recall is 50 out of 60 posts or 83%.

Precision and Recall scores are calculated and shown for the positive, neutral, and negative sentiments.



2. Enter a keyword to add.
3. Define a point value (0.5, 0.2, 0, -0.2, -0.5) for each added keyword from the dropdown.
4. Click **Add**.

Newly added keywords appear in gray above any existing keywords.


5. To preview and test these changes in another graph called Proposed Model, click **Preview Changes** then **Test**.

The Proposed Model goes out and samples 500 random posts from existing data. The proposed model applies the changes and presents in a graph. The proposed changes compare the changes of the existing sentiment model to the proposed changes.

Safe to change


Caution to not change

There is not enough of an improvement

 **Note:** The Proposed Model samples these posts from existing broad listening data within your tenant. If you use only Managed Accounts, this test indicates that there is no data to test.

6. If the changes do not yield the expected results, click **Cancel** and change the keywords or phrases and point value.
7. Click **Preview Changes** again to view the new changes.
8. Click **Commit Changes**.

 **Warning:** Click **Commit changes** and the changes permanently affect the Sentiment Model from the time of the change forward. You cannot undo these changes.

 **Tip:** Try to get your sentiment agreement to around 79%.

SEE ALSO:

[Access the Sentiment Model](#)

[Sentiment Model](#)

[Sentiment Model Reference](#)

[Supported Sentiment Model Languages](#)

Sentiment Model Reference

Refer to the table of Sample Flagged Posts for Sentiment Tuning to see what fields are flagged in Engage and Analyze to help in tuning the sentiment model.

Sample Flagged Posts Table for Sentiment Tuning

Refer to this table for the fields flagged in Engage and Analyze posts for sentiment tuning.

Column	Description
Starred	This column tags posts to use to tune the sentiment model. The posts are representative of the type of content relevant to your business and important to have scored correctly. The administrator stars the posts for tuning.
Model	The machine scoring and classification of the post based on matching words in the content. The range is 1, positive, to -1, negative, with 0 being neutral.
Feedback	A prediction of how the submitter expected the post to be classified.
Post	The text of the post. Matching words are highlighted in red or green. Hovering over the words displays the weights assigned in the sentiment dictionary.
Submitter	The user that submitted the sentiment exception.
Note	The notes entered by the submitter.

Column	Description
Date	The date the sentiment exception was submitted using the Sentiment field.

SEE ALSO:


- [Access the Sentiment Model](#)
- [Manage Sentiment Model in Social Studio](#)
- [Sentiment Model](#)
- [Supported Sentiment Model Languages](#)


Emoji Sentiment Values in Social Studio















Sentiment tuning is the process of customizing an overall sentiment score for a post and includes the use of emojis and emoticons. The sentiment weights can influence and weigh sentiment towards a positive or negative sentiment. The emojis appear differently on iOS, Google and in Unicode values.














































As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.














































This table lists the sentiment-bearing emoticons and emojis that are supported in Social Studio. Only these emojis have custom sentiment values.































 **Note:** Don't use topic profile keywords that contain an emoji. You can't save the keyword to the topic profile. Emojis aren't supported in keywords.




























Example: # 




























	Positive Sentiment		Negative Sentiment	
	Google	Unicode	Google	Unicode
		5D 		5E 
		5D 		5E 
		5D 		61 







Positive Sentiment			Negative Sentiment		
Apple	Google	Microsoft	Google	Microsoft	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	

Positive Sentiment			Negative Sentiment		
elA	Google	elA	Google	elA	Google
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		5. 	
		5. 		4. 	
		5. 		4. 	
		5. 		4. 	
		5. 		4. 	
		4. 		5. 	

Positive Sentiment		Negative Sentiment	
elpp	Google	elpp	Google
		4. 	
		4. 	
		4. 	
		4. 	
		4. 	
		4. 	
		4. 	
		5. 	
		5. 	

	Positive Sentiment	Negative Sentiment
el	Google	Google
		3. 
		3. 
		3. 
		3. 
		3. 
		3. 
		3. 
		3. 
		3. 

	Positive Sentiment		Negative Sentiment	
el	Google	el	Google	el
		5		
		5		
		5		
		5		
		5		
		5		
		5		
		2		
		2		

	Positive Sentiment		Negative Sentiment	
	Google		Google	
		2. 		

Supported Sentiment Model Languages

The Sentiment Model in Social Studio examines and analyzes posts in languages other than English.


Select from these languages for the Sentiment Model to examine and analyze posts.

- English
- Chinese
- Simplified Chinese
- Traditional Chinese
- Dutch
- French
- German
- Italian
- Japanese
- Korean
- Portuguese
- Spanish

Macros in Social Studio

Create macros in Marketing Cloud Social Studio to apply publishing actions consistently to posts you create. Macros also assist workflow processing of posts coming into an Engage column.


Macros allow you to configure instructions for commonly used actions and apply them to multiple posts at the same time.

 **Tip:** Using macros saves time and provides a more uniform approach to how your team engages with posts.

Use Social Studio to create two types of macros.

- **Engagement Macros:** Select a single macro button and apply various actions to multiple posts at the same time. For example, use an Engagement macro to:
 - Add a post to one or more workspaces.
 - Apply the same Status, Priority, Assignment, Sentiment, Classification, Post Labels options to a post.
 - Apply the same note and Author Labels.
 - Hide a post that matches the same options in an Engage column.
 - Send the post to a specified Salesforce org.
- **Publishing Macros:** Process posts from the Publish calendar using a consistent workflow. You can automatically apply when creating a post. You can create publishing macros in the Workspace Settings section. For example, use a publishing macro to:

- Auto apply a macro to new posts.
- Apply multiple social accounts to a new post without selecting them each time.

 **Tip:** To ensure consistency, apply the same post labels to a post.

- Apply the same Facebook Gating and Feed Targeting options in new posts.
- Apply the same LinkedIn Targeting options in new posts.
- To track visits, apply the same DMP parameters to URLs that are in new posts for consistency.

 **Note:** Publishing macros exist only in a workspace and cannot be shared with another workspace.

Super Users and workspace Admins of any role can create macros.

Macro ownership can't be transferred from one owner to another. If the user is disabled, a Super User or Admin only can modify those macros.

[View Macros](#)

View either publishing or engagement macros attached to a Social Studio Workspace with the proper rights and permissions.

[Create a Publish Macro in Social Studio](#)

Create a publish macro in a Marketing Cloud Social Studio workspace.

[Delete a Macro in Social Studio](#)

If you're the workspace admin where the publish macro resides, you can delete the macro. Deleting a macro doesn't remove or undo the actions already applied to posts. To delete engagement macros, you must be a super user or an admin only user.

[Edit a Macro](#)

Follow these steps to edit a publishing or engagement macro in Social Studio.

[Configure a Social Studio Macro to Send Posts to Salesforce](#)

You can create a macro in Marketing Cloud Social Studio to automatically assign posts to Salesforce. Choose between taking no action, which is the default, creating a case, creating a lead, or creating both a case and a lead.

[Engagement Macros in Social Studio](#)


You can use engagement macros in a Marketing Cloud Social Studio workspace and in an Engage column. To classify and process incoming Engage posts, you can customize engagement macros.

[Auto-Apply Publishing Macros](#)

Follow these steps to use publishing macros in a Social Studio workspace. If the macro's conditions are met, you can automatically apply a macro upon post creation. These macros consistently apply workflow like labels, web analytic profiles, social accounts, and targeting when creating posts. Publishing macros exist in a workspace and cannot be applied across workspaces. You can use publish macros to consistently apply workflow when creating content.

View Macros

View either publishing or engagement macros attached to a Social Studio Workspace with the proper rights and permissions.

 **Note:** You must have Admin permission rights to create, delete and edit macros. See the table of Organization of User Roles Permissions to verify the permission level. If you are not a Super User, contact the Super User for the organization to get the access permissions.

Engagement Macros

You can view a list across the organization in Engagement Macros in Admin settings or just the engagement macros in a particular workspace in Engagement Macros in workspace settings.

[View Publish Macros](#)

Follow these steps to view publish macros in Social Studio.

[View Engagement Macros](#)

Follow these steps to view engagement macros in Social Studio.

Publishing Macros

You can view a list of macros available in the workspace using Workspace Settings. Publishing macros exist in a workspace and cannot be applied across workspaces. To use a publishing macro in multiple workspaces, it must be created in each workspace.

View Publish Macros

Follow these steps to view publish macros in Social Studio.

1. Access the settings for the applicable workspace.
2. Click **Publish Macros** in the Workspace Settings menu or **Manage Publish Macros** in the Publish Macros block to see a list of macros in the organization.
3. Search for a macro by typing the macro name in the Search box. Use the scrollbar if the list contains more macros than one screen can show.
4. Select the macro and click **Edit**.
5. You can also click **+ Add New**.

 **Note:** You must have Admin permission rights to create macros. If you are not a Super User, contact the Super User for the organization to get the access permissions.

View Engagement Macros

Follow these steps to view engagement macros in Social Studio.

 **Note:** When creating macros within a post using the Post Inspector in Engage, the New Macro window appears without the list of other macros.


1. Access the organization's Admin settings.
2. Access the engagement macros to see a list of macros:
 - a. Click **Engagement Macros** in the Admin menu or **Manage** in the Engagement Macros block to see a list of macros in the organization.
Use the Search field and enter the macro name. The list is automatically sorted based on at least three entered characters
 - b. Click **Engagement Macros** in the Workspace Settings menu or **Manage Engagement Macros** in the Engagement Macros block of the workspace for a list of engagement macros in that workspace.
3. You can search for a macro by typing the name of the macro in the Search box or using the scroll bar if there are many macros.
4. Choose the macro and click **Edit**.
5. You can also click **+Add New**.

 **Note:** You must have Admin permission rights to create macros. If you are not a Super User, contact the Super User for the organization to get the access permissions.


Create a Publish Macro in Social Studio

Create a publish macro in a Marketing Cloud Social Studio workspace.


1. Access the workspace settings.
2. Click **+Add New**.
3. Enter a unique macro name.

 **Tip:** Include the workspace name in the macro name. Social Studio considers macros with the same name, even if they're in different workspaces, as duplicates.


4. Enter a macro description.
5. Click **+ Add Attribute**.
6. Choose the attribute individually or select the available checkbox to add them all.
 - a. Add one or more publish labels.
If the label is new, Add New appears after the label.
To select, click **Enter**.
 - b. Add one or more social accounts.
To add all the accounts added to the workspace, click **Add all accounts**.
 - c. Add options for LinkedIn Targeting.
 - d. Add a Web Analytics Profile.
 - e. Use YouTube Categories, Tags, and Playlists

 **Note:** Select a YouTube account before adding YouTube playlists to the Publish Macro.

- f. Set Facebook News Feed Targeting options.

 **Note:** If the post is not for Facebook, these attributes are ignored. Also, if applying the macro to a post on Social Studio Mobile iOS, the attributes in the macro are not applied to the post.

- g. Set Facebook Restricted Audience options.

 **Note:** If the post is not for Facebook, these attributes are ignored. Also, if applying the macro to a post on Social Studio Mobile iOS, the attributes in the macro are not applied to the post.


7. Click **Add** and then **Save**.

SEE ALSO:

- [Create a Post in Social Studio](#)
- [Delete a Macro in Social Studio](#)
- [Manage Workspace Settings in Social Studio](#)
- [Publish in Social Studio](#)
- [Publish Labels](#)
- [Set YouTube Categories, Tags, and Playlists](#)
- [Target LinkedIn Posts](#)
- [Target Facebook News Feed Posts in Social Studio](#)
- [Use Restricted Audience Targeting in Facebook Posts in Social Studio](#)
- [Web Analytic Profiles in Social Studio](#)
- [Workspace Role Permissions in Social Studio](#)

Delete a Macro in Social Studio

If you're the workspace admin where the publish macro resides, you can delete the macro. Deleting a macro doesn't remove or undo the actions already applied to posts. To delete engagement macros, you must be a super user or an admin only user.

1. To delete a publish macro:
 - a. Click **Publish** and access the workspace settings by clicking .
 - b. Select **Publish Macros**.
 - c. Select the macro, and click **Delete Macro**.
2. To delete an engagement macro:
 - a. From Admin, click **Engagement Macros**.
 - b. Click the macro, and click **Edit**.
 - c. Click **Delete Macro**.


SEE ALSO:


- [Create a Publish Macro in Social Studio](#)
- [Engagement Macros in Social Studio](#)
- [User Role Permissions in Social Studio](#)
- [Workspace Role Permissions in Social Studio](#)

Edit a Macro

Follow these steps to edit a publishing or engagement macro in Social Studio.

If you have the proper permissions, you can change every aspect of the macro.


-  **Tip:** Evaluate how and where the macro is used by you and others before editing the macro.

1. Click the macro in the list.
2. Click  to edit the macro name or description.
3. Click **Add Attributes** to add or change attributes in the macro.
4. Click **Save**.

Configure a Social Studio Macro to Send Posts to Salesforce

You can create a macro in Marketing Cloud Social Studio to automatically assign posts to Salesforce. Choose between taking no action, which is the default, creating a case, creating a lead, or creating both a case and a lead.

1. Before you can select a Salesforce org ID in the Send to Salesforce macro, add it as a selection outside of Social Studio.
2. Create the Send to Salesforce macro in the Admin section of Social Studio. If you are both a Salesforce user and a Social Customer Service in the same connected org, you see the Salesforce org destinations in the dropdown.

 **Note:** If the Social Customer Service organization is set up and connected in Social Studio, both the Organization Name and ID automatically appear in the Macro menu. If the Social Customer Service organization is not set up, see [Set Up Social Customer Service](#).

3. Choose the action for the macro to take with the post.

The macro executes within Social Studio Engage. After the post has been sent using the macro, Engage shows Sent to Salesforce in the status above the post. The status also appears in the post inspector when you select a post.

[Configure the Send to Salesforce Macro in Social Studio](#)

Follow these steps to configure the Send to Salesforce macro for use in Marketing Cloud Social Studio Engage.

[Create a Salesforce Case or Lead from a Social Studio Engage Post](#)

After you configure the Send to Salesforce macro to your Salesforce org, you can apply the macro to a post in an Engage column. Marketing Cloud Social Studio uses the macro to automatically create a case in Salesforce. You can also modify the macro to create a lead. To distribute the post to different teams or Salesforce orgs, you can create different Send to Salesforce macros. You can also create a post tag so that the Salesforce org can route the case.

SEE ALSO:


[Configure the Send to Salesforce Macro in Social Studio](#)

Knowledge Article: Social Customer Service

Configure the Send to Salesforce Macro in Social Studio

Follow these steps to configure the Send to Salesforce macro for use in Marketing Cloud Social Studio Engage.

1. Access the macro list in the Admin settings.
2. Select the applicable Salesforce org.

 **Tip:** If you use more than one Salesforce org to send posts to, create different macros for each organization. Use one macro for each Salesforce org and name the macro with a shortened Salesforce organization name to distinguish between macros.

3. Select an option:

If using this macro option...	Follow these steps...
Select the Salesforce Org.	<ul style="list-style-type: none"> a. Adds the Send to Salesforce indicator to the post. b. Sends the post to the selected org.
Select the Salesforce Org and select Create Case	<ul style="list-style-type: none"> a. Adds the Sent to Salesforce indicator to the post. b. Sends the post to the selected org. c. Creates a case.
Select the Salesforce Org and select Create Lead	<ul style="list-style-type: none"> a. Adds the Sent to Salesforce indicator to the post. b. Sends the post to the selected org. c. Creates a lead.
Select the Salesforce Org, select Create Case, and select Create Lead	<ul style="list-style-type: none"> a. Adds the Sent to Salesforce indicator to the post. b. Sends the post to the selected org. c. Creates a case and a lead.

Create a Salesforce Case or Lead from a Social Studio Engage Post

After you configure the Send to Salesforce macro to your Salesforce org, you can apply the macro to a post in an Engage column. Marketing Cloud Social Studio uses the macro to automatically create a case in Salesforce. You can also modify the macro to create a lead. To distribute the post to different teams or Salesforce orgs, you can create different Send to Salesforce macros. You can also create a post tag so that the Salesforce org can route the case.

You can apply the Send to Salesforce macro to a post once and to one Salesforce org at a time. If there is a Social Studio Automate rule sending all posts to Salesforce or checks for case activity, then all post replies go with the post. If there is no Social Studio Automate rule to catch posts and push them to Salesforce, then post replies do not carry over.

1. In an Engage column, select one or more posts.
2. Click Send to Salesforce macro.

The Sent to Salesforce indicator appears above the posts sent to Salesforce.

Engagement Macros in Social Studio

You can use engagement macros in a Marketing Cloud Social Studio workspace and in an Engage column. To classify and process incoming Engage posts, you can customize engagement macros.

Super Users and Full Users can create engagement macros from the Admin section with the proper permission levels. Full Users can only create and edit their own macros, and Super Users can create and edit any macro.

Apply engagement macros to one or more workspaces.

 **Note:** If you aren't an Admin-only User or Super User, contact your admin to get the access permissions.

Macro Examples

Use engage macros to automate and streamline various actions:

 **Note:** The use of AND isn't as a logical operator but to show more actions a macro can take.

- Assign multiple post entries with a certain hashtag to a certain person
 - AND change the status to "Reviewed, determining best response"
 - AND set the priority to High
 - AND assign a specific post label
 - AND change the classification to "Customer Lead"
- To close post upon responding, assign multiple post entries to a certain person
 - AND change the status to "New content, not reviewed"
 - AND add a specific Post Label
 - AND add a specific note
- Change a post's status to "Commented, closed" AND assign specific post labels
- Assign one or multiple post entries to a certain person
 - AND change the status to "Recommend follow-up"
 - AND change the priority to High
 - AND add a specific Post Label
 - AND change the Sentiment to "Negative"

[Apply an Engagement Macro to a Social Studio Post](#)

Follow these steps to apply a macro to a post in Marketing Cloud Social Studio Engage.

[Classify and Process Incoming Social Studio Posts with an Engagement Macro](#)

The Social Studio engagement macros allow you to create a case or a lead for a Salesforce org from an incoming Marketing Cloud Social Studio post. With the macros, you can classify and process incoming posts and send the posts to a Salesforce org. You can even apply the engagement macro to other posts in the thread.

SEE ALSO:

[Delete a Macro in Social Studio](#)

[Engage in Social Studio](#)

[Interact with Posts in Social Studio](#)


[User Role Permissions in Social Studio](#)

Apply an Engagement Macro to a Social Studio Post

Follow these steps to apply a macro to a post in Marketing Cloud Social Studio Engage.

Once a macro is created and available in a workspace, you can apply it to one or multiple posts to perform and automate actions.

1. Switch to Engage.
2. Find the column containing the post you want to apply the macro.
3. To open the Post Inspector, click the post.

- In Post Inspector, click the macro.
- To show the details of the macro, click  next to the macro. The macro runs on the selected posts.



Note: If the macro applies to more than one post, select the applicable posts:

- Shift-select selects a range of posts next to each other.
- Control-select selects posts that aren't next to each other. You can select posts in multiple columns. Clicking into the macro presents the option to perform each macro option individually or perform the entire macro.

The number of posts selected is shown in the Post Inspector along with the icons of the post's social account types.

Classify and Process Incoming Social Studio Posts with an Engagement Macro

The Social Studio engagement macros allow you to create a case or a lead for a Salesforce org from an incoming Marketing Cloud Social Studio post. With the macros, you can classify and process incoming posts and send the posts to a Salesforce org. You can even apply the engagement macro to other posts in the thread.

- You can create the engagement macro from different areas in Social Studio:

When you want an engagement macro that looks at a post in Engage, click **+Create New** in the Macros tab of the post's Post Inspector in Engage.

When you know what engagement macros you need beforehand, click **+ Add New** in the Engagement Macros block in Social Studio's Admin settings.

- Name the macro.



Tip: Use the macro's purpose as the name.

- Add a macro description.
- Click **+ Add to Workspaces** and select the workspaces.



Tip: You can also type the workspace name and then click the name of the workspace to select it.

- Click **Add**.
- Complete the macro **Options**, if necessary.



Tip: To automatically assign a user to an incoming post, create a rule in Social Studio Automate. Specify the target social account as the data source and set the frequency to **Realtime**. Complete the rule by adding the Assignment rule action. Specify the user in your org who is processing the posts.

- Save the macro. Then either quit or create another macro.

SEE ALSO:

[Configure a Social Studio Macro to Send Posts to Salesforce](#)

[Configure a Social Studio Automate Realtime Data Source](#)

[Configure the Send to Salesforce Macro in Social Studio](#)

[Rule Actions in Social Studio Automate](#)

[Create a Salesforce Case or Lead from a Social Studio Engage Post](#)

Auto-Apply Publishing Macros

Follow these steps to use publishing macros in a Social Studio workspace. If the macro's conditions are met, you can automatically apply a macro upon post creation. These macros consistently apply workflow like labels, web analytic profiles, social accounts, and targeting when creating posts. Publishing macros exist in a workspace and cannot be applied across workspaces. You can use publish macros to consistently apply workflow when creating content.

1. Access the settings for the workspace.
2. Select **Publish Macros**.
3. Either create a macro or select an existing macro.

 **Note:** To create a macro, you must be a Super User.

Macros can perform these actions:

Apply the same post labels on a consistent basis or to multiple posts at the same time.

Publish to multiple social accounts.

Set-up macros that target specific regions so you can publish localized content to Facebook pages in the area.

Reduce errors on content creation.

Improve reporting results and ease of use for new users.

4. Select **Auto-Apply to new posts**.
When a new post is created, the macro applies those conditions.

5. Click **Save**.

Macros set to auto-apply appear with an indicator in the macro list.

Topic Profiles in Social Studio

Topic profiles are a social media search tool created in Marketing Cloud Social Studio. After a topic profile is created or imported to Social Studio, see the matching social media posts in Engage columns. Conduct workflow management and engagement from your own social media accounts. To customize the results for the topic profiles, specify keywords and filters important to you.


 **Note:** To import topic profiles to the workspaces, you need Workspace Admin permissions. If you're not an Admin, contact the Workspace Admin for the organization to get the access permissions.


If you're a Super User, you can manage all topic profiles in the organization. Other users can see and manage only the topic profiles shared to them in specific workspaces.

You can import existing topic profiles into workspaces by using the workspace settings. If the topic profile is created in Social Studio, the default is private and only a Basic User sees the topic profile. The Basic User must be a member of the same workspace where the topic profile is used. Changes to a topic profile can be done within the Radian6 Analysis Dashboard by the owner of the topic profile or within Social Studio.

You can also create topic profiles within the Admin settings or the Analyze module.

Keywords added to a topic profile are highlighted in the posts in the Engage topic profile column. More of the post can be shown in the column, either 310 characters or 10%, whichever is greater.

 **Note:** Topic profiles in Social Studio can have 1000 total keywords including "contains" or "AND Contains" keywords. The 1000 total keyword limit also includes "include" and "exclude" keywords. Entering a combined keyword in the contains area, such as "apple and pear," counts as two keywords, not one. Exclude keywords can be 60 per keyword group. If you go over the limit, you can't add more keywords.

 **Note:** Don't use keywords that contain an emoji. You can't save the keyword to the topic profile. Emojis aren't supported in keywords.

Example: # 

Media types filtering in topic profiles is the same as for Engage columns.

[Manage Topic Profiles in Social Studio](#)

Review the list of tasks by user role for topic profile management in Marketing Cloud Social Studio. Manage topic profiles used in an organization from the Admin settings.

[Explore Source Groups in Social Studio](#)

Source Groups in Marketing Cloud Social Studio enable tracking and managing of social listening sources that are important to your company. Source Groups are a set of sources that your topic profile looks at. They can include social assets, such as a Twitter handle or a Facebook page, or websites, such as blogs or forums.

SEE ALSO:

[Manage Engage Columns in Social Studio](#)







[Knowledge Article: Add or delete a Topic Profile in Social Studio](#)

[Manage Engage Columns in Social Studio](#)

[Workspace Role Permissions in Social Studio](#)

Manage Topic Profiles in Social Studio

Review the list of tasks by user role for topic profile management in Marketing Cloud Social Studio. Manage topic profiles used in an organization from the Admin settings.

Manage Topic Profile Tasks	Description	User Role Admin only	User Role Super User	User Role Full User	User Role Basic User
Access topic profiles	Access and edit topic profiles in Social Studio from the Admin, Topic Profiles, a Topic Profile Engage Column, or a Social Listening Summary Dashboard in Analyze. The editing steps are the same.				n/a
Add a topic profile to a workspace	Add topic profiles to one or more workspaces. Add topic profiles to one or more Social Studio workspaces for use in Social Studio. All workspace members with correct permissions can able to see the topic profiles.			 For workspace only	n/a

Manage Topic Profile Tasks	Description	User Role Admin only	User Role Super User	User Role Full User	User Role Basic User
Create a topic profile	Create a topic profile from these locations. <ul style="list-style-type: none"> Admin settings In a Social Listening Summary Dashboard in Analyze 				n/a
Delete a topic profile from Social Studio	Remove a topic profile from all workspaces in Social Studio using that topic profile.	n/a		n/a	n/a
Delete a topic profile in a workspace	Remove a topic profile from a workspace the user is an admin.	n/a			
Export topic profile	Select Export as CSV to export the topic profiles as a CSV report.			Only topics profiles they can access.	n/a
Manage keywords	Import or export existing keywords from or to a topic profile in a CSV file. You can also modify a keywords file to add, change, or remove keyword entries.	n/a		n/a	n/a
Share with another workspace	Topic profiles can be shared with other workspaces. Click Sharing and Edit Workspaces . Select the workspaces and click Apply . Full users that own the topic profile or super users can share it with workspaces where they are also members.	n/a			n/a
Sort topic profile list	Clicking the column heading sorts the list by ascending or descending values. If more topic profiles exist that can be displayed, use the scroll bar.				n/a
Transfer ownership	Topic profiles can be transferred to a new owner by a Super User or the original owner. If the original owner left the org, an admin can transfer the ownership to a new user.	n/a		if owner	n/a
View topic profiles	View a topic profile				

 **Note:** Admin-only, super users, and full users can create and manage topic profiles. Basic users cannot create and manage topic profiles.

Full users can view the topic profiles they created themselves. These users cannot add the topic profile to the workspace unless they are the Social Studio workspace admin. The topic profiles they create can be shared through a Social Studio Workspace.

Basic users can view topic profiles shared with them through a Social Studio Workspace.

[Access Topic Profiles in Social Studio](#)

You can access and edit topic profiles in Marketing Cloud Social Studio. Depending on your task and user role and workspace member permissions, access the topic profiles from different locations in Social Studio.

[Add Keywords to a Topic Profile in Social Studio](#)

You can add one or more keywords to a Marketing Cloud Social Studio topic profile. When activating the topic profile, the keywords help gather the correct results.

[Add Topic Profiles to Multiple Workspaces in Social Studio](#)

Follow these steps to add topic profiles to one or more Marketing Cloud Social Studio workspaces.

[Track Posts with a Topic Profile in Social Studio](#)

To track, examine, and analyze social information that you deem important, you can create a topic profile in Marketing Cloud Social Studio. Depending on your user permissions, you can use topic profiles in Engage columns, Analyze social listening dashboards, or workbench datasets. You can even tailor a topic profile to follow a social media handle.

[Edit a Topic Profile in Social Studio](#)

Follow these steps to edit a topic profile in Marketing Cloud Social Studio. Even after a topic profile is added to an Analyze dashboard or workbench, you can still edit the topic profile. When specifying Instagram in the topic profile, the topic profile only collects information from Instagram Business posts.

[Edit Topic Profile Inspector in Social Studio](#)

Review the inspector that appears when editing a topic profile in Marketing Cloud Social Studio.

[Find Topic Profiles in Social Studio](#)

If your Marketing Cloud Social Studio org contains many topic profiles, search by topic profile name, ID number, and owner. Enter at least 3 characters in the search field. Social Studio sorts the list and shows matching results.

[Define Topic Profile Keywords in Social Studio](#)

To create an effective topic profile in Marketing Cloud Social Studio, use the correct combinations of defined keywords to gather the targeted results. The correct keywords plus key phrases help the topic profile pull content from web sources.

[Manage Keyword Groups in Social Studio](#)

In Marketing Cloud Social Studio, create a keyword file to import keywords to a topic profile and also export keywords from a topic profile to share. The keyword CSV file follows a certain format. You can also export the keyword groups from an existing topic profile to use it as a template to add new keywords.

[Remove a Topic Profile in Social Studio](#)

Remove a topic profile from a workspace if you are the workspace admin or Super User. Remove a topic profile from Marketing Cloud Social Studio entirely if you are a Super User and being the workspace admin is not required.

[Topic Profile CSV Report Fields in Social Studio](#)

Review the available fields for exported topic profiles in a CSV report in Social Studio.

[Transfer Topic Profile Ownership in Social Studio](#)

Super Users or the original owner can transfer ownership of topic profiles in Marketing Cloud Social Studio. An admin can transfer the ownership if the original owner left the org.

[Use Keyword Proximity in Social Studio Topic Profiles](#)

You can define the proximity of keywords to each other in a Marketing Cloud Social Studio topic profile. Set the condition to grab the result if keywords are within a user-specified number of words.

SEE ALSO:

[Track Social Post Engagement and Metrics with Social Studio Analyze](#)

[Analyze Dashboards in Social Studio](#)

[Manage Engage Columns in Social Studio](#)



Access Topic Profiles in Social Studio

You can access and edit topic profiles in Marketing Cloud Social Studio. Depending on your task and user role and workspace member permissions, access the topic profiles from different locations in Social Studio.

1. Click your avatar and select **Admin**.
2. Access the topic profile.
3. Access the topic profile within an Engage column.
4. Access the topic profile within an Analyze social listening summary dashboard.

Add Keywords to a Topic Profile in Social Studio

You can add one or more keywords to a Marketing Cloud Social Studio topic profile. When activating the topic profile, the keywords help gather the correct results.

1. Click your avatar and select **Admin**.
2. Click **Topic Profiles** or **Manage** in the Topic Profiles panel.
3. Click the topic profile.
4. For existing topic profiles, click  > **Add New Keyword Group**.
 - a. To change the name of the newly created keyword group and give it a more descriptive name, click the title, and enter the new name.
 - b. To change the type, click  next to Type: None. Select either **Competitor**, **Brand**, or **Industry**
5. Click **+ Add Keywords** in Contains Keywords to add a keyword.

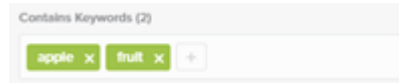



Note: Don't use keywords that contain an emoji. You can't save the keyword to the topic profile. Emojis are not supported in keywords.

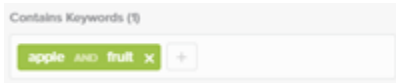
Example: # 

6. To insert logical operators between initial keywords and more keywords, click either **AND +** or **NOT -**.
When entering more than one keyword, the **OR** logical operator is implied between the keywords.

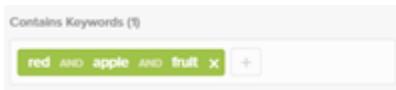
For example, apple and fruit actually read apple OR fruit so either posts containing the keyword "apple" or the keyword "fruit" are shown.




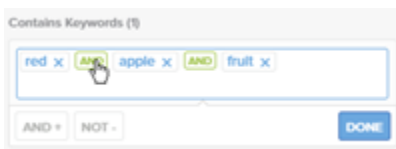
 **Note:** The entered keywords appear as a string of words with the AND logical operator automatically inserted.



Example: Entering red apple and fruit appears as "red AND apple AND fruit" and search for posts with red AND apple AND fruit.



 **Tip:** To change from AND to NOT or from NOT to AND, click the operator. To remove the keyword, click **X**.



7. To add more keywords, click +.
8. Click **Done**.
9. Click + **Add Keywords** in And Contains Keywords to add more keywords to search.
10. To make it a term, enter the keyword and press **Enter**. To remove the keyword, click **X**.
11. To add more keywords, click +.
12. Click **Done** when finished.
13. Click + **Add Keywords** in **Exclude Keywords** field to purposely ignore the specified keywords if they appear.
14. To make it a term, enter the keyword and press **Enter**. To remove the keyword, click **X**.

Add Topic Profiles to Multiple Workspaces in Social Studio

Follow these steps to add topic profiles to one or more Marketing Cloud Social Studio workspaces.

1. Click **Manage** to open the **Add Topic Profiles** selection.
The list shows all the topic profiles in the tenant.
2. Select the topic profiles.
3. Click **Add Topic Profiles**.

The topic profiles are added to the workspaces. You can utilize these topic profiles in Engage columns, Analyze dashboards and workbenches, plus post reports.

SEE ALSO:

[Workspaces in Social Studio](#)

Track Posts with a Topic Profile in Social Studio

To track, examine, and analyze social information that you deem important, you can create a topic profile in Marketing Cloud Social Studio. Depending on your user permissions, you can use topic profiles in Engage columns, Analyze social listening dashboards, or workbench datasets. You can even tailor a topic profile to follow a social media handle.

1. Create a topic profile from one of the locations that is the most convenient to you:

Admin—Click **Topic Profiles** and then **+ Add New**.

Analyze Social Listening dashboard—In Analyze, click **Dashboards** and open the dashboard. Click the option arrow and then click **Bulk Edit Sources**. To create a topic profile, **Create New Topic Profile**.

A social listening dataset in an Analyze workbench—In Analyze, click **Workbenches**. Enter a workbench or create a workbench. Click **Add New Dataset > Topic Profile** and then click **Create New Topic Profile** when adding or editing sources in a social listening dataset.

You can create a topic profile from multiple locations, including from where you currently are in Social Studio.

2. Name the topic profile.



Tip: You can rename the topic profile at any time by clicking the title.

3. Select the topic profile type.

4. Add at least one keyword.

5. To change the topic profile name, click  .

6. To add a keyword group, click **Create Keyword Group**.

To create a topic profile with just filters, media types, and source groups, click **Back** to go to the Keywords & Filters tab. At the source group field, add the specific social network handle.

The keyword groups capture all mentions from a specific handle that are not keyword-matched.

7. You can further customize the topic filters and filter by language, media types, or region.

a. To specify the languages the topic profile searches, click **Language** and select one or more languages. Or, click **Select All**.

b. To specify the media types to include in the topic profile, click **Media Types** and select one or more media types. Or, click **Select All**.

c. To specify the regions that the topic profile recognizes, click **Regions**, and select one or more regions. Or, click **Select All**.

d. To save the selections and return to the Create Topic Profile inspector, click **Save**.

8. If you are in a testing tenant or an agency, on the Info tab, select **Activate Topic Profile**.

a. Enter a PO number.

Only social marketing or advertising agencies using Social Studio enter a purchase order (PO) number. For other users, it doesn't matter what you enter for a PO. To activate the topic profile, enter some text.

b. Click **Save Topic Profile**, and the new topic profile appears in the list.

After you select each of the filtering options, the Estimated Monthly Volume (EMV) is recalculated based on your Topic Profile selections. Including more filtering option selections creates a higher EMV.

9. After you create the topic profile, share it with the workspaces you want.


SEE ALSO:

- [Add a Source Group in Social Studio](#)
- [Add Source Groups to Topic Profiles](#)
- [Explore Source Groups in Social Studio](#)
- [Topic Profiles in Social Studio](#)

Edit a Topic Profile in Social Studio

Follow these steps to edit a topic profile in Marketing Cloud Social Studio. Even after a topic profile is added to an Analyze dashboard or workbench, you can still edit the topic profile. When specifying Instagram in the topic profile, the topic profile only collects information from Instagram Business posts.

Ensure that you have the user role permissions for topic profiles.

1. Click your avatar, and select **Admin**.
2. Click **Topic Profiles** or **Manage** in Topic Profiles panel.
3. To open the Edit Topic Profile Inspector, click a topic profile.
To rename the topic profile, click the title.
4. Edit the topic profile.
Filter by languages, media types, and regions.
Add, remove, or edit keyword groups.
 **Note:** To complete the topic profile, add keywords to a keyword group
Add, remove, or edit source groups.
5. Click **Save Topic Profile**.

SEE ALSO:

- [Add Source Groups to Topic Profiles](#)
- [Delete a Source Group in Social Studio](#)
- [Edit a Source Group in a Social Studio Topic Profile](#)
- [User Role Permissions in Social Studio](#)

Edit Topic Profile Inspector in Social Studio

Review the inspector that appears when editing a topic profile in Marketing Cloud Social Studio.

The Edit Topic Profile inspector shows the specifics of the chosen topic profile:

Edit Profile Inspector Tabs

Tab name	Options	Selections
Keywords & Filters	Filters	Languages Media Types Regions Keyword Groups - specify existing Keyword Groups and add new Keyword Groups Source Groups - add or remove source groups
	Info	If you are a Super User or the topic profile owner, you can transfer ownership to another user. <ul style="list-style-type: none"> Title Owner - change link if super user or owner Status Created Date Last Modified Date PO# or Billing / Client Code - enter specific PO or Billing / Client Codes
Activity	Shows entries only when the topic profile is transferred to another owner. If the topic profile has not been transferred to another user, no entries appear.	
Sharing	Edit Workspaces	If you are a Super User or an Admin only user, you can share topic profiles with one or more workspaces.

Find Topic Profiles in Social Studio


If your Marketing Cloud Social Studio org contains many topic profiles, search by topic profile name, ID number, and owner. Enter at least 3 characters in the search field. Social Studio sorts the list and shows matching results.


1. Click your avatar and select **Admin**.
2. Click **Topic Profiles** or **Manage** in the Topic Profiles panel.
3. Enter at least 3 characters in Search.

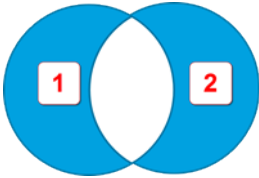
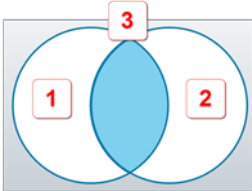
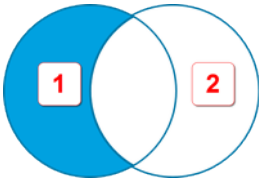
Social Studio sorts the list and shows any matching results.

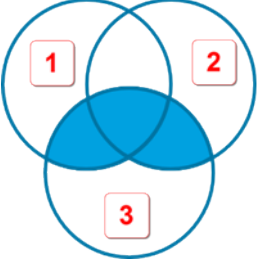
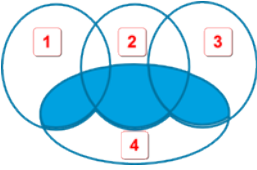
Define Topic Profile Keywords in Social Studio

To create an effective topic profile in Marketing Cloud Social Studio, use the correct combinations of defined keywords to gather the targeted results. The correct keywords plus key phrases help the topic profile pull content from web sources.

 **Note:** Keywords don't support emojis, so you can't save keywords that contain emojis to the topic profile.

Example: # 

Logical Operator	Definition	Use Diagram and Keyword Graphic	Examples
OR	The results contain either keyword1 or keyword2.	 <p>Contains Keywords (2): NTO Hiking</p>	1 = NTO 2 = Camping NTO AND Camping, NTO AND Hiking
AND	The results contain keyword1 and keyword2. Both keywords must be present in the result.	 <p>Contains Keywords (2): nto AND Camping OR Contains Keywords (1): camping And Contains Keywords (1): nto</p>	1 = NTO 2 = Camping 3 = NTO AND Camping
NOT or EXCLUDE	Results include only keyword1 but not keyword2.	 <p>Contains Keywords (1): nto AND camping OR Contains Keywords (1): camping</p>	1 = NTO 2 = Camping NTO NOT Camping

Logical Operator	Definition	Use Diagram and Keyword Graphic	Examples
		And Contains Keywords (1): nto	
Combined Logic using OR, AND	Combines the two operators for use in the And Contains field. It also pairs the AND logic with OR. This expression means return any results with the word camping and the word NTO, OR anything with the word Camping AND NTO.	 <p>Contains Keywords (1): camping And Contains Keywords (2): nto, ntto</p>	<p>1 = NTO 2 = NTTO 3 = Camping NTO OR NTTO AND Camping</p>
AND CONTAINS	Use And Contains to add a second list of terms. Any terms in your original keyword list must match one or more terms. Use the logical operator to match several generic terms with your brand, company name, or products. You write all variations of your brand and product names.	 <p>Contains Keywords (3): hiking, camping, kayaking And Contains Keywords (1): nto</p>	<p>1 = Camping 2 = Hiking 3 = Kayaking 4 = NTO Camping OR Hiking OR Kayaking (AND CONTAINS NTO)</p>

SEE ALSO:

[Knowledge Article:Best Practices: Radian6 Social Studio Topic Profile keyword examples](#)

Manage Keyword Groups in Social Studio

In Marketing Cloud Social Studio, create a keyword file to import keywords to a topic profile and also export keywords from a topic profile to share. The keyword CSV file follows a certain format. You can also export the keyword groups from an existing topic profile to use it as a template to add new keywords.

1. [Keyword Group Reference in Social Studio](#)

Refer for information on Keyword Groups used in Marketing Cloud Social Studio topic profiles. Also review considerations when creating keywords and the proper format for the keyword group table in a spreadsheet application.

2. [Export Keyword Groups in Social Studio](#)

Export Keywords from the topic profile in Marketing Cloud Social Studio. Use the export as a basis for new keywords and keep it as an archive of existing keywords. You can use the same groups in other topic profiles without having to recreate them or add new keywords to keyword groups outside of Social Studio. You can also share the keyword groups file with non-Social Studio users.

3. [Format a Keyword Group CSV File in Social Studio](#)

Create and format a new keywords file. To ensure consistency, add keywords or use the existing keywords in multiple topic profiles. To use custom keywords in keywords groups, create a keyword group file to import into a Social Studio topic profile.

4. [Import Multiple Keywords to a Topic Profile in Social Studio](#)

You can add multiple keywords to a Marketing Cloud Social Studio topic profile instead of adding them one at a time. Add the keywords to a comma-separated value (CSV) file and import the file. You can also import keyword groups from another topic profile.

Keyword Group Reference in Social Studio

Refer for information on Keyword Groups used in Marketing Cloud Social Studio topic profiles. Also review considerations when creating keywords and the proper format for the keyword group table in a spreadsheet application.

Considerations

Review these keyword requirements to successfully upload your keyword file to Social Studio:

- You can update only a single topic profile at a time.
- Each topic profile has to have its own CSV file.
- You can duplicate keyword groups across topic profiles.
- Use a current billable topic profile.
- The upload and topic profile cannot exceed 1000 total keywords and no more than 60 exclude keywords per keyword group.
- A Keyword Group can only have 1 group type. The options are None, Competitor, Brand, or Industry.
- Insert each keyword separately without quotation marks.
- In the Keyword_Group_Type column use only these types: Contains, And Contains, or Exclude.
- Keywords with more than 5 separated characters or words could slow down your topic profile, such as using *kw1 OR kw2 OR kw3 OR kw5 OR kw6*.




Tip: Before you create a keyword file, export the keywords from your topic profile for a backup and to use as a base. Even if your topic profile does not have any keywords, exporting the keywords provides you with the format to add new keywords.

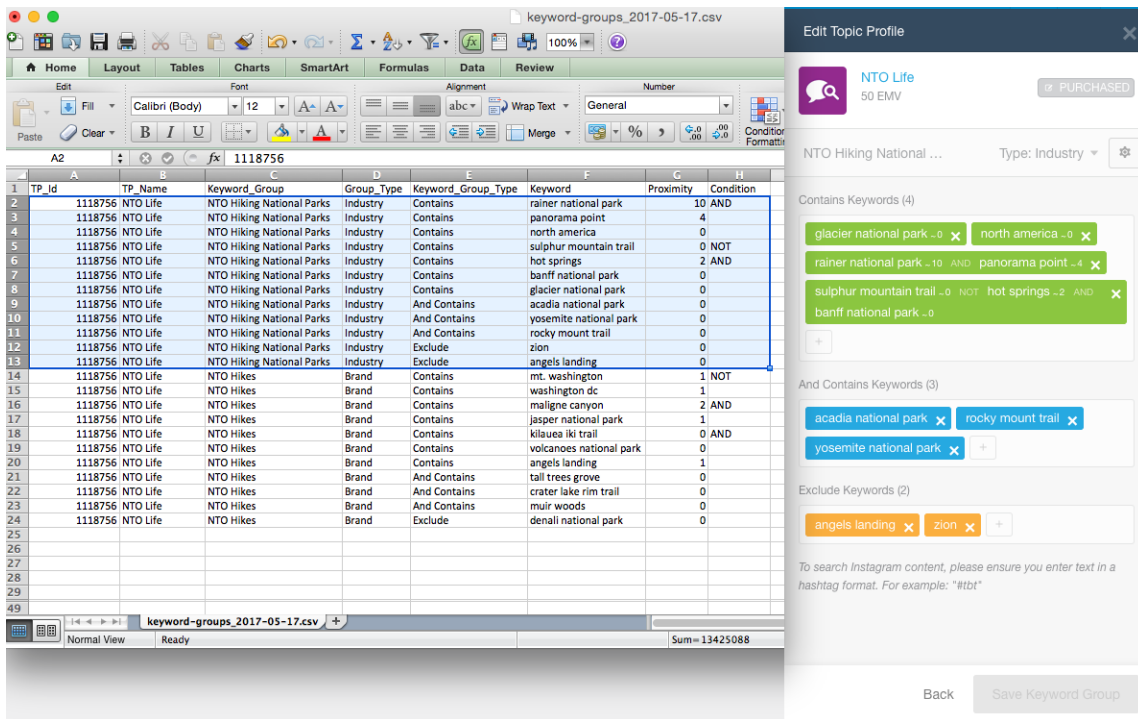
Keyword Group Table Format

Keywords are saved in a comma-separated value format and when opened in a spreadsheet, the data appears in these columns:

Field	Description	Column on Social Studio topic profile page
TP_id	Topic profile ID	ID
TP_name	Topic profile name	Name
Keyword_Group	Keyword group name in the topic profile	Keyword_Group
Group_Type	Keyword group type	Group Type Brand, Industry, Competitor, None
Keyword_Group_Type	Group for searching	Contains, AND Contains, Exclude
Keyword	Individual keyword to be searched.	

Field	Description	Column on Social Studio topic profile page
Condition	To concatenate this row and the following row together as 1 keyword. You can also leave blank so no concatenation is performed.	AND, NOT


 **Example:** This example is an exported CSV file opened in a spreadsheet application. It shows how the highlighted data corresponds and appears in the Edit Topic Profile Inspector in Social Studio.



TP_Id	TP_Name	Keyword_Group	Group_Type	Keyword_Group_Type	Keyword	Proximity	Condition
1	1118756	NTO Life	NTO Hiking National Parks	Industry	Contains	rainer national park	10 AND
2	1118756	NTO Life	NTO Hiking National Parks	Industry	Contains	panorama point	4
3	1118756	NTO Life	NTO Hiking National Parks	Industry	Contains	north america	0
4	1118756	NTO Life	NTO Hiking National Parks	Industry	Contains	sulphur mountain trail	0 NOT
5	1118756	NTO Life	NTO Hiking National Parks	Industry	Contains	hot springs	2 AND
6	1118756	NTO Life	NTO Hiking National Parks	Industry	Contains	banff national park	0
7	1118756	NTO Life	NTO Hiking National Parks	Industry	Contains	glacier national park	0
8	1118756	NTO Life	NTO Hiking National Parks	Industry	And Contains	acadia national park	0
9	1118756	NTO Life	NTO Hiking National Parks	Industry	And Contains	rosemite national park	0
10	1118756	NTO Life	NTO Hiking National Parks	Industry	And Contains	rocky mount trail	0
11	1118756	NTO Life	NTO Hiking National Parks	Industry	Exclude	zion	0
12	1118756	NTO Life	NTO Hiking National Parks	Industry	Exclude	angels landing	0
13	1118756	NTO Life	NTO Hikes	Brand	Contains	mt. washington	1 NOT
14	1118756	NTO Life	NTO Hikes	Brand	Contains	washington dc	1
15	1118756	NTO Life	NTO Hikes	Brand	Contains	maligne canyon	2 AND
16	1118756	NTO Life	NTO Hikes	Brand	Contains	jasper national park	1
17	1118756	NTO Life	NTO Hikes	Brand	Contains	kiluaea iki trail	0 AND
18	1118756	NTO Life	NTO Hikes	Brand	Contains	volcanoes national park	0
19	1118756	NTO Life	NTO Hikes	Brand	Contains	angels landing	1
20	1118756	NTO Life	NTO Hikes	Brand	And Contains	tall trees grove	0
21	1118756	NTO Life	NTO Hikes	Brand	And Contains	crater lake rim trail	0
22	1118756	NTO Life	NTO Hikes	Brand	And Contains	muir woods	0
23	1118756	NTO Life	NTO Hikes	Brand	Exclude	denali national park	0
24	1118756	NTO Life	NTO Hikes	Brand	Exclude	denali national park	0
25							
26							
27							
28							
29							
49							

Export Keyword Groups in Social Studio

Export Keywords from the topic profile in Marketing Cloud Social Studio. Use the export as a basis for new keywords and keep it as an archive of existing keywords. You can use the same groups in other topic profiles without having to recreate them or add new keywords to keyword groups outside of Social Studio. You can also share the keyword groups file with non-Social Studio users.

1. Click your avatar and select **Admin**.
2. Select the topic profile.
3. Click  next to Keyword Group.
4. Select **Export Keyword Groups**.
The keyword group is downloaded as a CSV file.

Format a Keyword Group CSV File in Social Studio

Create and format a new keywords file. To ensure consistency, add keywords or use the existing keywords in multiple topic profiles. To use custom keywords in keywords groups, create a keyword group file to import into a Social Studio topic profile.

1. Open the CSV file for your topic profile keywords into a spreadsheet program.

 **Note:** The file you create for new keywords can also be based on the keywords from an existing topic profile.

2. Complete the row with the keyword data. Each keyword must be on its own row.
3. Use the same topic profile ID number to attach the keyword to the topic profile you want.
4. Enter the topic profile name.
5. Enter the keyword group name for the new keyword.
6. Set the keyword group type.
7. Define the proximity.
8. Define the condition logic.

Conditions added to the keyword phrase are concatenated using the condition and the keyword next line and are displayed in green under the Contains Keywords section. Leaving this field blank implies an OR condition when searching and the keyword is in its own green element in the application.

9. Repeat these steps until all the new keywords have been entered.
10. Save the file as a CSV type and use a different name to preserve the downloaded CSV file.


Import Multiple Keywords to a Topic Profile in Social Studio

You can add multiple keywords to a Marketing Cloud Social Studio topic profile instead of adding them one at a time. Add the keywords to a comma-separated value (CSV) file and import the file. You can also import keyword groups from another topic profile.

When you import new keywords that match existing keywords, the imported keyword overwrites the existing keyword. Before uploading a file, save a copy of the topic profile's current keyword groups.

 **Note:** To complete a keyword upload, the topic profile must be active and have at least one keyword.

1. Click your avatar and select **Admin**.
2. Select **Topic Profiles**.
- 3.

Click the topic profile you want to add keywords to, and in the Edit Topic Profile inspector, click .

4. Click **Import Keyword Groups**.

 **Note:** If your topic profile doesn't have a keyword group, this file contains only a header row.

- a. If the topic profile already has keywords and you want to download a copy of the keywords, click **current keyword groups**. The keywords are downloaded as a CSV file.
After you export the keyword group, don't change the headers in the CSV file or the import won't work.
- b. Add, remove, or update your keyword groups. Each keyword group can have up to 1,000 total keywords and up to 60 exclude keywords.
- c. Click **Upload File**, browse to the file, and click **Open**.

5. Click **Import**.

SEE ALSO:

[Export Keyword Groups in Social Studio](#)

[Topic Profile CSV Report Fields in Social Studio](#)

Remove a Topic Profile in Social Studio

Remove a topic profile from a workspace if you are the workspace admin or Super User. Remove a topic profile from Marketing Cloud Social Studio entirely if you are a Super User and being the workspace admin is not required.



Note: Removing a topic profile affects any Engage columns, Analyze dashboards, and Analyze workbenches using that topic profile.

[Remove From a Workspace](#)

Remove a topic profile from a workspace if you are the workspace admin or Super User. Remove a topic profile from Marketing Cloud Social Studio entirely if you are a Super User and being the workspace admin is not required.

[Remove From Social Studio](#)

Remove a topic profile from Marketing Cloud Social Studio entirely if you are a Super User and being the workspace admin is not required.

Remove From a Workspace

Remove a topic profile from a workspace if you are the workspace admin or Super User. Remove a topic profile from Marketing Cloud Social Studio entirely if you are a Super User and being the workspace admin is not required.



Note: Removing a topic profile affects any Engage columns, Analyze dashboards, and Analyze workbenches using that topic profile.

Remove from a Workspace

1. Access workspace settings.
2. Click **Topic Profiles**.
3. Select the topic profile.
4. Click **Remove**.

Remove from Social Studio

1. Click your avatar and select **Admin**.
2. Click **Manage** in the Topic Profiles block.
3. Select the topic profile.
4. Click the **Info** tab.
5. Click **Deactivate Topic Profile**.
6. Click **Deactivate**.

Remove From Social Studio

Remove a topic profile from Marketing Cloud Social Studio entirely if you are a Super User and being the workspace admin is not required.



Note: Removing a topic profile affects any Engage columns, Analyze dashboards, and Analyze workbenches using that topic profile.

1. Click your avatar and select **Admin**.
2. Click **Manage** in the Topic Profiles block.
3. Select the topic profile.
4. Click the **Info** tab.
5. Click **Deactivate Topic Profile**.
6. Click **Deactivate**.

Topic Profile CSV Report Fields in Social Studio

Review the available fields for exported topic profiles in a CSV report in Social Studio.

This report contains information on the topic profiles in a Social Studio tenant.

Field	Description
id	Social Studio internal identification number
name	Topic profile name
creator	Social Studio user
creator_email	Email address of the topic profile creator
emv	Estimated monthly volume
createdDate	Date and time topic profile created
updatedDate	Date and time topic profile updated

Transfer Topic Profile Ownership in Social Studio

Super Users or the original owner can transfer ownership of topic profiles in Marketing CloudSocial Studio. An admin can transfer the ownership if the original owner left the org.

1. Click your avatar and select **Admin**.
2. Click **Manage** in the Topic Profiles block.
3. Select the topic profile.
4. Click the Info tab in the Edit Topic Profile inspector.
5. Click **Change** next to the topic profile owner.
6. Select the new owner.

7. Click **Apply**.

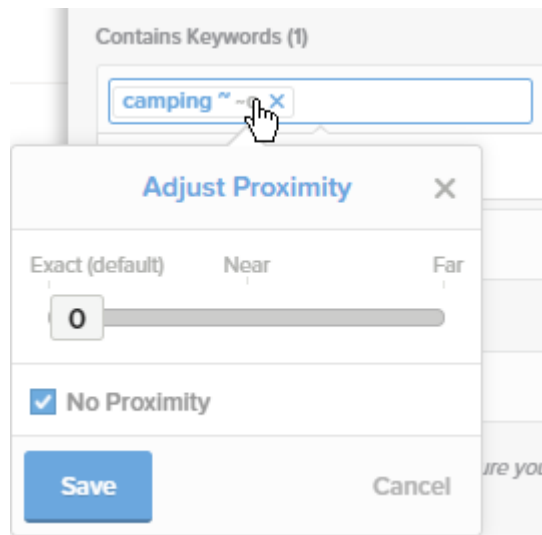
SEE ALSO:

[Workspace Role Permissions in Social Studio](#)

Use Keyword Proximity in Social Studio Topic Profiles

You can define the proximity of keywords to each other in a Marketing Cloud Social Studio topic profile. Set the condition to grab the result if keywords are within a user-specified number of words.

1. Select the topic profile.
2. In Contains Keywords, enter one or more keywords followed by ~ and a proximity numeric value.
A small proximity number means that fewer words can separate the keywords. A greater proximity number means that more words can separate the keywords.
3. To adjust the proximity, click ~0.



4. Use the slider to set the proximity from 0 words (exact proximity) to up to 20 words distance.

Proximity String Example	Description	Return Result
hello there ~0	The exact words side by side in that exact order.	hello there
hello there ~1	The exact words side by side but in any order	there hello hello there
hello there ~2	The exact words with up to one word in between in any order	hello I'm there

 **Note:** To automatically deselect **No Proximity**, move the slider away from 0.

5. Click **Save**, and then click **Done**.

Explore Source Groups in Social Studio

Source Groups in Marketing Cloud Social Studio enable tracking and managing of social listening sources that are important to your company. Source Groups are a set of sources that your topic profile looks at. They can include social assets, such as a Twitter handle or a Facebook page, or websites, such as blogs or forums.

. Use Source Groups for these activities:

- Broad listening
- You can pull in all content from relevant sites, regardless of the keywords the posts contain. A common use case is companies that want to pull in all content from their owned channels.
- You can pull in keyword matched content from a specific set of sources. A common use case is to identify a list of influencers and add them to a source group. Then you can match their posts against the keywords that are relevant to your brand.
- You can exclude all content from selected sites. Common use cases are excluding spam or unwanted content.
- See a snapshot summary of all current source groups.
- Track the number of organization-wide source groups in use.
- Find specific groups.
- Click through any record for specific source group details.
- Add new, edit existing, and delete existing source groups.
- Monitor activity from Facebook Pages using a customized Source Group Setup.

Sources include these examples:

- An RSS feed like `http://blogs.salesforce.com/company/atom.xml`
- A twitter handle like `@salesforce`
- A URL like `"https://salesforce.com"`
- A Facebook page

You can add multiple sources to a source group but not Instagram handles or LinkedIn pages.

If the entered name is invalid, the entry field is outlined in red and a red triangle appears. Enter a valid source.

Create source groups at the admin level and in topic profiles. You can only [filter](#) on page 366 source groups by [creating an Engage column](#) on page 364 for a source group and then filtering that column using the [Replies media type](#) on page 374.

[Manage Source Groups in Social Studio](#)

Manage source groups lists the tasks to work with topic profile source groups in Marketing Cloud Social Studio.

SEE ALSO:

[Filter an Engage Column in Social Studio](#)

[Media Types When Filtering Engage Columns in Social Studio](#)

[Knowledge Article: Filter Source Groups in Social Studio Analyze](#)

[Knowledge Article: Source Group Formats in Social Studio](#)

Manage Source Groups in Social Studio

Manage source groups lists the tasks to work with topic profile source groups in Marketing Cloud Social Studio.

[Access Source Groups in Social Studio](#)

Access and manage source groups in topic profiles within the organization-wide admin settings in Marketing Cloud Social Studio.

[Add a Source Group in Social Studio](#)

To focus a Marketing Cloud Social Studio topic profile on a specific RSS feed, Twitter handle, or a URL, you can add a source group to the topic profile. Source groups don't support non-Latin characters in the address.

[Add Source Groups to Topic Profiles](#)

To include all content or by keyword matched content, include source groups in your topic profiles in Social Studio. Both work intuitively with Facebook Page sources

[Add a Trailblazer Community Activity as a Source Group](#)

You can listen to a Trailblazer Community. Set up a new source group in Marketing Cloud Social Studio and then create a topic profile using that source group.

[Add Facebook Pages to a Topic Profile Source Group in Social Studio](#)

In Marketing Cloud Social Studio, add a Facebook Page as a source in a source group. To include a Facebook page that isn't yours, such as a competitor, use the Facebook page URL in a source group. If you want to exclude your own pages from showing in your topic profile, create a source group using each of your pages' URL. Using Facebook Page Listening, configure your topic profiles to include all public posts from company pages.

[Delete a Source Group in Social Studio](#)

Delete one or more source groups from a topic profile in Marketing Cloud Social Studio.

[Edit a Source Group in a Social Studio Topic Profile](#)

If the source you use in a topic profile source group in Marketing Cloud Social Studio changes, you can change the source group to point to the new location.

[Search for a Source Group in Social Studio](#)

To find a source group in a Marketing Cloud Social Studio topic profile, use the Search field in the list of source groups and enter the source group name. The list is automatically sorted based on the characters entered.

Access Source Groups in Social Studio


Access and manage source groups in topic profiles within the organization-wide admin settings in Marketing Cloud Social Studio.

1. Click your avatar and select **Admin**.
2. Select either **Source Groups** from the Admin menu or **Manage** within the source groups block.
3. You can create source groups, delete source groups, edit source groups, or search for a source group.

Add a Source Group in Social Studio

To focus a Marketing Cloud Social Studio topic profile on a specific RSS feed, Twitter handle, or a URL, you can add a source group to the topic profile. Source groups don't support non-Latin characters in the address.

1. Select a topic profile. To create a topic profile, specify a name and click **Skip**.
A source group is created.
2. In the Keywords & Filters tab, click **Add / Remove Source Groups**.
3. In the Keywords & Filters tab, click **Create New Source Group**.
4. Enter a name for the source group.
If there's another source group with the same name, an error is returned. Change source group name to a different name.
5. To add a description for the source group, click **+ Add Description**.

6. To change the source group to private, click **Private**. Source groups default to public.
7. Enter a source, which can be an RSS feed, a twitter handle, or a URL.
 -  **Note:** Only use Latin characters in the URL, RSS feed, or Twitter handle. Non-Latin Characters aren't supported.
8. Click **Add**.
If the source is invalid, the box appears red with a red triangle. Enter a valid source.
9. Click **Save Source Group**.

Add Source Groups to Topic Profiles

To include all content or by keyword matched content, include source groups in your topic profiles in Social Studio. Both work intuitively with Facebook Page sources

1. To gather all the posts from the pages in your source group, select **Include All Content**.
2. Use **Keyword Matched Content** to include posts from that page that contain your topic profile keywords.
3. Ensure that your source group is associated with your topic profile as a Keyword Matched Content source group. This association continues to get only keyword matched posts instead of all posts from the page.

Add a Trailblazer Community Activity as a Source Group

You can listen to a Trailblazer Community. Set up a new source group in Marketing Cloud Social Studio and then create a topic profile using that source group.

1. Click your avatar and select **Admin**.
2. Click **Source Groups**.
3. Add a source group.
4. Name it something like *Trailblazer Community* and specify the URL as `https://success.salesforce.com`.
5. Click **Add** and then save the source group.
6. Access Analyze.
7. Create a Social Listening Summary dashboard.
8. Select **Create New Topic Profile** and name it something like *Trailblazer Community*.
9. Click **Back** and then **Add/Remove Source Groups**.
10. Select **Success Community**.
11. Select **Include all content** and save.
12. Save the topic profile.
The dashboard is populated with content from the Trailblazer Community.

Add Facebook Pages to a Topic Profile Source Group in Social Studio

In Marketing Cloud Social Studio, add a Facebook Page as a source in a source group. To include a Facebook page that isn't yours, such as a competitor, use the Facebook page URL in a source group. If you want to exclude your own pages from showing in your topic profile, create a source group using each of your pages' URL. Using Facebook Page Listening, configure your topic profiles to include all public posts from company pages.

1. Click your avatar and select **Admin**.
2. Select the topic profile that includes the Facebook page data.

3. To locate the ID of the Facebook page, use a third-party tool or check the webpage source code:
 - a. To find your Facebook page ID, use a third-party tool by searching for one online.
 - b. To find the page ID in the webpage's source code:

Open the Facebook page in a browser. Right-click on the page and select **View Source Code**. The option could be named something different depending on the browser you use. Search for the phrase *legacy_fb_id*. The string of numbers that follow is your Facebook page ID.
4. Enter the resulting ID number as part of the URL. We recommend following these formats (shown here with the page name value of "example" and page ID value of "12345").

https://www.facebook.com/pages/example/12345

https://www.facebook.com/example-12345

https://www.facebook.com/example


https://www.facebook.com/page.php?format=atom10&id=12345
5. Continue adding Facebook pages as sources in your source group.

SEE ALSO:

[Knowledge Article: Source Group Formats in Social Studio](#)



Delete a Source Group in Social Studio

Delete one or more source groups from a topic profile in Marketing Cloud Social Studio.

1. Select a source group.
2. At Edit Source Group, click  .
3. Select **Delete Source Group**.
4. Select **Delete**.

Edit a Source Group in a Social Studio Topic Profile

If the source you use in a topic profile source group in Marketing Cloud Social Studio changes, you can change the source group to point to the new location.

1. To access your admin settings, click your avatar picture.
2. Click **Admin > Source Groups**.
3. To edit a source group, select the source group from the list.
4. To delete a source in a source group, click  .
5. Change or add a description to the Source Group.
6. Change the Source Group to either Public or Private.
7. To edit a source group, click  .
8. To edit the source name, click the name.

9. Click **Save Source Group**.

SEE ALSO:

[See the Social Studio Posts You Want with Column Filters](#)

Search for a Source Group in Social Studio

To find a source group in a Marketing Cloud Social Studio topic profile, use the Search field in the list of source groups and enter the source group name. The list is automatically sorted based on the characters entered.

If you don't enter at least three characters into the search field, the following error message appears when pressing Enter: `Please include at least 3 characters in your search query.`

Publish in Social Studio

In the Publish component of Social Studio, you can create, publish, and promote content to any number of social accounts. You can publish across multiple social networks either in real time or in the future. View all published and scheduled content through Social Studio's built-in content calendar.

Social Studio Publish is built around the Calendar.

In the calendar, workspace members can perform these actions:

- Add and review Calendar Notes depending on permission level.
- Examine performance of posts and accounts. (See [Engagement Summary of Published Posts](#), [Use Cross Workspace Performance Reports in Social Studio](#) and [Workspace Content Performance Reports in Social Studio](#).)
- Filter by social account and other filtering options to only see the desired posts for an uncluttered calendar view.
- View a post's publish time, account, and creator. To see a preview window with the content and post details, select the post.

For more information on what you can do in Social Studio Publish, check out these topics:

[Create a Post in Social Studio](#)

You can post to one or more social accounts in Marketing Cloud Social Studio. You can create posts in Social Studio from Publish, Engage, or Analyze and then choose the social network type. Each social network has its own specific features on post creation.

[See All Your Published and Upcoming Content in a Social Studio Calendar](#)

See a complete content picture of your workspace and the content that your users have published in the Marketing Cloud Social Studio calendar. Use the calendar as a centralized location to plan, schedule, and create content. Both Social Studio created posts and posts created on a social network appear on the calendar.

SEE ALSO:

[See a Post's Publishing Status Using Calendar Filters in Social Studio](#)



[Calendar Notes in the Publish Calendar of Social Studio](#)

[View Other Workspace Calendars in Social Studio](#)

Create a Post in Social Studio


You can post to one or more social accounts in Marketing Cloud Social Studio. You can create posts in Social Studio from Publish, Engage, or Analyze and then choose the social network type. Each social network has its own specific features on post creation.

Check the time zone for your account since your posts use the time zone set in your user account. If you don't set the time zone in your account, the post uses the time zone set for your organization.


-  **Note:** When entering URL links in a post on social networks that accept live link URLs, consider that:
 - If you add a URL link without the bitly link shortener, the number of link clicks don't appear in the performance metrics for the post. The Link Clicks performance metric shows only link clicks from bitly shortened URLs.
 - Social Studio gets the page title and description from the entered URL. To get Social Studio to perform this retrieval, enter the URL, and press **Enter**. A preview of the page title, link, and content from the page's metadata appear below the content window. Click the link title, link address, or page summary to edit.
-  **Note:** As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

1.

In Social Studio, click , and select social account type or click a blank slot on the Publish calendar.

If the  is grayed out, you don't have permission to publish content in the workspace.

2. Click a slot for a future date to open a menu to select the social network or create a calendar note. The Scheduling fields are filled in with the date and time of the block that was chosen.
3. Select one of the supported social networks.

 **Note:** You can directly publish from Instagram only if you have an Instagram business account. If you don't have a business account, use Social Studio Mobile and the installed Instagram app to publish a post to Instagram.

[Add an Image to a Social Studio Post](#)

When creating a post in Marketing Cloud Social Studio, you can add an image to a supported social account post. The specifics of the image depend on the social account that you're adding the image to. For LinkedIn Update posts or Facebook posts, you can also add alt text for screen readers.

[Add a Video to a Facebook, Instagram, Twitter, or YouTube Post in Social Studio](#)

Adding a video to a Facebook, Instagram, Twitter, or YouTube post in Marketing Cloud Social Studio is the same for each social network. You can also add subtitles to a Facebook video to target specific locales.

[Content Apps in Social Studio](#)

To bring more content and capabilities into published posts, in Marketing Cloud Social Studio, you can use third-party content apps. You can also build your own custom content apps.

[Create a Facebook Post in Social Studio](#)

When creating a post in Marketing Cloud Social Studio, you can create a post to one or more Facebook accounts. You can add content, URLs, images, video, use publish labels and apply macros and labels. You can also add alt text for accessibility with readers using screen readers.

[Create an Instagram Business Post or Story in Social Studio](#)

If you have an Instagram Business account, you can publish to Instagram from within Marketing Cloud Social Studio. You can attach photos and videos to the post. If you don't have a business account, use the Instagram (Mobile Push) option to start a post in Social Studio. You can use either option to publish instantly to Instagram or later. With the Instagram (Mobile Push) option, you can create an Instagram post or story. You can publish a post to one non-business Instagram account only. Use Social Studio Mobile to publish the content to Instagram.

[Create a LinkedIn Update in Social Studio](#)

You can create a LinkedIn Update on a LinkedIn company page in the Publish component of Marketing Cloud Social Studio. Publish times default to the workspace owner's time zone. If your time zone differs, change your user settings to publish in your local time zone.

[Create a Tweet](#)

Create a tweet to one or more Twitter accounts that are in a Social Studio workspace.

[Create a Pinterest Pin](#)

In Social Studio, follow these steps to create a Pinterest Pin.

[Create a Sina Weibo Post](#)

Follow these steps to create a Sina Weibo post through Social Studio and post it to one or more Sina Weibo accounts. You can duplicate content from other social networks and repost it to your Sina Weibo accounts or vice versa. Published and scheduled content appears on the Publish calendar. You can use approval rules, URL link shortening as you can with posts for other social networks.

[Manage Draft Posts](#)

Manage draft posts within a workspace in Social Studio Publish to reuse them as future posts.

[Manage Failed Posts in Social Studio Publish](#)

A post can fail to publish for many reasons in Marketing Cloud Social Studio. The most common failures result from the social account not being reauthorized. Other causes include that the social account was removed from the workspace or Social Studio tenant. A failed post could be the result of a change in the post author's permission level. The new change could prohibit publishing to that social account. You are notified of a failed post either by an email or through the publish calendar.

[Review Image, Video, and Facebook Feed Options for Social Studio Posts](#)

In Marketing Cloud Social Studio, you can add images and video to posts. The images and videos must meet certain requirements, which depend on the social network used. For Facebook posts, you can target the post so that it appears on the user's newsfeed if they match the conditions you set.

[Save a Draft](#)

In Social Studio publish, save a post as a draft for other workspace members to see or save it to publish later.

[Direct Clicks for a Thumbnail Image in a Social Studio Post](#)

After you add a thumbnail image to your post, how about sending your readers to a website when they click the thumbnail? You can customize the URL link for the thumbnail in a Marketing Cloud Social Studio post. For Facebook posts, use a different process for URLs attached to Thumbnails. If multiple images are attached to a post, such as in a Facebook carousel post, You can customize each image with different URL.

[Upload a YouTube Video to a Social Studio YouTube Post](#)

In Social Studio, create a YouTube post and upload a YouTube video.

[Web Analytic Profiles in Social Studio](#)

Use Web Analytics Profiles codes on a URL in a Marketing Cloud Social Studio post. Use these codes to gather sales and marketing data when a reader clicks the link. A web analytics platform, such as Google Analytics, tracks results to measure the impact of the post and the URL link.

SEE ALSO:

[Create a Facebook Post in Social Studio](#)

[Create an Instagram Business Post](#)

[Create a LinkedIn Update in Social Studio](#)

[Create a Pinterest Pin](#)

[Create a Sina Weibo Post](#)

[Create a Tweet](#)

[Direct Clicks for a Thumbnail Image in a Social Studio Post](#)

[Upload a YouTube Video to a Social Studio YouTube Post](#)

Add an Image to a Social Studio Post


When creating a post in Marketing Cloud Social Studio, you can add an image to a supported social account post. The specifics of the image depend on the social account that you're adding the image to. For LinkedIn Update posts or Facebook posts, you can also add alt text for screen readers.

Note:

- New images uploaded to a Facebook album return all comments in an Engage column. Comments previously made in the album appear as if they were made on the new photo. Identical comments can appear multiple times in an Engage column. The Facebook album functionality is normal.
- Digital assets uploaded within a Social Studio tenant are available to any authenticated user, according to workspace sharing or intentional link sharing. Social Studio's intended functionality allows users across workspaces within a tenant to share assets. However, those assets aren't accessible between tenants. The image's URL can be copied and shared with other users outside the current Social Studio workspace. If trying to access the URL while in a different Social Studio tenant, the link isn't valid

Image and video file size limits, formats, and filetypes that can be attached to posts are listed on [Image and Video Requirements](#) on page 327.

Note: If the image or video doesn't meet the network minimum requirements, Social Studio notifies you.

1. In Social Studio Publish, create a post to a social account that is part of the current workspace.
2. To select a saved picture, click **Upload Image**.
3. Navigate to the location of the picture.
4. Click the picture, then click **Open**.
A small preview of the image appears below the content text and in the preview window. To remove the picture from the post, click **X**.
5. For images added to a LinkedIn update or Facebook, you can add alt text to assist the visually impaired.
 - a. To describe the image, click , and enter the image description.

- b. Click **OK** when finished.

SEE ALSO:

[Post Content Image and Video Requirements](#)

Add a Video to a Facebook, Instagram, Twitter, or YouTube Post in Social Studio

Adding a video to a Facebook, Instagram, Twitter, or YouTube post in Marketing Cloud Social Studio is the same for each social network. You can also add subtitles to a Facebook video to target specific locales.

1. Create a Facebook, Instagram, Twitter, or YouTube post.
2. Click **Upload Video**.
3. Navigate to the video file location, and click **Open**.

When the video is uploaded, you can preview how the video appears in the video player. You can edit the assigned file name. To delete the video, click **X**.

4. To use a frame from the video as a thumbnail, play the video and pause it on a frame, and click **Capture Thumbnail**.
5. For description, add a description, including any links to websites..
URLs must begin with `https://`.
6. To publish a Facebook video with subtitles for a specific locale, upload an .srt file after adding the video to the composer. The naming format for the .srt file is `filename.[two-letter language code]_[two-letter country code].srt`.
The preview doesn't show captions. For more information and the language and country codes, see the Facebook article about the [required format for .srt files](#).

SEE ALSO:

[Review Image, Video, and Facebook Feed Options for Social Studio Posts](#)

Content Apps in Social Studio

To bring more content and capabilities into published posts, in Marketing Cloud Social Studio, you can use third-party content apps. You can also build your own custom content apps.

To build and integrate your own custom apps, contact your Relationship Manager.

Social Studio supports these third-party content apps.

[FlashStock](#)

FlashStock in Social Studio provides custom on-demand visual content and specializes in sourcing authentic images based on submitted requirements to a global network of certified photographers to create user generated content like content at scale.

[Kontera](#)

Kontera is a Social Studio application that can analyze global content consumption, on-going social "conversations" and trending analysis to deliver Brand Insights, Analytics.

[NexGate](#)

NexGate in Social Studio is a third-party Social Studio Content App that protects some of the world's largest social brands from account hacks, spammers, fraudsters, and helps address the myriad of regulatory requirements, including FINRA, FFIEC, SEC, FCA, and more.

[Pressly](#)

Use Pressly in Social Studio to attract a bigger audience to brands and optimizes engagement by creating hubs featuring a brand's own content, curated content from third-party sources, and content pulled from social networks.

[Rallyverse](#)

Rallyverse in Social Studio helps marketers discover, curate, and share great content. Rallyverse's SaaS content marketing platform uses patented technology to recommend the most relevant content for marketers to distribute to social media, blogs, email and beyond.

[Shutterstock](#)

Shutterstock Premier in Social Studio is a platform designed specifically to meet the image needs of enterprise organizations and ad agencies. One account unlocks unlimited access to over 30 million royalty-free images from Shutterstock. For more information, contact your Relationship Manager.

[Trendspottr](#)

Trendspottr in Social Studio is a real-time content discovery and recommendation platform that surfaces trending content, conversations, and influencers for any topic or interest.

[Unmetric](#)

Unmetric in Social Studio helps brands and agencies to better understand the competitive landscape, uncover data-driven insights, and unlock new social strategies for their brands.

[Venuelabs](#)

Venuelabs in Social Studio technology connects brands to their local customers and storefronts, by transforming mobile, social, and local signals alongside proprietary data into actionable customer content tracking over 500,000 locations in 100+ countries.

FlashStock

FlashStock in Social Studio provides custom on-demand visual content and specializes in sourcing authentic images based on submitted requirements to a global network of certified photographers to create user generated content like content at scale.

Using the FlashStock platform, you can create and submit requirements to FlashStock to get images. After review, the submission requirements are sent to the photographers that can best execute upon your brand and brief guidelines.

Use Cases

- Leverage a global network of photographers for location-specific photography.
- Generate customized content across multiple themes for various marketing channels.
- Create campaign-specific content.

Kontera

Kontera is a Social Studio application that can analyze global content consumption, on-going social "conversations" and trending analysis to deliver Brand Insights, Analytics.

Kontera is an application that can analyze global content consumption, on-going social conversations and trending analysis to deliver Brand Insights, Analytics. They can be acted upon, from within Social Studio, for you to know what people are reading, watching, and sharing in real-time. For more information, contact your Relationship Manager.

Use Cases

- Discover relevant and engaging content to share with consumers based on their interests.
- Create stackable content based on consumer interests.
- Identify additional areas of consumer interest previously unknown.

Use Kontera in Social Studio

1. Check with your Social Studio Admin to make sure that your organization has a Kontera account, that your Social Studio tenant can access your account, and that you and your workspace are allowed to utilize the Kontera account.
2. [Create a post](#) on page 314.
3. Click **Get Content from Apps**.
4. Click **Kontera**.
5. Follow on-screen prompts.

NexGate

NexGate in Social Studio is a third-party Social Studio Content App that protects some of the world's largest social brands from account hacks, spammers, fraudsters, and helps address the myriad of regulatory requirements, including FINRA, FFIEC, SEC, FCA, and more.

NexGate's SocialSyndicate is a powerful content collection, compliance check, and content syndication solution that streamlines content review for large, social brands. Using NexGate's patent-pending Deep Social Linguistic Analysis (DSL) technology, social media teams can aggregate content from across their enterprise, automatically review it for security, risk, and compliance violations (including FINRA, FFIEC, FDA, SEC, FCA, and more), and syndicate approved content to their Radian6 Buddy Media Social Studio deployment. For more information, contact your Relationship Manager.

Use Cases

- Consolidate Content From Across the Enterprise: SocialSyndicate provides a centralized portal for your enterprise to aggregate content for automated review and content risk scanning.
- Pre-Scan Content Before Publishing: Using advanced analytics, SocialSyndicate automatically identifies and reports on compliance risks within seconds to ensure safe social communications.

Use NexGate in Social Studio

1. Check with your Social Studio Admin to make sure that your organization has a NexGate account, that your Social Studio tenant can access your account, and that you and your workspace are allowed to utilize the NexGate account.
2. [Start creating a post](#) on page 314.
3. Click **Get Content from Apps**.
4. Click **NexGate**.
5. Follow on-screen prompts.

Pressly

Use Pressly in Social Studio to attract a bigger audience to brands and optimizes engagement by creating hubs featuring a brand's own content, curated content from third-party sources, and content pulled from social networks.

Pressly makes it easy to create beautiful, branded destinations that feature the content you already share.

Using Pressly within Social Studio, brands can curate content from any source to embed in posts. All this content lives on a branded hub where visitors can easily consume and engage with it on social networks. By building a content hub, brands can attract a bigger audience and optimize engagement. For more information, contact your Relationship Manager.

Use Cases

- Own the conversation: identify a topic and create a hub featuring content curated from all channels, which are embedded into posts through Social Studio.
- Cover an event: create a Pressly-powered hub for events to drive awareness and engagement.
- Campaign: create a content hub to provide context and engagement opportunities for new product launches.

- Shared content discovery: enable discovery of content shared by brands that can be embedded into posts.
- Analytics: empowers brands to track the content journey by delivering insight into shares and engagement.

Use Pressly in Social Studio

1. Check with your Social Studio Admin to make sure that your organization has a Pressly account, that your Social Studio tenant can access your account, and that you and your workspace are allowed to utilize the Pressly account.
2. [Creating a Post](#) on page 314.
3. Click **Get Content from Apps**.
4. Click **Pressly**.
5. Follow on-screen prompts.

Rallyverse

Rallyverse in Social Studio helps marketers discover, curate, and share great content. Rallyverse's SaaS content marketing platform uses patented technology to recommend the most relevant content for marketers to distribute to social media, blogs, email and beyond.

Creating relevant and engaging content for multiple social networks across multiple markets is a challenge that every global brand faces. Rallyverse for Social Studio creates ready-to-send social media posts from the brand's owned and curated content assets based on real-time analysis of trending topics on social media, helping brands to identify and share the content that's most relevant to their audiences on social media right now.

With Rallyverse's patented content recommendation technology embedded in the Radian6 Buddy Media Social Studio, brands are able to create great content at the scale and speed that the market demands, all tuned to their brand objectives and to the topics that are trending in social media in real time. For more information, contact your Relationship Manager.

Use Cases

- Programmatically connect to your owned content assets (blogs, videos, whitepapers, images) and surface them when they're most relevant to trending conversations in social media
- Discover trending third-party content that's popular with your industry and audience
- Personalization engine records user feedback and preferences to improve recommendations over time
- Easily scale your content recommendations to new campaigns, markets, and audiences

Use Rallyverse in Social Studio

1. Check with your Social Studio Admin to make sure that your organization has a Rallyverse account, that your Social Studio tenant can access your account, account, and that you and your workspace are allowed to utilize the Rallyverse account.
2. [Start creating a post](#) on page 314.
3. Click **Get Content from Apps**.
4. Click **Rallyverse**.
5. Follow on-screen prompts.

Shutterstock

Shutterstock Premier in Social Studio is a platform designed specifically to meet the image needs of enterprise organizations and ad agencies. One account unlocks unlimited access to over 30 million royalty-free images from Shutterstock. For more information, contact your Relationship Manager.

Use Cases

- Search - Select from over 30 million Shutterstock images to meet your social marketing needs.

- Preview - Insert a free watermarked preview of an image in your post or tweet to see how it looks.
- Connect - Log in with your existing Shutterstock Premier account to license the image.
- License - The image cost is automatically applied to your account.

And that's it! Publish your campaign, now complete with powerful, professional imagery!

Use Shutterstock in Social Studio

1. Check with your Social Studio Admin to make sure that your organization has a Shutterstock account, that your Social Studio tenant can access your account, account, and that you and your workspace are allowed to utilize the Shutterstock account.
2. [Start creating a post](#) on page 314.
3. Click **Get Content from Apps**.
4. Click **Shutterstock**.
5. To add the Shutterstock resource to the social post, follow the on-screen prompts.

Trendspottr

Trendspottr in Social Studio is a real-time content discovery and recommendation platform that surfaces trending content, conversations, and influencers for any topic or interest.

Trendspottr's technology detects accelerating trends with high predicted engagement and viral potential hours or days before they have become "popular" and reached mainstream awareness. Trendspottr helps Fortune 1000 companies, digital and PR agencies, publishers and media organizations to optimize their content marketing, social engagement, and paid media initiatives. For more information, contact your Relationship Manager.

Trendspottr's real-time content discovery application allows Social Studio customers to:

- Discover relevant trending content and hashtags for any topic, interest, or influencer list
- View and sort content recommendations according to their "Trending Score" -- a measure of the predicted engagement and performance of content
- Post or schedule trending content, with images, links, headlines, and content snippets, with a single-click
- Collaborate across the organization by saving and sharing topics and content recommendations to shared workspaces

Use Cases

- Content Discovery: Optimize and automate content curation by discovering emerging trends, conversations, and hashtags for any topic or campaign -- in real time.
- Content Creation: Create the right content at the right time by understanding what topics are going to take off over the next several hours or days.
- Hashtag and Topic Targeting: Identify the hashtags and topics that are most relevant to your audience and your content strategy.
- Adaptive Marketing: Adapt your content marketing to align with social trends and conversations that resonate with your customers and fans.

Use Trendspottr in Social Studio

1. Check with your Social Studio Admin to make sure that your organization has a Trendspottr account, that your Social Studio tenant can access your account, account, and that you and your workspace are allowed to utilize the Trendspottr account.
2. [Start creating a post](#) on page 314.
3. Click **Get Content from Apps**.
4. Click **Trendspottr**.

Unmetric

Unmetric in Social Studio helps brands and agencies to better understand the competitive landscape, uncover data-driven insights, and unlock new social strategies for their brands.

Unmetric has processed more than 150,000,000 pieces of micro-content across the six biggest social networks, such as Facebook, Twitter, YouTube, LinkedIn, Instagram, and Pinterest, for 30,000+ brands across 30+ sectors.

Unmetric's online platform uses human and algorithmic intelligence to provide enterprise organizations with data and insights into how well their social media content and campaigns perform compared to industry competitors.

Use Cases

- Search for hashtags or keywords to research trending or historical social media content and campaigns published by over 30,000 brands.
- Filter and sort content by industry, time period, competitive set or key performance measures to get immediately actionable insights.
- Glean insights into what type of content and campaigns are resonating with consumers and incorporate into your upcoming social media efforts

Venuelabs

Venuelabs in Social Studio technology connects brands to their local customers and storefronts, by transforming mobile, social, and local signals alongside proprietary data into actionable customer content tracking over 500,000 locations in 100+ countries.

Venuelabs service AboutLocal, unlocks customer content, photos, and feedback by location and geography. About local organizes feedback from mobile, local, and social channels across the web into simple to use "streams" of content, making it easy for brand marketers to search, discover, and curate great content.


Use Cases


- Curate local customer photos at brand locations for marketing.
- Search for customer reaction to local events and news.

Create a Facebook Post in Social Studio

When creating a post in Marketing Cloud Social Studio, you can create a post to one or more Facebook accounts. You can add content, URLs, images, video, use publish labels and apply macros and labels. You can also add alt text for accessibility with readers using screen readers.

You can also specify the feed targeting and gating plus utilize Web Analytic profiles. Mention other published Facebook pages and other branded Facebook pages for collaboration with another brand.

1. Click  anywhere in Social Studio.
2. Choose **Facebook Post**.
3. Click in **Post To** and select the Facebook accounts in this workspace.
4. If there is more than one Facebook account listed, click **Add all accounts**. Backspace to remove the account.

 **Note:** If a previous post was made to an account that needs reauthorization, the social account name appears in red. Reauthorize the account.

5. Select the connected Facebook pages from the Post To list.

6. Enter the **Content** of the post.

a. To add a URL to a post, enter the URL.

b. For Facebook posts with URLs, you can define a call-to-action button for a link.

In the Link box when composing the Facebook post, select either No Button or Learn More in the Call to Action dropdown. The preview shows a Learn More button.

7. You can also complete these tasks for this post:

Upload up to 10 images and add alt text for accessibility or one video.

Set a thumbnail image for a link to a post.

Create a carousel post.

Get Content from Content Apps.

Save as a draft.

Configure Facebook feed targeting.

Configure gating for the post by language.

Configure a Web Analytics profile for the post.

Use publish labels.

Target the news feed for the post.

8. To add a location tag to the post, enter a name in **Location**.

Social Studio displays matching locations to what was entered. Choose the correct location.

9. To brand your post's content, enter a brand's name in **Branded Content: Partner**.

Social Studio searches for a match among published Facebook pages. Click the correct result.

When the post is published, the post's header displays the social account name "with <name of brand content partner>."

10. To publish the post, select a Deployment option.

Publish Now — Send to Facebook now and immediately publish on your Facebook pages.

Schedule from Social Studio — Schedule and specify a date for publication on your Facebook pages. To set the date and select a time, click the date.

Send as Unpublished — To use the Facebook post in an ad, send an unpublished post to Facebook. Posts with this status appear on the calendar, in the post inspector, and in the audit trail with a customized icon.

Calendar View: 


Audit Trail, and Post Inspector View: 

Schedule to Facebook - Send an unpublished post and specify a date for publishing on your Facebook pages. Use the pop-up calendar to set the date and select a time. Posts with this status appear on the calendar, in the post inspector, and in the audit trail with a customized icon. You can't edit these posts in Social Studio.

Calendar View: 

Audit Trail, and Post Inspector View: 

11. Click **Publish**.

-  **Note:** The view switches to the calendar view and the post entry appears on the date it was published. The time is based on the time zone setting for the user viewing the calendar.
- If the publish buttons are unavailable, you do not have permission to publish in the workspace. To get permission, contact the Workspace owner.
 - If a post fails to publish, the post author receives an email notification only that the post failed. There is no indication in Social Studio to the author of its failure.
 - If a future calendar slot is chosen and the post created from there, the Date and Time values are pre-filled with that date and time.

[Add Images to a Facebook Post in Social Studio](#)

You can add up to 10 images, including alt text for screen readers, to a Facebook post in Marketing Cloud Social Studio. Each image can be a maximum of 10 MB. Images can be in JPEG, PNG, or TIFF format.

[Customize and Verify a URL in a Facebook Post in Social Studio](#)

To combat unconfirmed information or misattributed posts in a URL included in a Facebook Post, verify the URL with Facebook that you own it. You can also customize the URL's thumbnail image, title, and description. Customizing a URL in Marketing Cloud Social Studio allows you to serve tailored content to different audiences. Update previews as news stories evolve. Update link attachments and rescrrape with a single click. If you try to customize a non-verified URL, the post doesn't publish.

[Promote a Facebook Post in Social Studio](#)

To promote a scheduled or published Facebook post, you can associate it with a workspace containing the post. Only workspace admins and contributors can boost a post on a Facebook page. Posts containing a link attachment, an image, a video, or a carousel can be boosted. You can target a promoted post using a location (required), a custom or lookalike audience, by interest, age, gender, or language.

[Create a Facebook Carousel Post in Social Studio](#)

Use Facebook's Carousel format when creating a Facebook post in Marketing Cloud Social Studio. Embed up to five images, headlines, and links, or calls to action (CTA) in a single post. Customize the headlines and links for each image in the carousel post. Each picture in the carousel can have their own CTA button sending users to different URLs.

[Target Facebook News Feed Posts in Social Studio](#)

You can target Facebook news feed posts by ages range, gender, location, and interests in Marketing Cloud Social Studio. When published, the targeted post appears in the news feed of the users who meet your selected criteria. All Facebook users see targeted posts on their Timeline. When someone engages with the post, their friends also see the post.

[Use Restricted Audience Targeting in Facebook Posts in Social Studio](#)

To limit who can see a post in Facebook, use Restricted Audience Targeting for Facebook posts in Marketing Cloud Social Studio. Only people in the audiences you choose can see this post anywhere on Facebook.

SEE ALSO:

[Add an Image to a Social Studio Post](#)

[Target Facebook News Feed Posts in Social Studio](#)

[Create a Facebook Carousel Post in Social Studio](#)

Add Images to a Facebook Post in Social Studio

You can add up to 10 images, including alt text for screen readers, to a Facebook post in Marketing Cloud Social Studio. Each image can be a maximum of 10 MB. Images can be in JPEG, PNG, or TIFF format.



-  **Note:** New images uploaded to a Facebook album return all comments in an Engage column. The comments that were previously made in the album appear as if they were made on the new photo. This Facebook functionality is normal but can result in identical comments appearing multiple times in an Engage column.


Image and video file size limits, formats, and filetypes that can be attached to posts are listed on [Image and Video Requirements](#) on page 327.

1. Start a blank Facebook post.
2. To select a saved picture, click **Upload Image**.


-  **Note:** If the images don't meet the network minimum requirements, Social Studio notifies you using a dynamic tooltip.


3. Navigate to the location of the picture.
4. Click the picture, and click **Open**.
A small preview of the image appears below the content text and in the preview window. To remove the picture from the post, click **X**.
5. To add more images to the post, click **Upload Image**.


6. To reorder the images, use the drag handle  .


-  **Note:** The multiple photo layout in the preview depends on the first image that you uploaded. If the first image is wider than it is tall, the next two images are resized to fit underneath the first image. If the first image is taller in pixels than it is wide, the next two images are resized to fit next to the first image. Images are measured in pixels.

7. Use the buttons to manage the image:

To preview the image, click  .


To edit the image, click  .

To delete the image, click  .


8. For images added to a Facebook post, you can add alt text to assist the visually impaired.
 - a. To describe the image, click  , and enter the image description.
 - b. Click **OK** when finished.

Customize and Verify a URL in a Facebook Post in Social Studio

To combat unconfirmed information or misattributed posts in a URL included in a Facebook Post, verify the URL with Facebook that you own it. You can also customize the URL's thumbnail image, title, and description. Customizing a URL in Marketing Cloud Social Studio allows you to serve tailored content to different audiences. Update previews as news stories evolve. Update link attachments and rescape with a single click. If you try to customize a non-verified URL, the post doesn't publish.

-  **Note:** Verify the URL first with Facebook. You must have the domain connected to the Facebook account to verify it for use in Social Studio. URLs not connected to the Facebook account can't be verified and posts using the URL aren't published.


1. Start creating a Facebook Post in Publish.
2. Enter a URL and press **Enter**.


 **Note:** Only the first link in the post can be customized.

3. Click **Customize Link Attachment.**

Social Studio scrapes the link to get the image preview, headline, and description. Facebook dynamically generates them.

4. To manage the thumbnail:

a. To preview the thumbnail, click . A preview of the thumbnail appears in a lightbox.

b. To edit the thumbnail, click .

5. You can enter a new Headline for the link.

6. You can enter a new Description for the link.

A preview of the link with the thumbnail, headline, and description appears in the preview area.

SEE ALSO:

[External Link: Facebook Domain Verification](#)

Promote a Facebook Post in Social Studio

To promote a scheduled or published Facebook post, you can associate it with a workspace containing the post. Only workspace admins and contributors can boost a post on a Facebook page. Posts containing a link attachment, an image, a video, or a carousel can be boosted. You can target a promoted post using a location (required), a custom or lookalike audience, by interest, age, gender, or language.

- 1.** In Publish calendar, find the scheduled or published Facebook post you want to boost.
- 2.** Click the post and from the inspector, click **Promote Post**. A preview of the boosted ad appears.
- 3.** To show how the post appears on the desktop news feed or on a mobile news feed, switch the preview.
- 4.** To promote the post on a Facebook account, select the account.
- 5.** Select the ad account. A message appears If the ad account is not part of the workspace or if it has no boostable social accounts pages. Choose another Facebook Page.
- 6.** Select either Post Engagement or Reach in **Objective**.
- 7.** Set the start date, end date, and time for the ad.
- 8.** Set the audience and news feed targeting parameters.
- 9.** Enter the budget for the ad. The currency is set when the ad account is registered in Social Studio.
- 10.** Click **Promote Post** and review the details in the confirmation window, then click **Confirm**. The post is promoted, and when you examine the post in the inspector, the post now has an indicator that it has promotions.
- 11.** See the specifics of the promotion in the Promotion Details block. To see the detail of what ad set is running for the post, click the arrow.

Create a Facebook Carousel Post in Social Studio


Use Facebook's Carousel format when creating a Facebook post in Marketing Cloud Social Studio. Embed up to five images, headlines, and links, or calls to action (CTA) in a single post. Customize the headlines and links for each image in the carousel post. Each picture in the carousel can have their own CTA button sending users to different URLs.

- 1.** After you start to create a Facebook post in Social Studio, click **Create a Photo Carousel**.

2. Enter a valid URL in **Create a Photo Carousel from URL**. Up to five images are automatically loaded, if available, and the Headline, Description, and Link fields are automatically populated. If five images aren't added, you can't use the carousel. If you don't want the loaded images, or no images are found, you can manually add more images.
 - a. To delete an image from the carousel, click the image to deselect it. The number in the upper corner and the border disappears. The images still appear in the carousel tray.
 - b. To add your first image, click **+**.
 - c. To upload the image, find the image on your computer and click **Open**.
 - d. Continue adding up to five images. To add another image, deselect one of the images.
 - e. For Facebook posts with URLs, you can define a call-to-action button for a link.
In the Link box, select No Button or Learn More in the Call to Action dropdown. The preview shows a Learn More button.
3. Enter up to 35 characters for a headline or edit the existing headline.
4. Enter up to 30 characters for a description or editing the existing description.
Each image requires a headline and a description for each image in a carousel.
5. To cycle through the cards, click **◀** or **▶** .
6. You can also:
 - Upload a custom image.
 - Click and drag a preview image to reorder the cards.
 - Customize the Headline, Description, and Link field for each card.
 - Use the carousel format as shared content after the carousel post is published immediately or scheduled to be published. If needed, you can delete scheduled carousel posts.

Target Facebook News Feed Posts in Social Studio

You can target Facebook news feed posts by ages range, gender, location, and interests in Marketing Cloud Social Studio. When published, the targeted post appears in the news feed of the users who meet your selected criteria. All Facebook users see targeted posts on their Timeline. When someone engages with the post, their friends also see the post.

1. When specifying the audience for Facebook posts, under Targeting, click **News Feed Targeting**.
2. Enter up to 16 interests. An estimated reach appears next to the interest.
 **Note:** You can enter as many interests as you want but the Facebook interface keeps only 16 interests.
3. To further define the audience, you can also specify the minimum and maximum age, the gender, location, language.
4. To return to the Facebook post creation process, click **Done**.

SEE ALSO:


[Define a Web Analytic Profile](#)

[Save a Draft](#)

Use Restricted Audience Targeting in Facebook Posts in Social Studio

To limit who can see a post in Facebook, use Restricted Audience Targeting for Facebook posts in Marketing Cloud Social Studio. Only people in the audiences you choose can see this post anywhere on Facebook.

1. In the Facebook post creation process and to start specifying your audience, click **Restricted Audience** under Targeting.
2. Set the age ranges.
3. To select your audience based on minimum and maximum ages, choose **Everyone** or a minimum age in Age.
4. Enter the locations. As you enter a name, Social Studio filters the location list by what you typed, Choose the correct location.

 **Note:** You can add multiple targeted locations.

5. To return to the Facebook post creation process, click **Done**.



Once published, a targeted post only appears in the newsfeed of users matching the restricted audience. All Facebook users see targeted posts if they go to the Page's Timeline. If someone engages with the post, their friends also see the post.

Create an Instagram Business Post or Story in Social Studio

If you have an Instagram Business account, you can publish to Instagram from within Marketing Cloud Social Studio. You can attach photos and videos to the post. If you don't have a business account, use the Instagram (Mobile Push) option to start a post in Social Studio. You can use either option to publish instantly to Instagram or later. With the Instagram (Mobile Push) option, you can create an Instagram post or story. You can publish a post to one non-business Instagram account only. Use Social Studio Mobile to publish the content to Instagram.

Before you post content using Social Studio or Social Studio Mobile, authorize the Instagram Business account through Facebook Business Manager. Ensure that the user you assign the Instagram story to has Social Studio Mobile and the Instagram app installed on their phone.

 **Note:** Instagram Business posts containing image carousels created on Instagram can appear in an Engage column or an Analyze Dashboard. You can create posts or stories in Social Studio that contain one image or video, but not an image carousel.

1. Click  > **Instagram Business** or  > **Instagram (Mobile Push)**.
To publish using an Instagram Business account, use **Instagram Business**.
To publish directly to Instagram using an Instagram Business account and for an Instagram story, use **Instagram (Mobile Push)**.
2. To apply a macro to the post, click **Apply Macro**, and select a macro from the Publish Macros list.
3. Under Publish Method, select **Publish Directly** or **Send to Mobile Device (Mobile Push)** for Instagram stories.
For Instagram stories, assign a user to receive a notification on their phone. They can log into Social Studio Mobile and publish the Instagram story using the Instagram app.
4. If you're sending to a mobile device a Placement dropdown appears. Under Placement, select **Feed** or **Stories**.
5. Select the Instagram business accounts or click **Add all accounts**.
6. If you selected Send to Mobile Device (Mobile Push), select a user. The user receives a notification on their mobile device and they can publish the story using Instagram. The user must be logged into Social Studio Mobile to receive the notification.
7. With an Instagram feed post or Instagram story, enter the content with up to 2,200 characters and a maximum of 30 hashtags.
8. To select a picture for Instagram feed posts and Instagram stories, click **Upload Image** or **Upload Video**, navigate to the image, and click **Open**.
9. To tag other Instagram users, public profiles, or locations, click the location on the image, and enter the information.
To notify an Instagram user of post updates, tag the Instagram username in the photo. The user sees all comments made to the post. You can't tag images in imported Instagram posts.
10. Add labels.
11. You can enter the location that you want to associate with the post.

12. Choose whether to publish the post immediately with **Publish Now** or later with **Schedule from Social Studio**.
13. Click **Publish Now** or **Save as a draft**.

SEE ALSO:

[External Link: Facebook Business Manager](#)
[Image and Video Requirements for Posts](#)

Create a LinkedIn Update in Social Studio

You can create a LinkedIn Update on a LinkedIn company page in the Publish component of Marketing Cloud Social Studio. Publish times default to the workspace owner's time zone. If your time zone differs, change your user settings to publish in your local time zone.

1. Click in **Post To**, and select the LinkedIn accounts in this workspace.

LinkedIn has a publishing rate limit of 20 posts per day per user. For example, if a LinkedIn admin adds five LinkedIn accounts into Social Studio, they can publish a maximum of 20 posts for all accounts daily. If you exceed the limit, posts can fail. If your post volume is greater, register LinkedIn pages in Social Studio using separate LinkedIn admin users.
2. If more than one LinkedIn account is listed, click **Add all accounts**. Backspace to remove the account.

If an account needs reauthorization, the social account tile appears in red. This message appears: `One or more accounts you've selected needs reauthorization with your organization.` [Reauthorize the account.](#) on page 247
3. Select the LinkedIn company pages from the Post-To list.
4. Enter the **Content** of the post.

Emojis aren't supported in LinkedIn. If emojis are copied and pasted into a LinkedIn post, the post is published without the emojis and an error appears.
5. Complete these tasks for this post as needed:
 - Upload one image or one video. You can add alt text for the visually impaired.
 - Specify LinkedIn Targeting.
 - Set a thumbnail image for a link in a post.
 - Configure a Web Analytics profile for the post.
 - Use publish labels.
 - Save as a draft.
6. Set Scheduling to **Publish Immediately** or **Schedule for...**
7. If set to **Schedule for...**, set the time and date of when the post is published.
8. To publish the post, if Scheduling is set to **Publish immediately**, click **Publish Now**. If Scheduling is set to **Schedule for...**, click **Schedule**.

If the **Publish Now** and **Schedule** selections are unavailable, you don't have permission to publish in the workspace. Contact the workspace owner for permission.

The view switches to the calendar view and the post entry appears on the date it was published.

If a post fails to publish, the post author receives an email notification, but Social Studio doesn't indicate the failure.

If you choose a future calendar slot to create a post, the date and time are pre-filled with the calendar slot date and time. The workspace owner's time zone setting determines the post's timestamp.

Target LinkedIn Posts

Use LinkedIn Targeting to specify and target a LinkedIn Update post in Marketing Cloud Social Studio.

SEE ALSO:

[Change Time Zone Settings in a Social Studio Org](#)

[Social Accounts in Social Studio](#)

[Workspace Role Permissions in Social Studio](#)

Target LinkedIn Posts

Use LinkedIn Targeting to specify and target a LinkedIn Update post in Marketing Cloud Social Studio.

1. Click **+Add Target** and select an option.



Tip:

- Type part of the desired target to narrow down the choices and select the result.
 - Select up to 10 industries, functions, or geographic areas. The remaining number of industries increments down and the selected industry is shown in a block. The remaining number of functions increments down and the selected function is shown in a block.
 - To remove the industry, click **X**.
 - To add all the targets at the same time, click **Bulk Select**.
 - If a desired geographic area isn't in the dropdown list, it isn't available.
2. Either search for a match or click the item to select. The remaining count of usable items is shown. The selected items appear as blocks.
 3. To remove the item, click **X**.
 4. To add another target, click **+Add Target**.
 5. To exit when finished, click **Apply**.



Note: If the LinkedIn page appears red in the Post To block, your page and target segment needs 300 or more followers. Readjust your targeting segment or use a different LinkedIn page that has more than 300 followers. Also a LinkedIn user can still see a targeted post even if they don't meet the targeting criteria. They can view the post and click embedded links by viewing the page's timeline view.

Create a Tweet

Create a tweet to one or more Twitter accounts that are in a Social Studio workspace.

You can add up to 280 characters in a single tweet. Chinese and Japanese characters are limited to 140. Before creating content, check the time zone for your account. Set it to your time zone if you want posts to be published immediately with the time stamp of when you published.




Note: If scheduling for future publishing, set your time zone set to your location to ensure that the post publishes when you want it published. If your time zone is not set, post publish times default to the time zone set for the organization. Twitter does not support Geo Targeting, or Twitter Targeted Countries, any longer and the option has been removed from Social Studio.

1. Click **Post To** and select the Twitter accounts in this workspace.

2. If you have more than one Twitter account and you want to add all of them, click **Add all accounts**. Backspace to remove the account.
If a previous post was made to an account that needs reauthorization, the social account tile appears in Red. Reauthorize the account.

3. Enter the **Content** of the post, up to a maximum of 280 characters.


 **Note:** You can @mention other Twitter IDs. You can @mention other twitter users by typing the @ symbol followed by an input that includes username, description, or twitter name. Up to 10 usernames display in search results.

4. You can also complete these tasks for this post:


Upload up to 4 images, an animated GIF, or a Twitter video. Image or video links do not subtract from the 280 character limit on a tweet. Alt text for the image is included for users with visual impairments.

Set a thumbnail image for a link in a post.

5. Configure a Web Analytics profile for the post.
6. Use publish labels.
7. Save as a draft.
8. Set Scheduling to **Publish Now** or **Schedule from Social Studio**

 **Note:** If set for **Schedule from Social Studio**, set the time and date of when the post is published.

9. Publish the post.

 **Note:** If the **Publish Now** and **Schedule** are grayed out, you do not have permission to publish in the workspace. To get permission, contact the Workspace owner.

The view switches to the calendar view and the post entry appear on the date it was published.

If you schedule the post to publish on a future date, change the calendar view to see it on the calendar.

 **Note:**

- If a post fails to publish, the post author receives an email notification that the post failed. There is no indication in Social Studio to the author of its failure.
- If you choose a future calendar slot and create the post from there, the Date and Time values are pre-filled with that date and time. The time is based on the time zone setting for the owner of the workspace.

SEE ALSO:

[Add an Image to a Social Studio Post](#)

[Direct Clicks for a Thumbnail Image in a Social Studio Post](#)


[Publish Labels](#)

[Workspace Role Permissions in Social Studio](#)

[Switch Calendar View in Social Studio Publish](#)


Create a Pinterest Pin

In Social Studio, follow these steps to create a Pinterest Pin.

 **Note:** Before creating content, check the time zone for your account. Set it to your time zone to publish posts immediately with the time stamp of when you published.

If scheduling for future publishing, having your time zone set to your location ensures that the post publishes when you want it published. If your time zone is not set, post publish times default to the time zone set for the organization.

1. Click in **Post To** and select a single Pinterest account, even if there are multiple in this workspace.

 **Note:** To use the same post in another Pinterest account, create a draft of the post then use the draft in the other Pinterest account.

If a previous post was made to an account that needs reauthorization, the social account tile appears in Red. This message appears: `One or more accounts you've selected needs reauthorization with your organization .` Reauthorize the account.

2. Select a pin board.

3. Enter the **Content** of the pin.

4. Upload an image or add an image from a website:

Upload an image

Set a thumbnail image for a link in a post

5. Add the image **Description**.

6. You can also complete these tasks for this post:

Get Content from Apps.

Configure a Web Analytics profile for the post.


Use publish labels.

Save as a draft.

7. Set Scheduling to **Publish Immediately** or **Schedule for....**

- If set for **Schedule for....** set the time and date of when the post is published.

8. To publish the post, click **Publish Now** or **Schedule**.

 **Note:** If **Publish Now** and **Schedule** are grayed out, you do not have permission to publish in the workspace. Contact the Workspace owner to get permission.

If a post fails to publish, the post author only receives an email notification that the post failed. There is no indication in Social Studio to the author of its failure.

If a future calendar slot is chosen and the post created from there, the Date and Time values are pre-filled with that date and time.

The time is based on the time zone setting for the owner of the workspace.

SEE ALSO:


[Add an Image to a Social Studio Post](#)

[Publish Labels](#)

Create a Sina Weibo Post

Follow these steps to create a Sina Weibo post through Social Studio and post it to one or more Sina Weibo accounts. You can duplicate content from other social networks and repost it to your Sina Weibo accounts or vice versa. Published and scheduled content appears on the Publish calendar. You can use approval rules, URL link shortening as you can with posts for other social networks.

1. Click in **Post To** and select the Sina Weibo accounts in this workspace.
2. If there is more than one Sina Weibo account listed, click **Add all accounts** to add all the accounts. Backspace to remove the account.

 **Note:** If a previous post was made to an account that needs reauthorization, the social account name appears in red. This message displays: `One or more accounts you've selected needs reauthorization with your organization.` Reauthorize the account.

3. Enter the **Content** of the post.
4. You can also complete these tasks for this post:

Upload an image or video.

Set a thumbnail image for a link to a post.

Get Content from Content Apps.


Save as a draft.

Configure a Web Analytics profile for the post.


Use publish labels.

Make a dark post.

5. Click **Publish Now**, if Scheduling is set to Publish immediately, or **Schedule**, if Scheduling is set to Schedule for..., to publish the post.

 **Note:** If **Publish Now** and **Schedule** are grayed out, you do not have permission to publish in the workspace. Contact the workspace owner to get permission.

The view switches to the calendar view and the post entry appears on the date it was published.

 **Note:** If a post fails to publish, the post author receives an email notification only that the post failed. There isn't an indication in Social Studio to the author of its failure.

 **Note:** If you choose a future calendar and the post created from there, Social Studio pre-fills the date and time values with that date and time.

The time is based on the time zone setting for the owner of the workspace.

SEE ALSO:

[Add an Image to a Social Studio Post](#)

[Connect a New Social Account to a Social Studio Workspace](#)

[Content Apps in Social Studio](#)

[Direct Clicks for a Thumbnail Image in a Social Studio Post](#)

[Publish Labels](#)

[Save a Draft](#)

[Web Analytic Profiles in Social Studio](#)

[Workspace Role Permissions in Social Studio](#)

Manage Draft Posts

Manage draft posts within a workspace in Social Studio Publish to reuse them as future posts.

Use drafts if the content is written but is not ready to be sent or scheduled for publication. Share draft posts among other workspace members. Review, edit, publish, or discard drafts.

1.

Click  in the Workspace.



Note: Workspace post drafts display with the most recently modified drafts first.

2. To open the Compose window, click a post.
3. Edit the draft or publish the post.

Manage Failed Posts in Social Studio Publish

A post can fail to publish for many reasons in Marketing Cloud Social Studio. The most common failures result from the social account not being reauthorized. Other causes include that the social account was removed from the workspace or Social Studio tenant. A failed post could be the result of a change in the post author's permission level. The new change could prohibit publishing to that social account. You are notified of a failed post either by an email or through the publish calendar.

[View a Failed Social Studio Post from an Email](#)

View a failed post within an email sent by Marketing Cloud Social Studio.

[Resolve Failed Posts Within the Social Studio Publish Calendar](#)

To resolve a failed post on the Publish Calendar in Marketing Cloud Social Studio, click the post to view details.

SEE ALSO:

[Knowledge Article:Reconnect or reauthorize a Social Account in Social Studio](#)

[Knowledge Article:Reconnect or reauthorize a Social Account in Social Studio](#)

View a Failed Social Studio Post from an Email

View a failed post within an email sent by Marketing Cloud Social Studio.

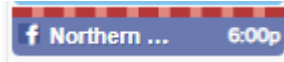
The user receives an email of a failed post.

1. Open the email.
2. Click **View this Post**.
A new browser tab opens to Social Studio to the View Post view.
3. Resolve the error and try to republish the post.
If unable to resolve, contact support at <mailto:marketingcloudsupport@salesforce.com>

Resolve Failed Posts Within the Social Studio Publish Calendar

To resolve a failed post on the Publish Calendar in Marketing Cloud Social Studio, click the post to view details.


1. Find a failed post on the Publish calendar.



2. To open up the Post Inspector, click the failed post.
3. To show error details in the Post Inspector, click **Manage errors**.
4. Click **Retry All**.
For current support options, consult the [Contact Salesforce Customer Support](#) knowledge article.

Review Image, Video, and Facebook Feed Options for Social Studio Posts

In Marketing Cloud Social Studio, you can add images and video to posts. The images and videos must meet certain requirements, which depend on the social network used. For Facebook posts, you can target the post so that it appears on the user's newsfeed if they match the conditions you set.

 **Note:** As of March 7, 2019, Google discontinued Google+ APIs. As a result, Social Studio is removing all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to content before March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

[Review Feed Targeting Options for Your Social Studio Facebook Posts](#)

When creating a Facebook post in Marketing Cloud Social Studio, you can target the post to a specific set of users. If the options you set match, the post shows in a user's news feed. The information is provided by the user on their Facebook profile.

[Review Image Requirements for Social Studio Posts](#)

You can add images to Marketing Cloud Social Studio posts. Each social network has different requirements for images. Social networks changing their API standards can result in discrepancies between Social Studio's video requirements and the native network limitations.

[Review Video Requirements for Social Studio Posts](#)

You can add videos to Marketing Cloud Social Studio posts, depending on the social network. Each social network has different requirements for videos. Social networks changing their API standards can result in discrepancies between Social Studio's video requirements and the native network limitations. To ensure that uploaded videos play correctly in Social Studio Publish, use the H.264 video codec. If you don't use this codec, Social Studio's HTML5 video player plays the video with only the audio. Content Apps in Social Studio don't support videos.

SEE ALSO:

[External Link: Twitter Developer Documentation for Uploading Media](#)

Review Feed Targeting Options for Your Social Studio Facebook Posts

When creating a Facebook post in Marketing Cloud Social Studio, you can target the post to a specific set of users. If the options you set match, the post shows in a user's news feed. The information is provided by the user on their Facebook profile.

Parameter	Description
Target by Age	Set the target age range for the post.
Target by Education Status checkbox	Enable the post to appear based on a Facebook user's entered response. Choices are High School, Undergraduate, or Alumnus to match the education status of a user.

Parameter	Description
Target by Gender	Select whether to target the post to men or women.
Target by Interest	Select whether the post appears to Facebook users who expressed an interest in topics such as sports, animals, or movies.
Target by Language	Specify that users can see the post in the language they selected for their newsfeed.
Target by Location	Set the location for the post to display in Facebook users' newsfeeds whose locations match the targets
Relationship Status	Use to target the post to appear in the newsfeed of Facebook users who are Single, in a Relationship, Married, or Engaged.

Review Image Requirements for Social Studio Posts

You can add images to Marketing Cloud Social Studio posts. Each social network has different requirements for images. Social networks changing their API standards can result in discrepancies between Social Studio's video requirements and the native network limitations.

Social Network	Number of Images	Maximum File Size	Maximum Resolution	File Formats
Facebook	Up to 10 images per post Albums aren't supported. Up to 5 images per carousel post	10 MB	41,000,000 pixels (30,000 pixels wide x 30,000 pixels high)	JPEG, PNG, TIFF, GIF Animated GIFs appear as a static image once posted in a reply.
Instagram Refer to Facebook's Developer documentation for the current media requirements .	1 image per post	10 MB	4:5 to 1.91:1 aspect ratio	JPEG, PNG, TIFF
Instagram Stories Refer to Facebook's Developer documentation for the current media requirements .	1 image per post	10 MB	n/a	JPEG, PNG, TIFF
Twitter Image links don't subtract from the 280-character limit on a tweet.	4 images per post 1 animated GIF per post	5 MB each GIF uploads can be up 15 MB.	Non-GIF images: <ul style="list-style-type: none"> • Minimum: 4 pixels x 4 pixels • Maximum: 8192 pixels x 8192 pixels In the Twitter API, GIFs must be:	JPEG, PNG, GIF

Social Network	Number of Images	Maximum File Size	Maximum Resolution	File Formats
			<ul style="list-style-type: none"> Minimum: 32 pixels x 32 pixels Maximum: 1280 pixels x 1024 pixels 	
Pinterest	1 image per post	9.5 MB	n/a	JPEG, PNG, TIFF
YouTube	n/a	n/a	n/a	n/a
LinkedIn	1 image per post	10 MB	n/a	JPEG, PNG
Sina Weibo	1 image per post	5 MB	n/a	JPEG, PNG, GIF

SEE ALSO:

[External Link: Twitter Developer Documentation for Uploading Media](#)

Review Video Requirements for Social Studio Posts

You can add videos to Marketing Cloud Social Studio posts, depending on the social network. Each social network has different requirements for videos. Social networks changing their API standards can result in discrepancies between Social Studio's video requirements and the native network limitations. To ensure that uploaded videos play correctly in Social Studio Publish, use the H.264 video codec. If you don't use this codec, Social Studio's HTML5 video player plays the video with only the audio. Content Apps in Social Studio don't support videos.

Facebook

For the [current media requirements](#), refer to Facebook's Developer documentation.

Maximum Length	20 minutes
Maximum File Size	1 GB
Aspect Ratio	Between 9x16 and 16x9
File Formats	mp4 quicktime mpeg x-f4v

Instagram

For the [current media requirements](#), refer to Facebook's Developer documentation.

Maximum Length	60 seconds
Maximum File Size	100 MB

Maximum Bit Rate	VBR, 5,000,000 bps
Audio Codec	AAC, 48khz sample rate maximum, 1 or 2 channels (mono or stereo)
Video Codec	HEVC or H264, progressive scan, closed GOP, 4:2:0 chroma subsampling
Frame Rate	23–60 FPS
File Formats	mp4 quicktime mpeg video/x-f4v

Instagram Stories

For the [current media requirements](#), refer to Facebook's Developer documentation.

Maximum Length	15 seconds
Maximum File Size	50 MB
File Formats	mp4

LinkedIn

Maximum Length	10 minutes
Maximum File Size	200 MB
Maximum Resolution	4096 pixels by 2304 pixels
Aspect Ratio	1:2.4 to 2.4:1
Maximum Bit Rate	192 kbps to 30 Mbps
Frame Rate	10–60 fps
File Formats	asf, avi flv h264/avc mkv mp4 mpeg-1 mpeg-4 quicktime vp8

	vp9
	webm
	wmv2
	wmv3

Pinterest

Video isn't supported for Pins in Social Studio.

Sina Weibo

Video isn't supported for Sina Weibo posts in Social Studio.

Twitter

Maximum Length	140 seconds
Maximum File Size	512 MB
Minimum Resolution	32 pixels x 32 pixels
Maximum Resolution	1280x1024 (for 4:3 aspect ratio) 720p 1280x720 (for 16:9 aspect ratio)
File Formats	MP4 Not supported in Internet Explorer

YouTube

Maximum Length	n/a
Maximum File Size	2 GB
Minimum Resolution	n/a
Maximum Resolution	n/a
Maximum Bit Rate	n/a
Audio Codec	n/a
Video Codec	n/a
Frame Rate	n/a
File Formats	mp4 quicktime

mpeg
x-f4v

SEE ALSO:

[External Link: Instagram Graph API, Media, Creating Video Containers](#)

[External Link: Twitter Developer Documentation for Uploading Media](#)

Save a Draft

In Social Studio publish, save a post as a draft for other workspace members to see or save it to publish later.

Click **Save as a Draft** in the post compose window to save to a shared folder so that anyone in your workspace can view, edit, or use it.

Direct Clicks for a Thumbnail Image in a Social Studio Post

After you add a thumbnail image to your post, how about sending your readers to a website when they click the thumbnail? You can customize the URL link for the thumbnail in a Marketing Cloud Social Studio post. For Facebook posts, use a different process for URLs attached to Thumbnails. If multiple images are attached to a post, such as in a Facebook carousel post, You can customize each image with different URL.



Note: Twitter posts and Pinterest Pins can't have a URL thumbnail, so Social Studio can't link scrape the URL.

Before adding the URL to an image, create a post and attach a thumbnail.

1. In the post's content area, include `https://` or `www` in front of the link for Social Studio to process the link correctly.
2. To insert a link break, enter the URL and press **Enter**. A preview of the page title, link, and content from the page's metadata appear below the content window.
3. Click the link title, link address, or page summary to edit.
4. To scroll through the options if any link attachments have been saved with the page, click the forward buttons under page's summary text. If you don't want any of the options, click **Use Custom Thumbnail** to upload your own thumbnail.
5. Clear **Show Image** to hide the thumbnail.



Upload a YouTube Video to a Social Studio YouTube Post

In Social Studio, create a YouTube post and upload a YouTube video.





Note: Before creating content, check the time zone for your account. Set it to your time zone if you want posts to be published immediately with the timestamp of when you published. If scheduling for future publishing, set your time zone to your location to ensure that the post publishes when you want it published. If your time zone isn't set, post publish times default to the time zone set for the organization.

1. Click in **Post To** and select the YouTube accounts in this workspace.
2. If there are more than one YouTube account listed, click **Add all accounts** to add all the accounts. Backspace to remove the account. If a previous post was made to an account that needs reauthorization, the social account tile appears in Red. This message appears: `One or more accounts you've selected needs reauthorization with your organization .` Reauthorize the account.
3. Click **Upload Video** and select the video location.

4. Enter the video title.
5. Enter the **Description** of the post.
6. You can also complete these tasks for this post:
 - Configure a Web Analytics profile for the post
 - Use publish labels
 - Save as a draft
7. Select the **Category**, add **Tags** and **Playlists** (more than one can be selected), and set whether the video is public or private.
 -  **Note:** Certify that you own all rights to the content or that the owner authorizes you to make the content publicly available on YouTube. Certify that it otherwise complies with the YouTube Terms of Service at <http://www.youtube.com/t/terms>.
8. Set Scheduling to **Publish Immediately** or **Schedule for....**
 - a. If set for **Schedule for....**, set the time and date of when the post is published.
9. To publish the post, click **Publish Now** (if Scheduling is set to **Publish immediately**) or **Schedule** (if Scheduling is set to **Schedule for....**).
 -  **Note:** If **Publish Now** and **Schedule** are unavailable, you don't have permission to publish in the workspace. To get permission, contact the Workspace owner.
10. Click either **Agree** or **Cancel** to the YouTube Terms of Service. Click to the outside to close without making a selection.

The view switches to the calendar view and the post entry appear on the date it was published.

-  **Note:** If a post fails to publish, the post author only receives an email notification that the post failed. There's no indication in Social Studio to the author of its failure.
-  **Note:** If a future calendar slot was chosen and the post created from there, the Date and Time values are pre-filled with that date and time. The time is based on the time zone setting for the owner of the workspace.

Additional Resources:

[Set YouTube Categories, Tags, and Playlists](#)

In Social Studio, use set categories, tags, and playlists for your YouTube post so it can be found.

SEE ALSO:

[Publish Labels](#)

[External Link: YouTube Terms of Service](#)

Set YouTube Categories, Tags, and Playlists

In Social Studio, use set categories, tags, and playlists for your YouTube post so it can be found.

1. Select a **Category** for the uploaded video. The category assists YouTube visitors in the category to find the video.
2. To assist a YouTube visitor in finding your video, enter one or more tags. Tags are invisible and do not appear in the YouTube post on YouTube. If you are an account Admin, the Tags appear under **Advanced Settings** on YouTube or in YouTube Post Inspector in the workspace calendar. Assign up to 100 tags.

3. Select a **Playlist** if available on a YouTube account. The **Playlist** field appears after the YouTube account is selected. Create the playlist on YouTube first before you select the playlist. Select one or more playlists, if available, with a single YouTube account but not multiple.

Web Analytic Profiles in Social Studio

Use Web Analytics Profiles codes on a URL in a Marketing Cloud Social Studio post. Use these codes to gather sales and marketing data when a reader clicks the link. A web analytics platform, such as Google Analytics, tracks results to measure the impact of the post and the URL link.

Social Studio has pre-built support for other web analytics providers like Coremetrics and WebTrends. Social Studio also supports other web analytics providers by adding custom parameters to the end of your outbound URLs.

Define profiles either when a post is created or in a publishing macro. Social Studio applies the profile at new post creation.

Web analytics profiles provide a method to track the performance of a link. The profile can analyze which link, terms in the post, and campaigns were the most effective.

The link performance is viewed in the web analytics provider you use, not in Social Studio. Social Studio provides a method to ensure that the web analytics are added to a post for later measurement.

You can build and target audience segments in DMP based on website traffic from published content. You can drive your social audience to landing pages and measure your ROI.

To ensure that all outbound posts have the same tags added when a URL is added to a post, use automatic applied macros. Using the macro, all outbound posts have the same web tracking.

[Web Analytic Profile Use Case in Social Studio](#)

This web analytic profile use case shows how you can measure the impact of your social posts in Marketing Cloud Social Studio.

[Create a DMP Publish Macro in Social Studio](#)

To consistently apply the same DMP utm parameters for posts with embedded URLs, create a DMP publish macro in a Marketing Cloud Social Studio workspace. In using DMP, reaching key audiences and personalize ads, use the DMP web analytic profile utm parameter.

[Define a Web Analytic Profile](#)

To define a web analytic profiles in Social Studio, complete these steps.

[Web Analytic Profile Parameters in Social Studio](#)

To gather sales and marketing data when the link is clicked in a Marketing Cloud Social Studio post, use the Web Analytics Profiles codes on a URL. A web analytics platform, such as Google Analytics, tracks results to measure the impact of the post and the URL link.

SEE ALSO:

[Auto-Apply Publishing Macros](#)

[Web Analytic Profile Use Case in Social Studio](#)

[Web Analytic Profile Parameters in Social Studio](#)

Web Analytic Profile Use Case in Social Studio

This web analytic profile use case shows how you can measure the impact of your social posts in Marketing Cloud Social Studio.

Asma, a community manager for Salesforce, publishes content to social channels to drive people to a sign-up form on Salesforce.com. To make sure that the visitor's information is properly attributed to Asma's social efforts. He uses web analytics profiles.

First, he uses Google Analytics to measure the impact of Salesforce's social posts. He is going to make sure confirm that the tags have been added. He pastes the form's URL in Social Studio and clicks **Google Analytics** to append the tags to the URL.

Web Analytics Profile ?

Parameters
Variables i

utm_source	[social_network]	✕
utm_medium	social	✕
utm_term	[labels]	✕
utm_content	Value	✕
utm_campaign	[workspace_name]	✕

+ Add Parameters

```
?utm_source={social_network}&utm_medium=social&utm_term={labels}&utm_content=&utm_campaign={workspace_name}
```

When the user clicks the link in the post, they are directed to the form.

The web analytic codes are appended. The web analytics tool informs Asma which terms, sources, and campaigns drove the most visits.

Create a DMP Publish Macro in Social Studio

To consistently apply the same DMP utm parameters for posts with embedded URLs, create a DMP publish macro in a Marketing Cloud Social Studio workspace. In using DMP, reaching key audiences and personalize ads, use the DMP web analytic profile utm parameter.

1. Access the workspace settings.
2. Click **Publish Macros**.
3. Click **+Add New**.
4. Enter a macro name.
5. Enter a macro description.
6. Click **+ Add Attribute**.
7. Select **Web Analytic Profile**.
8. Click **Add**.
9. Click **+ Add Parameters**.

10. Select **DMP**.

11. Enter the DMP ID in `utm_kxconfid`. The number is the marketing channel in DMP that you are using to track the URL.


12. Click **Save**.

Define a Web Analytic Profile

To define a web analytic profiles in Social Studio, complete these steps.

1. Click **Add Parameters**.

2. Choose from the [available options](#) on page 336. A preview of the URL appears underneath as an example of what the URL would look like.

 **Note:** If using the date parameter, the date and time are that of the publisher which is Social Studio in this case. Social Studio is set to Atlantic Standard Time and not the user's time zone.

3. Click **X** next to the individual key to delete.

Web Analytic Profile Parameters in Social Studio

To gather sales and marketing data when the link is clicked in a Marketing Cloud Social Studio post, use the Web Analytics Profiles codes on a URL. A web analytics platform, such as Google Analytics, tracks results to measure the impact of the post and the URL link.

Web Analytic	Parameter Key	Parameter Value
Custom Parameter	User defined	User defined
Google Analytic	utm_source	[social_network] - The social network that is the target for the post. utm_source=twitter
	utm_medium	Social utm_medium=social
	utm_term	[labels] - Any Social Studio labels applied to the post. Multiple labels can be applied. utm_term=label
	utm_content	User Defined
	utm_campaign	[workspace_name] - The name of the Social Studio workspace where the post was created. utm_campaign=Workspace%20Name

Web Analytic	Parameter Key	Parameter Value
	utm_kxconfid (DMP only)	[KruX ID] - The marketing channel the data from the utm parameters should filter into: [workspace_name] - The workspace where the post was created.
Coremetrics	cm_pla	User Defined
	cm_cat	[social_network] - The social network that is the target for the post.
	cm_ven	User Defined
	cm_ite	[labels] - Any Social Studio labels applied to the post. Multiple labels can be applied
Webtrends	WT.mc_n	[workspace_name] - The name of the Social Studio workspace where the post was created.
	WT.mc_t	[social_network] - The social network that is the target for the post.

See All Your Published and Upcoming Content in a Social Studio Calendar

See a complete content picture of your workspace and the content that your users have published in the Marketing Cloud Social Studio calendar. Use the calendar as a centralized location to plan, schedule, and create content. Both Social Studio created posts and posts created on a social network appear on the calendar.

From a workspace's own calendar, authorized members can view and collaborate on content. You can also see published and scheduled content in the current workspace and from other workspaces. Calendars in Social Studio can't be exported.

With the calendar, all workspace members can see what has been published. Seeing all the content in one place can avoid duplication of effort and ensure a consistent content tone and focus. You can see previously published posts from all the workspace's social networks and scheduled posts. Only social networks added to the current workspace have posts that appear on the calendar.

You can see created tweets in the calendar. Social Studio doesn't display replies and mentions in the calendar.

In a workspace calendar, you can:

- Add, edit, or remove a calendar note.
- Apply filters to the calendar view to see only particular posts.
- Reschedule scheduled or unpublished posts.
- Switch the calendar view to show daily, weekly, monthly, or list view for scheduled, unpublished, and already published posts.
- View published metrics for a post.
- View a scheduled or published post as it appears on the intended social network. Posts created on the social network have a Published on <name of social network> at the top of the post when viewed in the post inspector.
- Change the calendar view to see only your workspace posts or posts from other workspaces.

Additional Resources:

[Calendar Notes in the Publish Calendar of Social Studio](#)

To leave notes for other workspace members, add a note to the Marketing Cloud Social Studio Publish calendar. You can have them view, edit, or remove Posts, post questions, comments, or suggestions. Use notes to also track of other information that is important. Notes always show in yellow and can include up to 256 characters in length.

[See a Post's Publishing Status Using Calendar Filters in Social Studio](#)

In Marketing Cloud Social Studio, you can filter posts in the calendar for a workspace. With status filters, you can filter content and provide a focused view of content that you are interested in. If you don't use filters, you see all the posts on the workspace's calendar.

[View a Post in the Social Studio Calendar](#)

You can view posts that you or other users create, schedule, and publish in a workspace calendar for Marketing Cloud Social Studio. Posts appear differently on the calendar depending on their type and status.

[Switch Calendar View in Social Studio Publish](#)

In Marketing Cloud Social Studio Publish, you can view the workspace calendar in day, week, and monthly views to see when posts are scheduled. More options of filtering by social account type, post status, label, and post author are also available.

[Shared Post Content in Social Studio](#)

With Social Studio, you can reuse previously published post content on other social networks. You can also use saved content as the basis for new content.

[View Other Workspace Calendars in Social Studio](#)

You can see the posts published and scheduled in other workspaces in the calendar of your workspace. The posts that appear are to the same social accounts that you use and are only read-only. Only workspaces that have enabled sharing are visible on your calendar. You can show posts only from your workspace, from workspaces sharing their calendar, or both your posts and other workspace posts. Before you can see those posts, the workspace admin of the other workspace has to enable the option to share the workspace calendar.

SEE ALSO:

[View Other Workspace Calendars in Social Studio](#)

[Workspaces in Social Studio](#)

[Workspace Role Permissions in Social Studio](#)

Calendar Notes in the Publish Calendar of Social Studio

To leave notes for other workspace members, add a note to the Marketing Cloud Social Studio Publish calendar. You can have them view, edit, or remove Posts, post questions, comments, or suggestions. Use notes to also track of other information that is important. Notes always show in yellow and can include up to 256 characters in length.



Note: You must be logged in to the workspace to add a note and have a contributor workspace role in the workspace. Limited members are not able to add calendar notes. Otherwise, an error message appears that the note failed to save.

[Add a Note to a Workspace Calendar in Social Studio](#)

Add a note to a Marketing Cloud Social Studio Workspace calendar. Use notes for reminders, start, or end dates of advertising campaigns, reminders for yourself or to other workspace members.

[View or Edit a Publish Calendar Note in Social Studio](#)

View or edit an existing calendar note from a Publish Workspace calendar in Marketing Cloud Social Studio.

[Remove a Note](#)


Remove an existing calendar note from a Social Studio Publish Workspace calendar.

SEE ALSO:

[Workspaces in Social Studio](#)

Add a Note to a Workspace Calendar in Social Studio

Add a note to a Marketing Cloud Social Studio Workspace calendar. Use notes for reminders, start, or end dates of advertising campaigns, reminders for yourself or to other workspace members.

1. Click the date or time depending on the Calendar view.
2. Click the Note balloon and add a note title.
3. To change the date and time shown in From and To:
 - a. To show a small calendar and select a different From or To date, click  .
 - b. To select a specific time, unselect **All Day**.
 - c. Select the start time and end time in 30-minute increments.
4. Enter a description and text of the note up to 256 characters.
5. Click **Save Note**.


Click **Cancel** to cancel the note.

The note appears on the calendar in yellow.

View or Edit a Publish Calendar Note in Social Studio

View or edit an existing calendar note from a Publish Workspace calendar in Marketing Cloud Social Studio.

1. Click the note balloon in the calendar.
2. Click **Edit Note**.
3. Edit the note.

 **Note:** The date of the note can also be changed.
4. Click **Save Note**.
The updated note appears in the calendar.

Remove a Note


Remove an existing calendar note from a Social Studio Publish Workspace calendar.

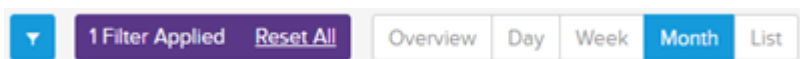
1. Click the note balloon in the calendar.
2. Click **More Options**.
3. Click **Remove**.
The note is no longer on the Calendar.

See a Post's Publishing Status Using Calendar Filters in Social Studio

In Marketing Cloud Social Studio, you can filter posts in the calendar for a workspace. With status filters, you can filter content and provide a focused view of content that you are interested in. If you don't use filters, you see all the posts on the workspace's calendar.

Use these filters to customize the calendar view:

 **Note:** Calendar filters remain selected when switching to Engage or Analyze and then back to the calendar. Also, they remain selected for up to 7 days per user. After 7 days, or if the user accesses the same publish calendar on another PC, the calendar filters are reset. Click **Reset All** to remove all applied filters.



Filter Type	Description
Social Accounts	Select the social account to show posts just by that social account.
Content States	<p>Filter the calendar by these statuses:</p> <ul style="list-style-type: none"> • Scheduled: View posts that are scheduled to be published. • Published: View posts that have successfully published. • Pending Approval: View posts that need pending approval before they are published. • Rejected: View posts that were rejected during approval. • Draft: View posts that are in a draft state. • Failed: View posts that have not been published due to an error. • Scheduled on Facebook: View posts that are scheduled to publish in the future. • Sent as Unpublished: View ad posts. Ad posts show in the newsfeed, but not on the timeline. These posts can use all the targeting options available to ads, such as by interest or custom audience. These posts and the user comments can be viewed and acted on from within an Engage column. • Deleted: View posts that have been deleted. • Promoted: View promoted posts if the Paid Reach is more than one. The filter doesn't appear for promoted posts with a Paid Reach of zero. • Imported: Shows posts created on the native social network and accessed by Social Studio. • Acknowledged: When the assigned mobile user acknowledges that they have received the push notification on their phone. • Pending acknowledgment: When Social Studio sends a push notification to a mobile user and they haven't acknowledged they have seen the notification. • Declined: When Social Studio sends a push notification to a mobile user and they declined the notification.
Labels	<p>Filter content by selecting a label or multiple labels.</p> <p>Archived labels don't appear in the list. You can only select labels that match the posts shown in the current calendar view. Labels not matching posts in the current view are grayed out.</p>

Filter Type	Description
	<p>To match all selected labels, select Match all these labels. To match any of the selected labels, select Match any of these labels.</p> <p>To match posts in the calendar view, select among active labels. Inactive labels don't match posts in the current calendar view and are grayed out. You can't select from active and inactive labels shown on the list calendar view. To see posts matching that label, select the label.</p>
Authors	<p>Filter by any user in your workspace. The dropdown shows only users in your workspace who created content in your current view.</p> <p>Select among active labels to match posts in the calendar view. Inactive labels don't match posts in the current calendar view and are grayed out. You can't select from active and inactive labels shown on the list calendar view. To see posts matching the author label, click the checkbox next to the author.</p>
Media Types	Select to filter posts by link, photo, or video.

View a Post in the Social Studio Calendar

You can view posts that you or other users create, schedule, and publish in a workspace calendar for Marketing Cloud Social Studio. Posts appear differently on the calendar depending on their type and status.

Each social network appears in a particular color. If the post is already published, a post's status on the calendar appears faded. If the post is scheduled, the post's title appears in bold. Icons in the corner of the entry indicate the status. These icons also appear in the post inspector and audit trail. Instagram stories created in Instagram automatically appear on the calendar. Performance metrics for the story appear 24 hours after the story is published on Instagram.

Filter posts using these options.

- You can choose a daily, weekly, monthly, or list view of calendar entries.
- To view only entries with a particular post label, select the post label.
- To show only posts from your author selections, select the author or authors. The author list includes the members of the workspace who can post.
- To view only posts with photos, links, or videos, select that filter.

Additional Resources:

[View Post Details in the Social Studio Calendar](#)

You can see the post details for a post in the Marketing Cloud Social Studio without leaving the calendar. You can view information about post up to 60 days in the past. You can also see how the post looks on the social network.

SEE ALSO:

[Engagement Summary Post Details in Social Studio](#)

[Manage Draft Posts](#)

[Manage Failed Posts in Social Studio Publish](#)

View Post Details in the Social Studio Calendar

You can see the post details for a post in the Marketing Cloud Social Studio without leaving the calendar. You can view information about post up to 60 days in the past. You can also see how the post looks on the social network.

Instagram stories appear after they're published on Instagram. Stories can only be created in Instagram, not in Social Studio. A story expires within 24 hours. Performance metrics appear for the story after 24 hours.

[Engagement Summary Post Details in Social Studio](#)

In the Marketing Cloud Social Studio Publish calendar, the Engagement Summary block shows performance parameters for the post. Performance includes a breakdown of interactions, which vary depending on the post's social network used. Performance also includes a breakdown of clicks and of the negative feedback for the post.

[Notify a Social Studio User of a Post](#)

When working with posts in the Social Studio Publish calendar, you can notify a workspace member about the post. An email is sent to the user. Social Studio tracks the activity in the audit trail.

[Explanation of Post Status Indicators in Social Studio](#)

Posts on the calendar can have different status indicators when viewed in the post inspector. A post's status appears at the top of the post details in the Marketing Cloud Social Studio Publish calendar post inspector.

[Monitor Post Activity in Social Studio Publish](#)

When reviewing the details of a scheduled or published post in a workspace calendar, you can view the activity for the post.

[Post Details Action Buttons in Social Studio Calendar](#)

You can review the details of a scheduled or published post in a workspace calendar in Social Studio Publish. To act on the post, use the quick action buttons that are available on the social network.

[Labels Block for Posts in Social Studio](#)

Review the details of a scheduled or published post in a workspace calendar in Marketing Cloud Social Studio Publish. The label block shows the Publish Labels applied to the post. You can add more labels to the post.

[Engagement Summary of Published Posts](#)

You can see an engagement summary of published posts in the workspace calendar in Marketing Cloud Social Studio Publish. For each published post, you can view the breakdown of interactions. The post's performance appears in a Performance Block of the post inspector.

[Preview Block for a Post in the Social Studio Publish Calendar](#)

Preview a Marketing Cloud Social Studio Publish calendar post using the post details modal. The Post Preview section shows a social network icon and the account name. Also shown is the post content, preview of images and video, and a view details page. Click the link to open the post on the social network.

[Social Accounts Block](#)

You can review the details of a scheduled or published post in a workspace calendar in Social Studio Publish. You can also view the social account the post was posted on and the time and date of the post.

SEE ALSO:

[See Social Account and Topic Profile Posts in a Feed Card in a Social Studio Analyze Dashboard](#)

[Approval Rules](#)

[Create a Post in Social Studio](#)

[See Post Specifics in One Place in Social Studio](#)

Engagement Summary Post Details in Social Studio

In the Marketing Cloud Social Studio Publish calendar, the Engagement Summary block shows performance parameters for the post. Performance includes a breakdown of interactions, which vary depending on the post's social network used. Performance also includes a breakdown of clicks and of the negative feedback for the post.

Social Network	Description	Parameters	
Facebook	<p>The Facebook Post Engagement Summary shows the number of people reached, post clicks, and engagements. Engagement Rate is calculated by dividing Post Engaged Users by Unique Post Impressions and then multiplying the result by 100.</p> <p>To show more Engagement Summary totals, click Show More Stats.</p>	<ul style="list-style-type: none"> • People Reached • Post Clicks • Engagements • Engagement Rate • Engagement Breakdown <ul style="list-style-type: none"> – Likes – Comments – Shares – Post Clicks • Reactions Breakdown <ul style="list-style-type: none"> – Reactions Total – Anger – Haha – Like – Wow – Love – Sorry • Negative Feedback <ul style="list-style-type: none"> – Hide Posts – Hide All Posts – Report as Spam – Unlike Page 	<ul style="list-style-type: none"> • Reach Breakdown <ul style="list-style-type: none"> – Paid Reach – Paid Impressions – Fan Paid Impressions – Fan Reach – Organic Reach – Viral Reach • Click Breakdown <ul style="list-style-type: none"> – Photo Views – Video Views – Link Clicks – Other Clicks
Twitter	<p>The Twitter Post Engagement Summary shows specific engagement numbers of how the tweet performed. Hover over the circle question mark next to the metric for more information.</p> <p>Engagement Rate is calculated by adding Replies, Retweets, Favorites, and Clicks, dividing that number by the number of followers, and then multiplying the result by 100.</p>	<ul style="list-style-type: none"> • Clicks • Engagements • Favorites • Followers at Time of Tweet • Impressions • Replies • Retweets • Video Views 	

Social Network	Description	Parameters	
LinkedIn	The LinkedIn Post Engagement Summary shows numbers for these parameters:	<ul style="list-style-type: none"> • Clicks • Comments • Engagements • Likes 	
<p>Google+</p> <p>As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.</p>	The Google+ Post Engagement Summary shows the number of:	<ul style="list-style-type: none"> • +1 • Clicks • Comments • Engagements • Reshares 	
YouTube	The YouTube Post Engagement Summary shows the number of:	<ul style="list-style-type: none"> • Comments • Dislikes • Likes • Link clicks • Views 	
Instagram	The Instagram Engagement Summary shows the number of:	<ul style="list-style-type: none"> • Comments • Engagements • Impressions • Reach • Saved 	

SEE ALSO:

[Published Posts by Engagement Card in Social Studio](#)

Notify a Social Studio User of a Post

When working with posts in the Social Studio Publish calendar, you can notify a workspace member about the post. An email is sent to the user. Social Studio tracks the activity in the audit trail.



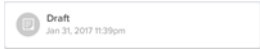
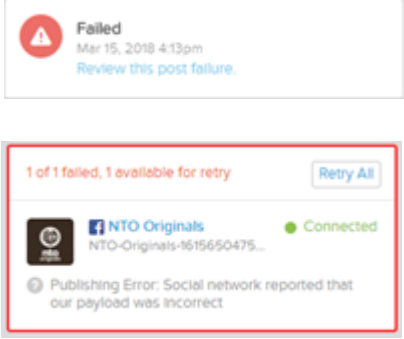

1. In the Publish calendar, select the post that you want to notify a user.
2. In the post inspector, enter @ followed by the user's name. As you type, you can select from the matching choices. @mentioning a user doesn't send the note.
3. Add a note, either @mentioning a user or just text, and click **Add Note**.
An email is sent to the address that the user has registered.



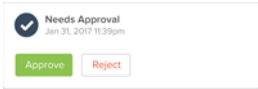
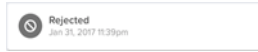
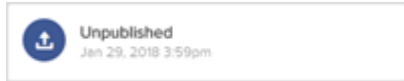
SEE ALSO:

[Add a User to a Social Studio Workspace](#)

Explanation of Post Status Indicators in Social Studio

Posts on the calendar can have different status indicators when viewed in the post inspector. A post's status appears at the top of the post details in the Marketing Cloud Social Studio Publish calendar post inspector.

Post State	Indicator	Description
Published		The social network publishes the post and not through Social Studio.
		Social Studio publishes the post.
Draft		A post that is in draft state and not published.
Failed to publish		To view why the post failed to publish, click the link. If you are unsure why the post failed, contact support. The author of the post receives an email notification that the post has failed.
Scheduled for publishing		A post is scheduled for publishing.

Post State	Indicator	Description
Scheduled to Facebook		A post is scheduled to be published on Facebook.
Pending approval		A post needs approval.
		A post needs approval and the currently logged-in user is an approver.
Post is rejected		A post has been rejected.
Unpublished Page Post		A Facebook post is classified as an unpublished post.

Monitor Post Activity in Social Studio Publish

When reviewing the details of a scheduled or published post in a workspace calendar, you can view the activity for the post.

1. To see the activity block for a post, click the desired post in the calendar.
2. To see when the post was published, who created it, and when, find the information in the activity block .
Also shown is if the post was published immediately or scheduled, if the post was edited and by who, and if any. You can also monitor approval workflows were triggered. If there are triggered approval workflows, the audit trail shows an entry for the user who approved or rejected the post.
3. To attach a note for the post, like a reminder or alert another workspace member to the post, see [Notify a Social Studio User of a Post](#).











SEE ALSO:

[Notify a Social Studio User of a Post](#)

Post Details Action Buttons in Social Studio Calendar

You can review the details of a scheduled or published post in a workspace calendar in Social Studio Publish. To act on the post, use the quick action buttons that are available on the social network.

Button	Name	Description	Social networks availability
	Edit	Click to edit a scheduled post or a post needing approval. No changes can be made to a published post.	
















Button	Name	Description	Social networks availability
	Duplicate Post	Click to make another copy.	
	Share Content	Based on Workspace permission levels, you can share a post as shared content with an entire workspace, enter a comment, and set enable and disable dates.	
	Promote Content	If you are registered with Social.com and a post is on Facebook, you can promote the post using targeted ads. To promote the post, register with Advertising Studio first.	
	Delete	Use to remove an unpublished post. You cannot delete a published post.	
	Delete on Facebook	Use to delete inappropriate or unwanted posts directly. This button can reduce the need for native Facebook management.	

Labels Block for Posts in Social Studio

Review the details of a scheduled or published post in a workspace calendar in Marketing Cloud Social Studio Publish. The label block shows the Publish Labels applied to the post. You can add more labels to the post.

Engagement Summary of Published Posts

You can see an engagement summary of published posts in the workspace calendar in Marketing Cloud Social Studio Publish. For each published post, you can view the breakdown of interactions. The post's performance appears in a Performance Block of the post inspector.

Metrics			 ¹				
+1							
Comments							
Dislikes							

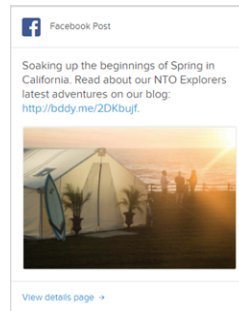
Metrics			 ¹				
Engagements							
Favorites							
Followers at Time of Tweet							
Impressions							
Likes							
Link Clicks ²							
Post Clicks							
Reach							
Repins							
Replies							
Reshares							
Retweets							
Saved							
Shares							
Video Views ³							
Views							
Viral Reach							

 **Note:**

- LinkedIn posts show the number of Likes, Comments, and Link Clicks.
- Link Clicks results appear in the report only when the post was created in Social Studio using a bitly shortener. No Link Clicks appear if:
 - The post was created on the social network and not in Social Studio
 - The post was created in Social Studio not using the bitly shortener
- A count of how many times a video in the given Tweet was 50% visible for at least two seconds.

Preview Block for a Post in the Social Studio Publish Calendar

Preview a Marketing Cloud Social Studio Publish calendar post using the post details modal. The Post Preview section shows a social network icon and the account name. Also shown is the post content, preview of images and video, and a view details page. Click the link to open the post on the social network.



Note: You can view a video added to a Facebook, Twitter, Instagram, or a YouTube post from within Social Studio in the Post Details modal. Also you can add the video in an Engage column. Videos already embedded in a post cannot be played within the Post Details modal or in an Engage column. If the post is not published, an Edit icon appears where the post can be edited.

Post content can include links or mentions, called @mentioning, to published Facebook pages. Links to these pages appear in blue and when clicked jump to that specific page.

Social Accounts Block

You can review the details of a scheduled or published post in a workspace calendar in Social Studio Publish. You can also view the social account the post was posted on and the time and date of the post.

Note: If the post is not published, an edit icon appears. To change the destination social accounts, change the scheduled publish time and date or change any gating parameters, you can edit the post.

The Social Accounts section of the Post Inspector shows the following:

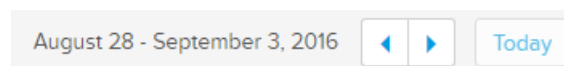
- The icon of the social account type.
- The name of the social account.
- The address of the Facebook page or the Twitter handle.
- Published or scheduled date and time
- Any Facebook gating parameters, Twitter Targeting parameters, or LinkedIn Targets.

Switch Calendar View in Social Studio Publish

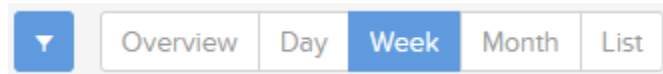
In Marketing Cloud Social Studio Publish, you can view the workspace calendar in day, week, and monthly views to see when posts are scheduled. More options of filtering by social account type, post status, label, and post author are also available.


You can see all created posts, previously published and scheduled posts. These posts are either published from Social Studio, Social Studio Mobile, or natively from the social account in a single workspace calendar. You can edit scheduled posts.

The default calendar view is the current week.



To switch the calendar view, click the view name.




 **Note:** The overview selection shows an agenda view of posts for that week. The calendar view remains set during the time Social Studio is open. Once you close Social Studio and then go back into the calendar, the calendar view defaults back to the week view.

Shared Post Content in Social Studio

With Social Studio, you can reuse previously published post content on other social networks. You can also use saved content as the basis for new content.

Users can reuse and modify previously created content rather than create it from scratch each time. A benefit of using the same content repeatedly, you can reduce the errors or inconsistencies in style, information, and tone of voice. Images in shared content can be reused in a new post. Only one image can be included in a post. Content that is performing the best in engagement can be reused.

 **Note:** Videos added to a post from the social network and not in Social Studio cannot be shared and used as Shared Content.

Comments can be attached to the content by the author or by other members of the workspace.

If a post is reused, shared content can be created from a published, unpublished, scheduled, or unscheduled post.

[First Time Using Shared Content](#)

If there are no Shared Content items in the Shared Content Index, a message is displayed.

[Manage Shared Content](#)

Manage Shared Content within Social Studio.

[Shared Content Details](#)

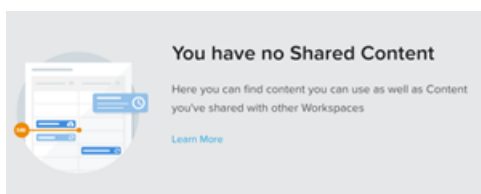
In Social Studio, you can view the details of a shared content item.

[Shared Content Index](#)

The Shared Content Index in Social Studio is a list of all the Shared Content items the user has created or has been shared in the workspace.

First Time Using Shared Content

If there are no Shared Content items in the Shared Content Index, a message is displayed.



Create shared content from an already published or scheduled Publish calendar post or a post that has been saved as a draft.

Manage Shared Content

Manage Shared Content within Social Studio.

Manage Shared Content Tasks**Description**

Add an Activity Note

Enter the note text in **Add Note** within the Activity pane and press **Enter**.

In a note for a Shared Content item, you can place a link for any website or resource that could be useful for the item. Social Studio automatically formats URLs as active links.

Add a Shared Content Label

Create shared content and tag it with the appropriate campaign category label. Shared Content items can be filtered by label and are viewable by anyone with access to that particular piece of content.

Archiving Shared Content

Shared Content items can be archived which removes them from the Shared Content Index. Performance history is stored for future analysis.

You must be a Workspace Admin to archive Shared Content items and disable the item in the Workspaces where the Shared Content was shared.

A Super User can archive Shared Content even if it's archived from the Workspaces that share it.

Access the Shared Content.

Click **View details**.

Click **Disable Use**.

[Create Shared Content from an existing post](#) on page 352

Create a Shared Content item from an existing post

Deleting Shared Content

Remove a Shared Content item from the Shared Content Index and make it unavailable to all the Workspaces. Performance history is deleted .

Only the Workspace Admin who originally shared the content can delete it and to remove the item from the other Workspaces where it was shared.

A Super User can delete the Shared Content even if they haven't shared the content and the Shared Content is deleted from the Workspaces that share it.

Access the Share Content.

Click **View details**.

Click **Delete**.

Dismiss Shared Content item

Click **Dismiss** (in Shared Content index or in the Details view) to remove a piece of shared content from workspace you're reviewing that content within.

The button and link only appear in the Shared Content index or View Details for that item within the recipient workspace. You must

Manage Shared Content Tasks	Description
	be a Workspace Admin or a Full User to dismiss a Shared Content item.
Edit Shared Content item	Edit the shared content item (if you're the workspace admin or full user in the workspace of origin).
Filter view of Shared Content Index	Filter Shared Content items in the index by Recently Created , Most Engaging , or Labels applied to Shared Content items. Either enter a label or select from existing labels to filter the Shared Content items.
Save to Index item but not share on page 352	Save Shared Content items to the index but not share it. If not shared, the item is saved to the Shared Content Index for that user.
Use Shared Content from Index on page 353	Using a Shared Content item from the Shared Content Index.

Additional Resources:

[Create from Existing Post](#)

Steps to create Shared Content from an existing post in Social Studio.

[Share to Index](#)

These steps are for when a Shared Content item is not shared but saved in the user's Shared Content index in Social Studio.

[Use from Index](#)

Use Shared Content items within Social Studio.

Create from Existing Post

Steps to create Shared Content from an existing post in Social Studio.

1. Access the desired workspace Calendar.
2. Locate the post in the calendar.
3. Click the post to open the **Post Details**.
- 4.

Click  to reuse.

A blank copy of the post opens in a Shared Content flyout with the details already filled in to be modified. The text, image, and comments can be added or changed. Comments are useful to inform others of important information such as why the shared content was made or maybe suggestions of when to use it. These comments are viewable from the Shared Content Index.

5. Share content with workspaces.
6. Click **Apply**.

Share to Index

These steps are for when a Shared Content item is not shared but saved in the user's Shared Content index in Social Studio.

Share items among other workspaces.

1. Select the workspaces where the content is shared.
2. Or click the check box at the top to share with all workspaces in the organization.
3. Optionally set the begin and end share date to define a date range of when the content can be shared. Once the end date has passed, the content is no longer sharable to other workspaces. Other workspaces will not see the shared content in their shared content index. If the shared content is outside that date range, 'Use this content' will be grayed out for the content on the Shared Content Index view.

Use from Index

Use Shared Content items within Social Studio.

1. Click **Shared Content**.
2. Locate the shared content to reuse.
3. Click **Use this content** to open the shared content and reuse it on a social network.
4. Choose the desired social network from the popup window.
5. Continue with the [Create a Post in Social Studio](#) on page 305 steps.

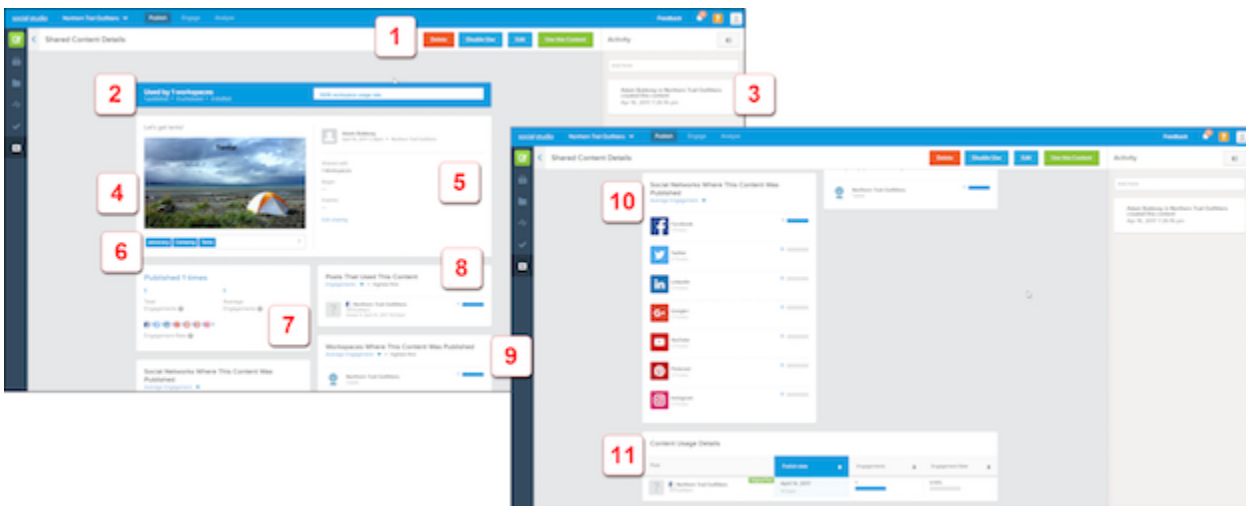
 **Note:** Complete the fields but modify to suit the specific need.

6. Click **Publish** and the window is returned to the Shared Content Index.

Shared Content Details

In Social Studio, you can view the details of a shared content item.

Click **View details** on the Shared Content item to get more details on the shared content item.



Callouts

(1)



Use these buttons for these actions:

Delete the shared content from the organization.

Disable the shared content's use.

Edit the content.

Use the content.



(2) Shows the number and percentage of workspaces using this item. The number of posts published, scheduled, and drafted also show.

(3) Shows where the content has been used with the workspace name, and who created the content. Notes from the content author and other workspace members are tracked and can be used as collaboration tools.

Click **Add Note** and enter the text information. The creation time and date appear below the note.

(4) Shows preview of the shared content:

Content text and image

Who created the content, when they created it, and comments they entered.

The number of workspaces the content is shared with

The date when the content should no longer be used.

(5) Details of the shared content item such as:

The author

The intended workspace

Number of workspaces sharing the item

Begin and end sharing dates

A link to edit the sharing of the item with other workspaces.

(6) Use shared content labels to help categorize and organize the shared content pieces. Search all shared content for that label to display only matching pieces.

(7) Shows how many times the content has been published and includes numbers for total engagements, average number of engagements, and the engagement rate as a percentage per social network.

(8) Lists what posts have used the content. The table lists the name of the Twitter handle or Facebook account, any gating parameters, and when the post was updated. The list can be sorted by highest or lowest number of engagements first and the engagement rate as a percentage.

(9) Shows the social networks where the content was published with the number of posts. The list can be sorted and shown by the number of engagements on average, the actual number of engagements, and the rate of engagement shown as a percentage.

(10) Shows a table with the name of the social accounts the shared content was published with along with columns for the posts published, the number of engagements, and engagement rate. Click the post's parameter numbers to open up the Post Inspector to view specific metrics.

Shared Content Index

The Shared Content Index in Social Studio is a list of all the Shared Content items the user has created or has been shared in the workspace.

All Shared Content resides in one place within Social Studio. The view can be sorted by **Recently Created** (the shared content items are shown with the most recent first), Click **Shared Content** to open a view of all the shared content with the following information on the shared content:

- Shared Content text
- Image that was used
- Who saved the content and when plus any comments they added
- How many workspaces the shared content was shared with
- Summary metrics of its performance
- Number of total engagements, number of average engagements, social network engagement rate in a percentage

Shared Content can be sorted in Index page by Recent and Highest engagement rate. Click **View Details** to view more details about the content.

View Other Workspace Calendars in Social Studio

You can see the posts published and scheduled in other workspaces in the calendar of your workspace. The posts that appear are to the same social accounts that you use and are only read-only. Only workspaces that have enabled sharing are visible on your calendar. You can show posts only from your workspace, from workspaces sharing their calendar, or both your posts and other workspace posts. Before you can see those posts, the workspace admin of the other workspace has to enable the option to share the workspace calendar.

1. Open Social Studio, and if you are not in the workspace you want, change workspaces.
2. Select a viewing option.

Engage in Social Studio

Use the Engage part of Marketing Cloud Social Studio to monitor the content that has been posted to social accounts or gathered from topic profiles. The posts that appear can be from content published using Publish or from defined topic profiles.

Using Engage, you can see what others are replying to, commenting on, and sharing with other social network members. Posts in Engage can be responded to, marked for other engagement actions, and assigned to others on the team to follow up.

Engage uses tabs, which can contain one or more columns. A column can have one or more social accounts or one or more topic profiles. The social accounts and topic profiles can exist in multiple columns or can be contained within the same tab. Specific filtering criteria for multiple social accounts can have their own columns within their own tabs. The tabs can have the same accounts but with different filtering options.

You can have a limited number of 30 tabs. Click and drag the tab title to rearrange tabs into a new order.

A tab can contain an unlimited number of columns where more columns can be added, renamed, removed, rearranged, and filtered.

Social Studio remembers where you were in Engage the last time you worked, so when reopening that workspace, you are taken to Engage instead of Publish.

Engage uses Real-Time Collaboration so you can see who else is viewing and engaging with the same posts avoiding duplication of post engagement.

 **Note:** The same image or video formats apply if:

- Adding an image or video when composing a post in Publish
- Viewing a post in an Engage column
- Viewing a post with an image or video in a Feed card of an Analyze Dashboard

For suggestions and comments, click the Feedback for the Social Studio app. The link is not a request for Technical Support for Social Studio. For help on using Social Studio, refer to [Help Resources](#) on page 217. Use the page assist icon to find relevant help pages. Use the avatar picture to view your user profile. Use the bell icon to review notifications.

Additional Resources:

[Monitor Your Social Media Activity in Social Studio](#)

Review the activity across all of your social accounts and topics in the Engage module in Marketing Cloud Social Studio. You can organize and classify posts and engage with individual posts using quick action icons. You can also see photo tags for Instagram posts. The Engage content updates every 30 seconds with the latest information.

[Group Columns with Tabs in Social Studio to Suit Your Engagement Needs](#)

With Marketing Cloud Social Studio, you can create Engage columns by social account, topic profile, or your specific business need. To group these columns, you can add the columns to tabs by department, campaign, product, or brand, for example. You can also use tabs for filtered columns in a way that is important to you.

[Manage Engage Columns in Social Studio](#)

Use Engage columns in Marketing Cloud Social Studio to show listening information that is important to you. You can apply filters, labels, social accounts, or topic profiles and sort columns by date range or the order received. Each Engage column can contain a total of 50 social accounts including Google My Business locations.

[See Post Specifics in One Place in Social Studio](#)

To view the specifics of a post in a column, use the post inspector in Marketing Cloud Social Studio. You can see them in Engage or in an Analyze Dashboard Feed card. How you see the post information and engage with the post in certain ways depending on the social network. The post inspector uses tabs to organize post information and indicates whether posts are part of a conversation.

SEE ALSO:

[See the Social Studio Posts You Want with Column Filters](#)

[Review Image, Video, and Facebook Feed Options for Social Studio Posts](#)

[See the Social Studio Posts You Want with Column Filters](#)

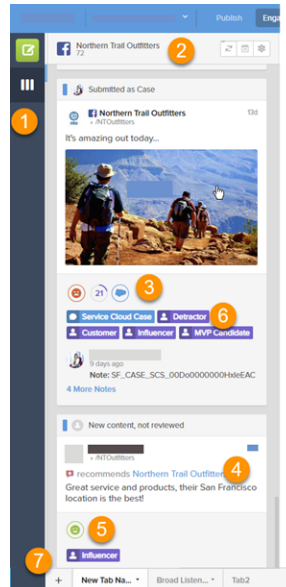
[Topic Profiles in Social Studio](#)

[Supported Social Networks in Social Studio](#)

[Real-Time Post Collaboration in Social Studio Engage](#)

Monitor Your Social Media Activity in Social Studio

Review the activity across all of your social accounts and topics in the Engage module in Marketing Cloud Social Studio. You can organize and classify posts and engage with individual posts using quick action icons. You can also see photo tags for Instagram posts. The Engage content updates every 30 seconds with the latest information.




- [Create content](#) on page 305 or [refresh the display of social account or topic profile columns in the current tab](#) (1). If you can't see all the columns at once, use the arrow keys to scroll horizontally.

 **Note:**

–



If you are workspace member and  is grayed out, you don't have permission to create or publish content in that workspace. However, you can still reply to a post and change the post's attributes, among other options. You can also change workflow options such as priority, status, and assignment. To enable publish capabilities for the workspace, contact your workspace admin.

- If you are a workspace admin, [change the user's publish permissions](#).

- View the total number of new posts in the column since the column was refreshed (2).
- View the [Twitter Author Influencer score](#) on page 382, post sentiment, and whether a Service Cloud Agent published the post (3).
- When working with Facebook posts, click the @mention page link (4) in the Engage column or in the post preview area of the post inspector. The link opens in a new browser tab to the Facebook page.
- Classify posts into categories by using an [author label](#) on page 382 or [post labels](#) on page 372 (6), or [add a tab](#) to organize content (7).

Additional Resources:

[Real-Time Post Collaboration in Social Studio Engage](#)

If multiple users access the same post, an indicator appears in the column post. The indicators appear differently in the Engage column and in the Post Inspector. If another user accesses the post, the first initial of the user's display name is shown. If multiple users access the post, an indicator shows the number of users. Hover over the initial to see the full username. When another user moves their focus off the shared post viewing, the icon changes to the new status. If the network status changes due to one of the users viewing the same post, the collaboration icon can change.

[View Service Cloud Agent Responses in Social Studio](#)

Responses from a Service Cloud Agent can appear in the post in a Marketing Cloud Social Studio Engage column. The responses appear below the post or in Activity Tab of the post inspector. You can only see the responses in Social Studio, not the service cases themselves.

[View Post Information in a Social Studio Engage Column](#)

From an Engage column in Marketing Cloud Social Studio, you can view detailed post information without opening the Post Inspector. Seeing complete information on a post at a glance can be a time-saver and give you the entire picture of the post. View information such as post status, who the post is assigned to, any embedded URLs or links, and an image or video in the post. You can also see if other users are viewing the same post, the post's sentiment and a Twitter author's influencer score.

[Post Avatar States for Posts in a Social Studio Engage Column](#)

Posts that appear in a Social Studio Engage column have different avatar pictures to indicate the type of post. Some avatar state types only appear to certain social network types.

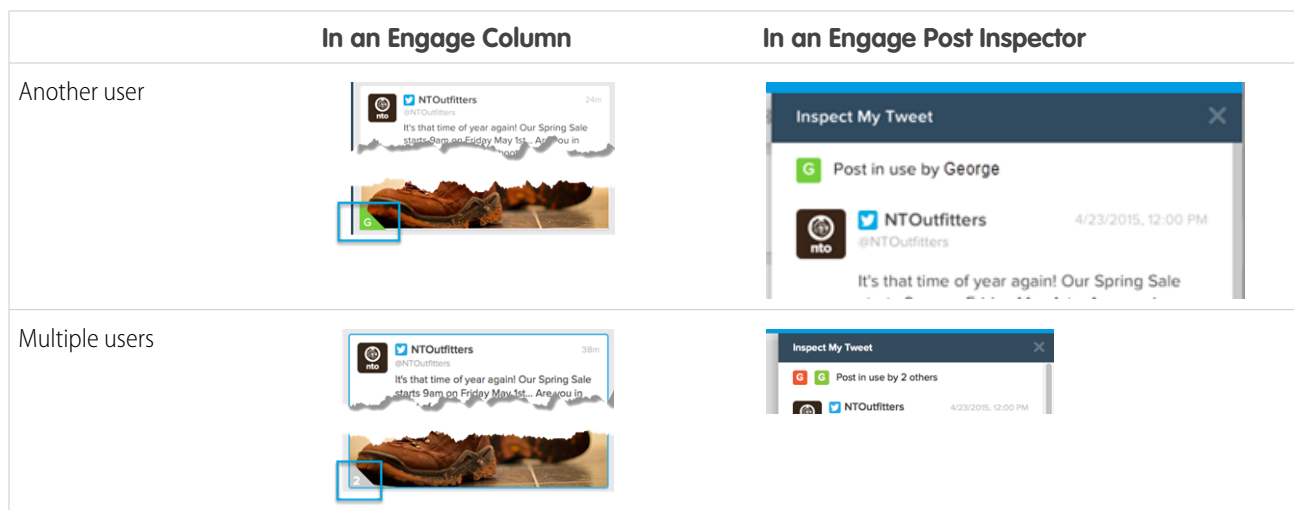
SEE ALSO:

[Create a Post in Social Studio](#)

[Interact with Posts in Social Studio](#)

Real-Time Post Collaboration in Social Studio Engage

If multiple users access the same post, an indicator appears in the column post. The indicators appear differently in the Engage column and in the Post Inspector. If another user accesses the post, the first initial of the user's display name is shown. If multiple users access the post, an indicator shows the number of users. Hover over the initial to see the full username. When another user moves their focus off the shared post viewing, the icon changes to the new status. If the network status changes due to one of the users viewing the same post, the collaboration icon can change.

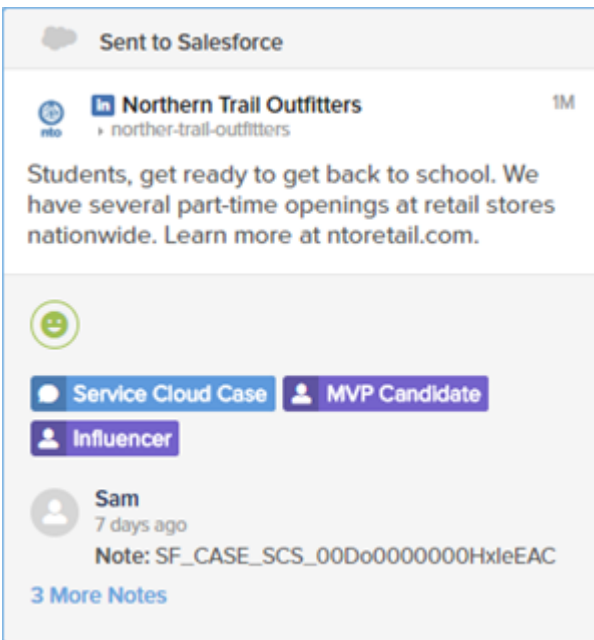


View Service Cloud Agent Responses in Social Studio

Responses from a Service Cloud Agent can appear in the post in a Marketing Cloud Social Studio Engage column. The responses appear below the post or in Activity Tab of the post inspector. You can only see the responses in Social Studio, not the service cases themselves.

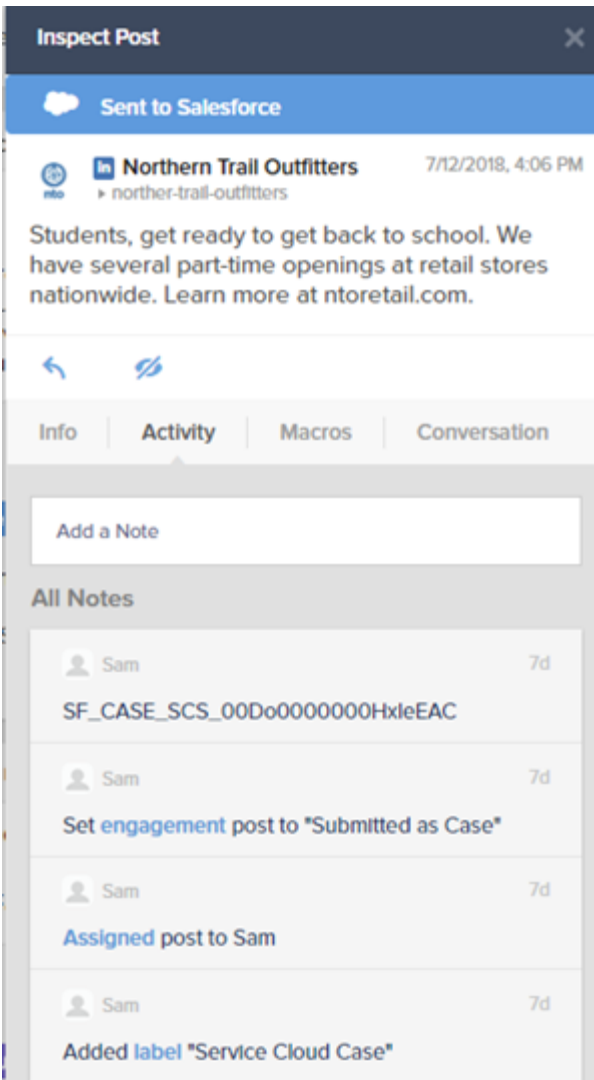
Review two-way communication between Social Studio and Service Cloud across all supported Social Networks:

- Review Salesforce Service Cloud Agent activity and responses within Social Studio without logging out.



 **Note:** If there is more than 1 response and to see all, click **More Notes**.

- Read an agent's actual response in the post inspector.





View Post Information in a Social Studio Engage Column

From an Engage column in Marketing Cloud Social Studio, you can view detailed post information without opening the Post Inspector. Seeing complete information on a post at a glance can be a time-saver and give you the entire picture of the post. View information such as post status, who the post is assigned to, any embedded URLs or links, and an image or video in the post. You can also see if other users are viewing the same post, the post's sentiment and a Twitter author's influencer score.

A post in an Engage column shows this information on the post:

- To see who is assigned for follow-up, click the avatar. Social Studio shows the status of the post. If the post is a reply to a Twitter comment, "reply to" appears. The indicator does not count against Twitter's 280-character limit.
- To see the post as it appears on the social network, click the timestamp in the post.
- For Facebook posts, the text could also be a Facebook Recommendation, formerly known as a Review. The post appears with a series of stars given for the review. If the post contains embedded links with referenced URLs and @mentions, you can click the links for Facebook public pages, Twitter handles, and Instagram @mentions.

 **Note:** To see Facebook Reviews in an Engage column, enable them on the Facebook page by selecting **Settings**, then **Reviews**. Facebook Reviews for a business must have a physical address associated with the business.

- You can quickly view a Facebook private message conversation thread within Social Studio. Click the post in an Engage column to view the full conversation thread in the Conversation tab of the Post Inspector. You can also assign, label, and prioritize individual messages.
- If the post is in Hebrew, Persian, or Arabic, the characters display from right to left. You can also reply to the post in that language. Social Studio autodetects language.
- To preview the images, video, or animated gif, click . You can't play videos embedded in a Facebook post or a Tweet outside of Social Studio in the Post Inspector or in an Engage column. You can play videos in Facebook or Twitter posts created in Social Studio while in an Engage column or Post Inspector. You can also view multiple images created on Facebook in an Engage column.
- If other users view the same post while you are viewing it, you can see an indicator.
- You can see the sentiment of the post.
- For tweets, you can see the author's Influencer Score.
- The post can also show if a Service Cloud Agent published the post and if it was sent to Service Cloud through a macro.
- To quickly engage with the post, use quick action icons dependent on the social network.
- View author labels that classify the author of the post.
- View the post labels that you and other users can use to organize posts.
- View notes that Social Studio or another user can add to the post. If there are more than two notes, a link appears.
- If the Sent to Salesforce badge appears, the Social Customer Service (SCS) case number and any agent replies appear in the notes.

SEE ALSO:

[See the Social Studio Posts You Want with Column Filters](#)

[External Link: Facebook - How do I turn Recommendations on or off for my Business Page?](#)

[Interact with Posts in Social Studio](#)

[Manage Engage Columns in Social Studio](#)

[See Post Specifics in One Place in Social Studio](#)


[Publish Labels](#)












[Sentiment Model](#)

Post Avatar States for Posts in a Social Studio Engage Column

Posts that appear in a Social Studio Engage column have different avatar pictures to indicate the type of post. Some avatar state types only appear to certain social network types.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Post Type	Facebook	Twitter	LinkedIn	Google+	Instagram
Post		n/a	n/a	n/a	n/a

Post Type	Facebook	Twitter	LinkedIn	Google+	Instagram
Retweet	n/a		n/a	n/a	n/a
Quote Tweet	n/a		n/a	n/a	n/a
Direct Message	n/a		n/a	n/a	n/a
Inbox Message		n/a	n/a	n/a	n/a
Comment		n/a	n/a	n/a	
Reply		n/a	n/a	n/a	n/a
Unpublished Post on page 382		n/a	n/a	n/a	n/a
Unpublished Post Comment		n/a	n/a	n/a	n/a
Page Wall Comment	n/a	n/a			n/a


SEE ALSO:

[Dashboard Cards in Social Studio Analyze](#)



[Interact with Posts in Social Studio](#)

Group Columns with Tabs in Social Studio to Suit Your Engagement Needs

With Marketing Cloud Social Studio, you can create Engage columns by social account, topic profile, or your specific business need. To group these columns, you can add the columns to tabs by department, campaign, product, or brand, for example. You can also use tabs for filtered columns in a way that is important to you.

 **Tip:** If there are too many columns, use the tab overflow menu to access the columns not shown. You can also rearrange tabs by clicking and holding on a tab, and then dragging the tab to the new order.

If the Workspace Admin created a tab template that you can use, the template defines a core set of columns to ensure consistency across the workspace.


1. Access the workspace where you want to add tabs.
2. Switch to **Engage**, and follow the steps depending on these options:
 - a. If the workspace has no tabs and there are no tab templates, Social Studio creates a default My tab and shows you a welcome message. The welcome message provides guidance on creating a column in the tab.
Click . In Create Tab, type the tab name. Click **Create Tab**. In Add Column, [add either a social account or a topic profile](#) on page 364.
 - b. If the workspace has no tabs but a tab template was created, choose a tab template from the selection or create your own column.
At Create Tab, name the tab. Select a tab template from the list. Click **Create Tab**.
 - a. Click .
 - b. At Create Tab, enter the tab name.
 - c. Click **Create Tab**.
 - d. At Add Column, [add either a social account or a topic profile](#) on page 364.
 - c. If you are a new Social Studio and there is a tab template for new users: Social Studio already populated the tab with preconfigured columns. If the assignment filter for the columns is set to Logged In user, your columns are populated with posts assigned to you.
3. Save the columns.

SEE ALSO:

[Engage Tab Templates](#)

Manage Engage Columns in Social Studio

Use Engage columns in Marketing Cloud Social Studio to show listening information that is important to you. You can apply filters, labels, social accounts, or topic profiles and sort columns by date range or the order received. Each Engage column can contain a total of 50 social accounts including Goggle My Business locations.

1. Access Engage column settings by clicking  for the Engage column.
2. Rearrange the columns in Engage by clicking and dragging the column's header to where you want the column.
3. Rename a column by clicking its title and entering the new title.

Additional Resources:

[Add or Remove an Engage Column in Social Studio](#)

If the post information you want does not appear by default, you can add a column in Marketing Cloud Social Studio Engage. Columns enable you to view social account and topic profile activity side by side. You can add as many columns as you want, and a column can contain more than one social account or topic profile. Columns can have social accounts or topic profiles, but not both. Plus Columns don't support Google+ or Pinterest accounts.

[Edit Social Accounts or Topic Profiles in Engage Column in Social Studio](#)

To show posts from your social accounts or a topic profile, customize which social accounts or topic profiles appear in the Engage column. Marketing Cloud Social Studio Engage column can't show social accounts and topic profiles together. A column can have up to 50 social accounts, and you can organize it by account type. A column can also show one topic profile. For multiple topic profiles, create a column for each topic profile.

[Filter a Social Studio Engage Column by Date](#)

You can quickly see only posts in an Engage column in Marketing Cloud Social Studio. See only posts for a specific day or up to a specific range up to 90 days in the past. Unless you reset the filter, each time you log in, the filter is applied to the column.

[Filter an Engage Column in Social Studio](#)

You can filter posts to see only the posts that matter to you. You can filter an Engage column by one or more filters.

[Apply Social Studio Actions to Multiple Posts in Engage](#)

You can quickly change the status, priority, assignment, sentiment, and classification of multiple posts at once in Marketing Cloud Social Studio. You can also apply labels and macros to the selected posts.

[Threshold Alerts in Social Studio](#)

Social Studio can notify you through Threshold Alerts when a set level of posts or percentage of posts is reached. Social Studio delivers the notifications inside the app, email, and a push notification in Social Studio Mobile. If you are a Super User or a Full User, you can create up to five threshold alerts across your Social Studio org. The alerts are for topic profiles or social accounts and configured to capture specific number of posts or a certain percentage of posts.

SEE ALSO:

[View Post Information in a Social Studio Engage Column](#)

[Post Avatar States for Posts in a Social Studio Engage Column](#)

[Real-Time Post Collaboration in Social Studio Engage](#)

[See the Social Studio Posts You Want with Column Filters](#)

[View Service Cloud Agent Responses in Social Studio](#)


Add or Remove an Engage Column in Social Studio

If the post information you want does not appear by default, you can add a column in Marketing Cloud Social Studio Engage. Columns enable you to view social account and topic profile activity side by side. You can add as many columns as you want, and a column can contain more than one social account or topic profile. Columns can have social accounts or topic profiles, but not both. Plus Columns don't support Google+ or Pinterest accounts.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

The workspace lists only the topic profiles added by the workspace admin. To use a topic profile in a column, ensure that the workspace admin adds the topic profile to the workspace first. If you don't see the topic profile that you want to add, contact your workspace administrator.


1. In Engage, scroll to the right, and click **Add Column**.

 **Note:** If you have multiple columns, Add Column appears to the right of all your columns. If you have no columns, Add Column is the only button on the default tab.

2. To add social accounts, Google My Business location groups or topic profiles, choose **Social Account, Topic Profile**. Social accounts, topic profiles, and location groups can't exist in the same column.

Select one or more from the list and click **Apply**.

The new column appears with the selected social accounts or topic profiles.

3. To remove a column, click , and click **Remove Column**. Removing the column doesn't delete any interactions made in the posts. They are already part of the individual posts.


SEE ALSO:

[Edit Social Accounts or Topic Profiles in Engage Column in Social Studio](#)

Edit Social Accounts or Topic Profiles in Engage Column in Social Studio

To show posts from your social accounts or a topic profile, customize which social accounts or topic profiles appear in the Engage column. Marketing Cloud Social Studio Engage column can't show social accounts and topic profiles together. A column can have up to 50 social accounts, and you can organize it by account type. A column can also show one topic profile. For multiple topic profiles, create a column for each topic profile.

Your brand's @mentions don't appear in your Engage column or on an Analyze dashboard feed card when using topic profiles. Marketing Cloud Social Studio doesn't save @mention brand posts through topic profiles. To show the Facebook Managed accounts @mentions, use the Mentions and Comment Mentions media types. The media types are also available as filters within the Engage and Analyze sections of Social Studio. Other @mentions appear for the other social networks.

1. Click **Engage**.
2. Click  for the Engage column you want to change.
3. Select either **Edit Social Accounts** or **Edit Topic Profiles**.
 - a. Choose up to 10 social accounts or topic profiles from the list.
 - b. To select all, click **X available**.
 - c. To save your changes to the column, click **Apply**.

The column is updated with the new social accounts or topic profiles that you added.


SEE ALSO:

[Add Social Accounts to a Single Workspace in Social Studio](#)

[Manage Topic Profiles in Social Studio](#)


Filter a Social Studio Engage Column by Date

You can quickly see only posts in an Engage column in Marketing Cloud Social Studio. See only posts for a specific day or up to a specific range up to 90 days in the past. Unless you reset the filter, each time you log in, the filter is applied to the column.

1. Click  in the header of the Engage column.
2. Choose the filter. To select specific dates, choose **1 Day Ago**, **7 days Ago**, or **Custom**.
If using custom, select the dates in the pop-up calendar up to 90 days, then click **Set**.
A purple banner appears across the top of the column. The column shows posts matching the date range specified.
3. To remove the filter, click **Reset**. The filter remains until reset.

Filter an Engage Column in Social Studio

You can filter posts to see only the posts that matter to you. You can filter an Engage column by one or more filters.

1. In Engage, click  for the Engage column you want to filter.
2. Click **Filter**.
3. Apply one or more filtering options.



Note:

- You can't filter by Quote Tweets in Twitter accounts or topic profiles.
- To filter a Facebook column by comments, select **Comments Mentions**. To filter the column just by Facebook @mentions, select **Mentions**.
- To filter a source group, isolate that source group in its own topic profile. Create an Engage column based on that topic profile. Filter the column using the Replies Media Type.

4. Click **Apply**.

SEE ALSO:

[See the Social Studio Posts You Want with Column Filters](#)

[Media Types When Filtering Engage Columns in Social Studio](#)

[See the Social Studio Posts You Want with Column Filters](#)

Apply Social Studio Actions to Multiple Posts in Engage

You can quickly change the status, priority, assignment, sentiment, and classification of multiple posts at once in Marketing Cloud Social Studio. You can also apply labels and macros to the selected posts.

1. Select **Engage**.
2. Select the first post.
3. Select up to 99 other posts that are in the same column or in other columns.
4. In the Inspect Multiple Posts inspector that appears, enter the changes that you want to apply.
To select individual posts, hold down **Ctrl** (for PC) or **Cmd** (for Mac) and click the next post.
To select a range of posts in the same column from the first one selected to the last one, click **Shift** and the next post.
5. From the Inspect Multiple Posts inspector that appears, you can:
 - Change the status, priority, assignment, sentiment, classification, and apply common labels
 - Hide the posts on the Engage columns
 - Apply one or more macros

Threshold Alerts in Social Studio

Social Studio can notify you through Threshold Alerts when a set level of posts or percentage of posts is reached. Social Studio delivers the notifications inside the app, email, and a push notification in Social Studio Mobile. If you are a Super User or a Full User, you can create up to five threshold alerts across your Social Studio org. The alerts are for topic profiles or social accounts and configured to capture specific number of posts or a certain percentage of posts.

If different threshold alerts are needed, modify an existing alert to the new parameters. Social Studio sends an update to a threshold alert every 24 hours regardless of the parameters that are set. If the threshold alert is set for a one post notification, the notification only comes every 24 hours, not multiple alerts for every post. Engage columns with a threshold alert show a threshold alert indicator for that column in the column header.

[Create a Threshold Alert in Social Studio](#)

If you are a Super User or a Full User, you can create up to five threshold alerts across your Marketing Cloud Social Studio org. If you need another threshold alert, either delete an existing alert or change an existing alert to match the new parameters. Use Threshold alerts for topics profiles or social accounts.

[Delete a Threshold Alert in Social Studio](#)

You can delete an existing threshold alert in Marketing Cloud Social Studio. Access threshold alerts within the settings for an Engage column.

[Edit a Threshold Alert in Social Studio](#)


Edit a threshold alert for an Engage column in Marketing Cloud Social Studio. Threshold alerts are limited to five per Social Studio org. If you need another threshold alert, delete an existing threshold alert or edit an existing threshold alert.


[Mute a Threshold Alert in Social Studio](#)

You can mute a threshold alert in Marketing Cloud Social Studio and temporarily stop any notifications until you unmute it.

Create a Threshold Alert in Social Studio

If you are a Super User or a Full User, you can create up to five threshold alerts across your Marketing Cloud Social Studio org. If you need another threshold alert, either delete an existing alert or change an existing alert to match the new parameters. Use Threshold alerts for topics profiles or social accounts.



1. Select **Engage**.
2. Choose a column.
3. To access the column settings, click .
4. Select **+** in Alert.
5. Specify some posts or a percentage of posts for the alert.

 **Note:** The threshold alert sends notifications every 24 hours by in-app notification, email, and a push notification using Social Studio Mobile. Even if the post limit is set to one post, an alert for only one post comes through every 24 hours.

6. Click **Save**.
The alert icon appears in the header of the column.

Delete a Threshold Alert in Social Studio



You can delete an existing threshold alert in Marketing Cloud Social Studio. Access threshold alerts within the settings for an Engage column.

1. Select an Engage column with a threshold alert.
2. To access the column's settings, click .
3. Click .
4. Select **Delete**.

The threshold alert disappears.



Edit a Threshold Alert in Social Studio

Edit a threshold alert for an Engage column in Marketing Cloud Social Studio. Threshold alerts are limited to five per Social Studio org. If you need another threshold alert, delete an existing threshold alert or edit an existing threshold alert.

1. Select an Engage column with a threshold alert.
2. To access the column's settings, click .
3. Click .
4. Change the number of posts or percentage of posts.
5. Click **Save**.
The new alert reflects the new values on the next update.

Mute a Threshold Alert in Social Studio

You can mute a threshold alert in Marketing Cloud Social Studio and temporarily stop any notifications until you unmute it.

1. Select an Engage column with a threshold alert.
2. To access the column's settings, click .
3. Click .
4. Select **Mute**.
The threshold alert does not send any notifications until it is unmuted.

See Post Specifics in One Place in Social Studio

To view the specifics of a post in a column, use the post inspector in Marketing Cloud Social Studio. You can see them in Engage or in an Analyze Dashboard Feed card. How you see the post information and engage with the post in certain ways depending on the social network. The post inspector uses tabs to organize post information and indicates whether posts are part of a conversation.

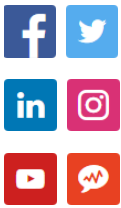
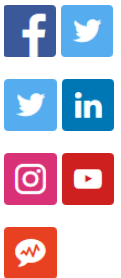

For topic profile gathered posts, the post inspector shows the specifics depending on the social network type. For example, if the topic profile pulls in a post from Facebook, the Post Inspector changes to show a Facebook specific post inspector. You can press ESC to close the post inspector.









As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Post Inspector Tabs

Post details depend on the social network type and the post type. The post inspector has these tabs:



Tab Name	Description	Account Type
Info	<p>Post Preview</p> <ul style="list-style-type: none"> In this tab, you can view these post details: <ul style="list-style-type: none"> Account or twitter handle name Attached images or video Post author Post preview Time and date of the post You can see the @mention links to Facebook Published Pages only in the post preview area of the Publish post inspector. @Mention links also appear in the Engage post inspector, the Engage column, and in an Analyze Dashboard Feed Card. You can see a video in a Twitter post in the post inspector. You can also see videos in an Engage column. Videos already embedded in a Tweet can't be played in the post inspector or in an Engage column. If the post isn't published, you can edit the post using the Edit icon. The post preview can show Facebook Reviews with the review stars given by the author. To play post videos or animated GIFs, click them. You can see posts if the characters display from right to left, such as Hebrew, Persian, or Arabic. You can reply to the post in the same language. Social Studio auto detects the language of the characters. <p>To open a tab and view the post on the social network where the post originated, click the timestamp.</p> <p>Engagement action icons</p> <ul style="list-style-type: none"> Use the engagement actions that apply to the post's social network. <p>Author panel</p> <ul style="list-style-type: none"> See information about the post's author and the author labels applied. To view the post's author profile information, click View More. For Twitter authors, a circle scale displays the Influencer score out of 100. 	
Activity	<p>View and add notes that you and other users create or that Social Studio generates. Click Add a Note, enter a note, and then press Enter. The note appears first with the elapsed time and date the note was entered.</p> <p>You can't remove notes after they're added. The total number for the post appears as a number in parentheses. To see all the notes for this post, click All Notes.</p>	
Macros	<p>Create a macro or select macros for commonly used actions, and apply them to multiple posts.</p>	

Tab Name	Description	Account Type
	Macros enable more efficient workflow by using one Macro button to apply various custom actions to multiple posts at the same time. Macros save time and provide a more uniform approach to how a team engages with posts.	  
Conversation	If the post is part of a conversation, you can view where the selected post exists, and see it in context.	    

[Change the Attributes in a Social Studio Post](#)

In Marketing Cloud Social Studio, you can see posts in an Engage column, but you also can classify the posts to your existing workflow. You can change the post attributes of one or more posts. Other post attributes that you can change are status, priority, assignment, sentiment, classification, and post labels or author labels of assignment of posts.

[See the Social Studio Posts You Want with Column Filters](#)

Use filters to view posts in Engage columns and in Analyze Dashboards that match the filters you set. Use filters such as assignment, author labels, classifications, hidden posts, and key words, among others, to see the posts the way you want. You can even set up new columns with filters already set.

[Conversation Threading in the Engage Post Inspector in Social Studio](#)

To quickly view the stream of conversations happening on social networks, use Conversation Threading in the Marketing Cloud Social Studio Engage Post Inspector. Conversation Threading can help you understand the context of the responses and engage accordingly. You can also view the chain of conversations leading up to a selected post or tweet, and replies to the inspected post or tweet.

[Interact with Posts in Social Studio](#)

You can engage with posts in an Engage column or within the Post Inspector. Also, you can engage with a post in the Feed Card of an Analyze Dashboard. Post engagement options depend on the social network. When @mentioning and replying, the response doesn't count against the character limit.

[Unpublished Page Posts](#)

In Social Studio, Unpublished posts, also called Dark Posts, are Facebook ads that show in the newsfeed but not on the timeline. You can use all the targeting options available to ads and other types of posts such as interests or custom audiences.

[View Post Author Information in Social Studio Engage](#)

You can view a post's author profile from a post in Marketing Cloud Social Studio. The information available varies among the social network types.

SEE ALSO:

[Analyze Dashboards in Social Studio](#)

[Author Labels](#)

[Conversation Threading in the Engage Post Inspector in Social Studio](#)

[See Social Account and Topic Profile Posts in a Feed Card in a Social Studio Analyze Dashboard](#)

[View Post Information in a Social Studio Engage Column](#)

[Interact with Posts in Social Studio](#)

[Macros in Social Studio](#)

[View Post Author Information in Social Studio Engage](#)

Change the Attributes in a Social Studio Post

In Marketing Cloud Social Studio, you can see posts in an Engage column, but you also can classify the posts to your existing workflow. You can change the post attributes of one or more posts. Other post attributes that you can change are status, priority, assignment, sentiment, classification, and post labels or author labels of assignment of posts.

1. Click the post in a column, or select multiple posts in the same column or across multiple columns.
2. Select a status, and the post appears gray in the column.
3. Set a priority.
4. Click **Unassigned** for Assignment. Either enter the name of the new assignee or select the desired name.
The newly assigned person receives an email that they have a post assigned to them. If they are logged in to Social Studio Mobile, they also receive a push notification on their phone.
5. Select a sentiment, enter a justification, and then click **Submit Adjustment**.
Sentiment changing is not supported for Instagram Hashtag posts.
6. Choose a classification. If you are a Super User or Admin-only user, you can create custom classification types.
7. Assign one or more Post Labels.
If selected in Admin settings, a Super User or Admin-only user can enable full and basic users to add a post and author labels. You can assign an unlimited number of labels.

Options	Steps to follow
Label doesn't exist	The entry will appear with Create New appearing after the term. To add it, click the label.
Label exists	The label autofills from the list of existing labels.

[Assign a Post to a Social Studio User from Engage](#)

When posts appear in your Engage columns, you can assign them to other users within the same Social Studio workspace. You can assign only one person to a post at a time.

SEE ALSO:

[Interact with Posts in Social Studio](#)

[Manage Classification Types](#)

[Manage Labels](#)

[See the Social Studio Posts You Want with Column Filters](#)

Assign a Post to a Social Studio User from Engage

When posts appear in your Engage columns, you can assign them to other users within the same Social Studio workspace. You can assign only one person to a post at a time.

1. In Engage, click a post in a column.
2. In the post inspector, click **Assignment**, and enter the user's name.
3. Select the user.

Social Studio notifies the assigned user by email. If the user is logged in to Social Studio Mobile, they receive a push notification on a mobile device.

See the Social Studio Posts You Want with Column Filters

Use filters to view posts in Engage columns and in Analyze Dashboards that match the filters you set. Use filters such as assignment, author labels, classifications, hidden posts, and key words, among others, to see the posts the way you want. You can even set up new columns with filters already set.

Your brand's @mentions don't appear in your Engage column or on an Analyze dashboard feed card when using topic profiles. Marketing Cloud Social Studio doesn't save @mention brand posts through topic profiles. To show the Facebook Managed accounts @mentions, use the Mentions and Comment Mentions media types. The media types are also available as filters within the Engage and Analyze sections of Social Studio. Other @mentions appear for the other social networks.

In Twitter accounts or in topic profiles, you can't filter by Quote tweets.

Use these filters to see the posts the way you want to see them:

Note: EU Copyright Directive

Under Article 15 of the EU Copyright Directive, Marketing Cloud Social products must remove post content for mainstream news, aggregator, and non-YouTube video content. The EU Copyright Directive is designed to give authors, artists, and publishers fairer remuneration for the use of their work online. The directive also protects works that are copyrighted.

Initially, the EU Copyright Directive affects all posts for these media types. The Social API is changed to restrict the social applications from getting the data for all posts, not just posts from EU countries. Users can still store content and search by keyword in Salesforce. The posts that have the affected media types show as "Content Not Available" in Social Studio. Social Studio continues to show author information, post title, and link to the native post.

For broad listening data, the posts are restricted to show the avatar, title, and a link out to the original content. The affected media types are mainstream news, aggregator, or videos except for videos on YouTube. The test area shows "Content not Available".

Filter	Description
Assignment	<p>Filter the column by choosing posts that aren't assigned or posts that are assigned to a specific user.</p> <p>Selecting none as the option returns post where the assignment is blank, regardless of post status or any other workflow metadata.</p>
Author Labels	<p>Filter the column by entering a matching author label.</p> <p>If no match, you see the option to add an author label and the column is filtered.</p> <p>You can filter by Author Labels and other Engage column filtering options. Hidden posts don't influence the count numbers in an Analyze Workbench. The count numbers reflect hidden and unhidden posts.</p>
Classifications	<p>Filter the column by one of the Social Studio tenant classifications. Super users and admin-only Users can add, edit, or make the classification inactive by deleting classification types.</p>
Hidden Posts	<p>Filter the column by moving the slider to show or hide posts from view in the column.</p> <p>If a post appears in a topic profile column and a social account column, Social Studio hides the post in one but not the other. To hide the post, hide it in the topic profile and managed account columns independently. The behavior is unique to the type of engage column created (managed accounts vs topic profile). The audit trail shows that a post is set to hidden but doesn't specify where it's hidden.</p>
Keywords	<p>Filter the column by entering one or more keywords. Using multiple keywords limits the logic to just AND.</p> <p>Using the Instagram API, keywords prefixed with # can be searched, including existing # keywords where Instagram is a type included on the topic profile.</p> <p>If there's a match, the keyword is added.</p>
Keyword Groups	<p>Filter topic profile columns around the same Keyword Groups used in the topic profiles. You can use more than one keyword group to filter the column.</p>
Language	<p>Filter to show posts that are only in a certain language.</p>
Media Types	<p>Filter by different specific social network or topic profile sub types on page 374.</p> <p>To see Facebook Recommendations in an Engage column, enable them on the Facebook page by selecting Settings, then Reviews. Facebook Recommendations for a business require a physical address associated with the business.</p> <p>When using Instagram, you can search media types tagged with # keywords. For topic profiles that include Instagram, tagged media types include existing # keywords.</p> <p>To filter a Facebook column by comments to the @mentions, select Comments Mentions. To filter the column just by Facebook @mentions, select Mentions.</p>
Origin	<p>Filter by inbound (posts from others) or outbound (posts by you in Social Studio), or both. You can't filter YouTube posts by Origin.</p>

Filter	Description
Post Labels	Filter columns by one post label at a time. Enter the post label. If the label exists, it appears in the field. Post labels aren't related to the publish labels.
Priority	Filter the column by a priority level.
Recommendations	Filter and show only Facebook posts with recommendations, no recommendations, or both.
Review	Filter the column to show only Google My Business reviews.
Review Ratings	Show only posts that match the star rating. This filter is only for Google My Business reviews. You can also filter reviews by star ratings in Engage and Analyze.
Review Replies	Filter the column to show only replies to Google My Business reviews.
Region	Filter posts by the location of the post's origin.
Sentiment	Filter the column by the post's sentiment.
Sort column	Filter the column by the post's published date or the post's received date into Social Studio.
Status	Filter the column by the post status. You can't assign a post in Social Studio without a status.

[Media Types When Filtering Engage Columns in Social Studio](#)

When using the media types filter in a Marketing Cloud Social Studio Engage column, you can further filter the media type. The media types available are based on the column that you filter.

SEE ALSO:

[External Link: How do I turn Recommendations on or off for my business Page?](#)








[Sentiment Model](#)

[Manage Engage Columns in Social Studio](#)
























Media Types When Filtering Engage Columns in Social Studio


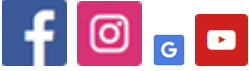










When using the media types filter in a Marketing Cloud Social Studio Engage column, you can further filter the media type. The media types available are based on the column that you filter.

You can use all media types or more than one media type to filter an Engage column. The media types available depend on the type of column and whether they contain social accounts or topic profiles. Engage columns can't contain a mixture of social accounts and topic profiles.

 = Facebook,
  = Google My Business,
  = Instagram,
  = LinkedIn,
  = topic profile,
  = Twitter,
  = YouTube

Sub Type	Description	Column Type
Aggregator	Mentioned in a larger social media aggregator	
Blogs	Mentioned in a blog post	

Sub Type	Description	Column Type
Buy/Sell	Mentioned in a buy or sell post	
Carousel	Mentioned in an image contained in an Instagram carousel	
Comments	Mentioned in a comment	   
Comment Mentions	Mentioned in a reply to a comment	 
Facebook	Mentioned in Facebook	
Forum Replies	Mentioned in a reply to a forum post	
Forums	Mentioned in a forum post	
Images	Mentioned as part of a posted image	
Inbound Direct Messages	Mentioned in an incoming direct message on social media	
Instagram	Mentioned in an Instagram post	
Mainstream News	Mentioned in a news story	
Media Mentions	Mentioned on a media outlet's social media account	
Mentions	Mentioned in a social media post	 
My Tweets	Mentioned in a specific Twitter post	
Outbound Direct Messages	Mentioned in a direct message sent from your social media account	
Page Wall Comments	Mentioned in a social media post	
Photos	Mentioned in a social media image	
Posts	Mentioned in a social media post	

Sub Type	Description	Column Type
Received Inbox Messages	Mentioned in an inbox message	
Replies	Mentioned in a reply to your post	
Reviews	Mentioned in a social media review	
Send Inbox Messages	Mentioned in a message sent from your social media account	
Sina Weibo	Mentions from the Sina Weibio social media network	
Status Updates	Mentioned in a status update	
Tags	Tagged in a social media post	
Tencent Weibo	Mentioned from the Tencent Weibio social media network	
Twitter	Mentioned on Twitter	
Unpublished Posts	Mentioned in unpublished social media posts	
Videos	Mentioned in connection with videos posted on social media	
YouTube	Mentioned on YouTube	

SEE ALSO:

[Filter an Engage Column in Social Studio](#)

Conversation Threading in the Engage Post Inspector in Social Studio

To quickly view the stream of conversations happening on social networks, use Conversation Threading in the Marketing Cloud Social Studio Engage Post Inspector. Conversation Threading can help you understand the context of the responses and engage accordingly. You can also view the chain of conversations leading up to a selected post or tweet, and replies to the inspected post or tweet.

Conversation Threading can be used on all social accounts except Google+. Conversation Threading isn't available for broad listening (topic profile) Engage columns or on Analyze dashboards.

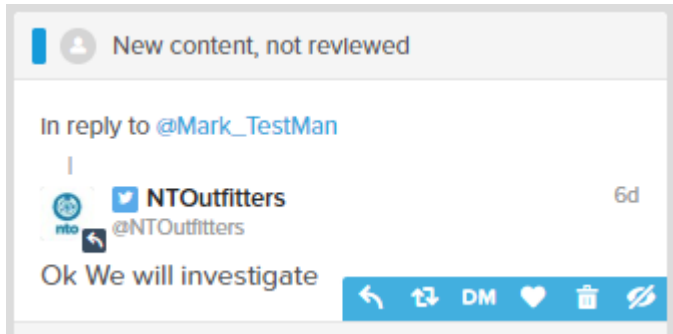
In the Post Inspector, click **Conversation** to see the post's conversation.

Social Network	Description
Facebook	<p>To view the entire conversation, select a single Facebook post in the Conversation tab. Where that post falls in the conversation is highlighted. Comments above and below the selected comment can also be viewed. Replies related to comments can be shown or hidden.</p> <p>View the status of a post and who is assigned the post for follow-up. To show who was assigned to process the post, hover over the person icon at the top of the post block.</p> <p>Posts that have replies have a comment balloon with a reply arrow inside.</p> <p>Related threads are grouped in solid blocks with no gray margins between them.</p> <p>Posts that don't have comments have no comment balloon under the post.</p>
Twitter	<p>With Twitter Conversation Threading, you can view the stream of conversations happening against tweets and understand the context of your responses and engage accordingly. You can also view the conversation of posts, leading up to a selected tweet and replies to the inspected tweet. Public and private direct messages (DMs) appear in the conversation.</p> <p>Tweets that don't have comments have no comment balloon under the post.</p> <p>For Twitter DMs, only the previous 7 days and up to 7 days after appears. Only 14 days of data is shown.</p> <p>View highlighted DMs in the Conversation tab in the Post Inspector. The DM is highlighted in the conversation string.</p>
Instagram	<p>Use Instagram Conversation Threading to view the stream of conversations happening against Instagram personal and Instagram Business posts and replies. You can also view the conversations leading up to the selected post and replies to the inspected post.</p> <p>Instagram posts that don't have comments have no comment balloon under the post.</p>
LinkedIn and YouTube	<p>LinkedIn and YouTube show conversations in the same way as the original posted. Seeing the entire conversation can reveal new insight about the post in the stream of the conversation.</p> <p>Only replies to YouTube comments appear in the Engage columns, Post Inspector conversation thread and in the Feed Card of a YouTube Analyze Dashboard.</p>

Interact with Posts in Social Studio

You can engage with posts in an Engage column or within the Post Inspector. Also, you can engage with a post in the Feed Card of a Analyze Dashboard. Post engagement options depend on the social network. When @mentioning and replying, the response doesn't count against the character limit.

Use quick action icons in the post in an Engage column or in the Post Inspector.



The available options for engagement depend on the post's social network. Not all options are available for every social network.

Note:

- Instagram doesn't support replying to a post with a photo tag.
- RT functionality for Twitter has been removed.
- You can only delete content, such as tweet or posts, you create from social accounts added to Social Studio. You can also delete posts or tweets you create that are not in a social listening or topic profile column.
- When hiding a post, it is hidden in the Engage column and not on the originating social network. Hidden posts still count in the total post volume count in a Post Volume card in an Analyze Dashboard and an Analyze Workbench dataset. Posts created by a page administrator, event creator, Facebook group, or Facebook review can't be hidden and always appear. Facebook has established this limitation and it carries over into Social Studio.
 - If a post appears in a topic profile and a social account column, hiding the post doesn't hide the post in both areas. To hide the post entirely, hide it in both the topic profile and managed account column. The behavior is unique to posts that appear both in a managed account column and a topic profile column. The audit trail shows only that a post was set to hidden but does not explicitly say where it was hidden.
- The Hide on Facebook option is available only to Facebook page admins. You can only reply privately on a Facebook page . Private replies appear in the Engage column with reply indicators.
- If you have no post engagement quick action icons in the column or post inspector, ensure that you have the permissions to engage in that workspace.

[Focus Users on Relevant Social Media Posts in a Social Studio](#)

Not all posts that appear in a Marketing Cloud Social Studio Engage column are important and require action. Some posts are spam-related or irrelevant and don't require your users to act on them. In the Engage column or in an Analyze dashboard feed card, you can hide a Facebook, Instagram, or Twitter post. The post is only hidden in Social Studio. It still appears on Facebook, Instagram, and Twitter.

[Like a Post in Social Studio](#)

You can like a Facebook or Twitter post the Engage or Analyze dashboard feed card in Marketing Cloud Social Studio.

[Quote a Tweet in Social Studio](#)

Quote a tweet in Marketing Cloud Social Studio Engage either in the Engage column or in the Post Inspector using up to 280 characters. If there are multiple accounts, choose the one that originates the quote tweet.

[Reply to a Social Post in Social Studio](#)

In Marketing Cloud Social Studio, you can reply to a post in an Engage column. Each social network has different limits on how many characters you include in the reply. Exclusively with Twitter, you can send a private messaging link to start a one-on-one with the Twitter author. The Twitter author must have their account configured to accept private direct messages (DM).

[Send a Direct Message](#)

You can send a Direct Message to the Twitter Author in a Tweet. You can send the Direct Message, up to a limit of 10,000 characters, from a Social Studio Engage column or Engage Post Inspector.

[Send a Private Twitter Messaging Link in Social Studio](#)

Replying to a tweet sometimes warrants a direct response without all of Twitter seeing the conversation. When replying to a tweet, you can include a link to initiate a private message you and the author. It doesn't matter whether you follow the author or the author follows you.



SEE ALSO:

[Setup Bitly Tracking](#)

[Workspace Role Permissions in Social Studio](#)

Focus Users on Relevant Social Media Posts in a Social Studio

Not all posts that appear in a Marketing Cloud Social Studio Engage column are important and require action. Some posts are spam-related or irrelevant and don't require your users to act on them. In the Engage column or in an Analyze dashboard feed card, you can hide a Facebook, Instagram, or Twitter post. The post is only hidden in Social Studio. It still appears on Facebook, Instagram, and Twitter.

1. If hiding a post in Engage, switch to Engage and the column containing the post you want to hide.
2. If hiding a post in an Analyze dashboard feed card, switch to Analyze, and select the correct dashboard.
3. Find the Facebook, Instagram, or Twitter post in a column that you want to hide.
4. To hide the post in an Engage column or Analyze dashboard feed card, hover over the post, and click .
5. To hide a post in the Engage post inspector or an Analyze dashboard feed card, click the post, and then click  in the post preview.





SEE ALSO:

[Manage Engage Columns in Social Studio](#)

[See Social Account and Topic Profile Posts in a Feed Card in a Social Studio Analyze Dashboard](#)

Like a Post in Social Studio


You can like a Facebook or Twitter post the Engage or Analyze dashboard feed card in Marketing Cloud Social Studio.


1. To like a Facebook or Twitter post in an Engage column or Analyze dashboard feed card, hover your mouse over the post and click either the  or  icon.
2. To like a Facebook or Twitter post in the Engage post inspector or an Analyze dashboard feed card, click the post and then click either  or  icon.

Quote a Tweet in Social Studio

Quote a tweet in Marketing Cloud Social Studio Engage either in the Engage column or in the Post Inspector using up to 280 characters. If there are multiple accounts, choose the one that originates the quote tweet.

Quoted tweets appear at the top of the column in the format of RT <Twitter handle> <original tweet> <message>

1. Find the post in the Engage column.
 - a. If in the Engage column, click .


- b. Select the tweet and in the post inspector, click  .



2. If there are multiple accounts, choose the one that you want to originate the quote tweet.
3. Enter the tweet up to 116 characters.
4. Click **Quote Tweet**.

Reply to a Social Post in Social Studio

In Marketing Cloud Social Studio, you can reply to a post in an Engage column. Each social network has different limits on how many characters you include in the reply. Exclusively with Twitter, you can send a private messaging link to start a one-on-one with the Twitter author. The Twitter author must have their account configured to accept private direct messages (DM).

You can hide a reply to a Facebook post in the Engage column in Social Studio or on Facebook.

 **Note:** If you can still reply in your Facebook accounts in Social Studio, that account was reauthorized before June 20, 2020. Contact your Super User to have them reauthorize the Facebook account.

1. In Engage, find the post to reply to.
You can reply to a post from the Engage column, or you can select the post and reply to it from the post inspector.
If you're replying to a Facebook post that is older than 7 days, Social Studio returns an error that the post can't be found.
2. In the Engage column or in the post from the post inspector, click  or  .
3. To reply from another account, select the social account in New Public Reply from.
To send a private one-on-one reply to a Twitter post, the post author must have their account set to accept private DMs.
4. Enter a reply, adhering to the social network character limits:
280 characters for Twitter. If you include a URL in the reply and you have a Bitly account, you can shorten it by using a custom Bitly URL. If you tag someone in a Twitter reply, the @mention doesn't count toward the 280-character limit.
2,200 characters for Instagram
1,300 characters for LinkedIn
63,206 characters for a Facebook post reply
5. To use a standard engagement response, click **Select Response**, and choose the proper response.
You can edit the response for this reply and not change the standard response saved in Social Studio.
6. To add emojis to the reply, use the emoji picker in the Compose window.
How emojis display depends on the browser, operating system, and social account type used in post creation. To ensure that they display correctly before publishing the reply, test the post content.
7. You can add an image to a Facebook public reply but not to a Facebook Inbox reply.
 - a. Click **Upload Image**.
 - b. Select images. If the images don't meet the image requirements, an error message appears.
Animated GIFs appear as a static image when posted in a Facebook reply.
 - c. Click **Open**. A preview of the image appears underneath the reply text. Use the hamburger icon to drag and rearrange the images into a preferred order. Use the preview icon to see the image in a lightbox or the delete icon to remove the image from the reply.

8. You can add up to four images to a Twitter reply.
 - a. Click **Upload Image**.
 - b. Select the images. If the images don't meet the image requirements, an error message appears.
 - c. Click **Open**. A preview of the image appears underneath the reply text. Use the hamburger icon to drag and rearrange the images into a preferred order. Use the preview icon to see the image in a lightbox or the delete icon to remove the image from the reply.
9. To send the post, click **Post**.

SEE ALSO:

[Manage Engage Columns in Social Studio](#)

Send a Direct Message

You can send a Direct Message to the Twitter Author in a Tweet. You can send the Direct Message, up to a limit of 10,000 characters, from a Social Studio Engage column or Engage Post Inspector.

1. Click **DM** from the Quick Action icons or in the Post Inspector for that post.
2. Select a **From** twitter address and a **To** twitter address.
3. Enter the message. A direct message can have up to 10,000 characters.



Note: You can [add an image](#) on page 308 to a Twitter direct message.

4. To send the direct message, click **Send**.

SEE ALSO:

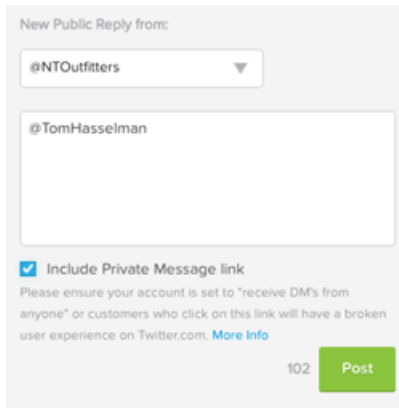
[Add an Image to a Social Studio Post](#)

[Manage Engage Columns in Social Studio](#)

Send a Private Twitter Messaging Link in Social Studio

Replying to a tweet sometimes warrants a direct response without all of Twitter seeing the conversation. When replying to a tweet, you can include a link to initiate a private message you and the author. It doesn't matter whether you follow the author or the author follows you.

To exchange a private message, the private message recipient must be able to receive private direct messages. In Twitter, instruct them to go to **Settings > Security and Privacy > Privacy > Receive Direct Messages** and select **Anyone**. The setting is a one-time change for the DM recipient.



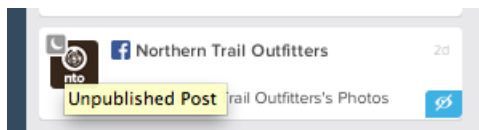
1. In Engage, reply to a tweet.
2. In the post inspect, select **Include Private Message**.
3. Click **Post**. A link appears when the recipient views the reply.

Unpublished Page Posts

In Social Studio, Unpublished posts, also called Dark Posts, are Facebook ads that show in the newsfeed but not on the timeline. You can use all the targeting options available to ads and other types of posts such as interests or custom audiences.

The unpublished posts, along with their user comments, can be viewed and acted on from within an Engage column. Use Unpublished Posts for Media Type to filter the Facebook column.

Unpublished Posts appear with the moon icon in the avatar:



SEE ALSO:

[Manage Engage Columns in Social Studio](#)

[Create a Post in Social Studio](#)

View Post Author Information in Social Studio Engage

You can view a post's author profile from a post in Marketing Cloud Social Studio. The information available varies among the social network types.

1. To access a post author's profile, click a post in an Engage column.
2. In the engage column or a post's post inspector, click the author's avatar. The author information panel appears. Depending on the social network, the panel is called differently. For Facebook, it's called Facebook Profile. For Twitter, it's called Twitter profile.

Within the author's profile inspector, you can view and interact with these information panels :

[Author Labels](#)

To provide context for community management teams, use author labels in the Engage Profile Inspector in Marketing Cloud Social Studio. Add author labels manually in an Engage column or automatically use rules in Social Studio Automate. You can assign or remove author labels matching defined criteria. If you are using Social Studio Automate, add the author labels first in Social Studio before assigning them to Social Studio Automate rules and rule conditions.

[Author Notes](#)

Author Notes in Social Studio can be used to record a note on the post author. You can add Author Notes manually in an Engage column. Add the notes through the Post Inspector in an Analyze Dashboard Feed Card or using a rule action in Social Studio Automate.

[Follow or Unfollow a Twitter Author in Social Studio](#)

You can have your Twitter handles follow or unfollow a Twitter author in Marketing Cloud Social Studio.

[See Your Post Interaction History in Social Studio Engage](#)

In Marketing Cloud Social Studio, you can view the interactions between an author and the social account in a post. The panel shows a history of post interactions with a Facebook, Twitter, Instagram Personal, or Instagram Business post author. The layout of the panel is the same for all social networks. For example, in Social Studio Engage, when you view a post author, the Interactions History shows all posts from that author. Interaction history doesn't show LinkedIn Updates or Quote Tweets.

[View a Facebook Post Author's Profile in Social Studio Engage](#)

View Facebook author information for a post's author in from an Engage column in Marketing Cloud Social Studio.

[View a LinkedIn Author Profile in Social Studio Engage](#)

In Marketing Cloud Social Studio, you can click the author's LinkedIn avatar profile and see information about the update's author.

[View a Post Author's Salesforce Records in Social Studio](#)

If a Marketing Cloud Social Studio post author has matching Salesforce records in a Salesforce org, you can see a record summary right in Social Studio. Always have matching author records in the Salesforce org be part of the workspace.

[View a Twitter Author's Profile in Social Studio](#)

You see the information for the author of a Twitter post in Marketing Cloud Social Studio. View information such as their influencer score, apply author labels, and follow or unfollow them on Twitter from your Twitter account. You can also view your interactions with the author and the author's last 25–50 posts.

[View an Instagram Post Author's Profile in Social Studio](#)

View the information for the author of an Instagram post in Marketing Cloud Social Studio. See specific information such as author notes and labels applied for that author

Author Labels

To provide context for community management teams, use author labels in the Engage Profile Inspector in Marketing Cloud Social Studio. Add author labels manually in an Engage column or automatically use rules in Social Studio Automate. You can assign or remove author labels matching defined criteria. If you are using Social Studio Automate, add the author labels first in Social Studio before assigning them to Social Studio Automate rules and rule conditions.

You can also create Engage columns filtered by author labels to accomplish:

- Sort and display posts from Influencers or VIPs first
 - Ignore known trolls or detractors
 - Manage custom lists.
1. In the Engage Profile Inspector, enter a label in **Author Labels** and press **Enter**.
 2. You can enter more labels from the pre-existing list of labels.

3. Scroll down to the label and press **Enter**. You can choose as many labels as desired.

SEE ALSO:

[Rules in Social Studio Automate](#)

Author Notes

Author Notes in Social Studio can be used to record a note on the post author. You can add Author Notes manually in an Engage column. Add the notes through the Post Inspector in an Analyze Dashboard Feed Card or using a rule action in Social Studio Automate.

Add an Author Note in the Profile Inspector

1. Click the avatar picture.
2. Enter an author note up to 1,000 characters. You can enter as many notes as needed.
- 3.

Click



When creating a rule in Social Studio Automate, you can add an Author Note automatically to an incoming post using the Add Author Note condition.

SEE ALSO:

[Dashboard Cards in Social Studio Analyze](#)

[Analyze Workbenches in Social Studio](#)

[CSV Report Headers in a Social Studio Analyze Report](#)

[Export Analyze Dashboard Card Data as CSV Data in Social Studio](#)

[Manage Dashboards in Social Studio Analyze](#)


[Manage Social Studio Analyze Workbench Datasets](#)

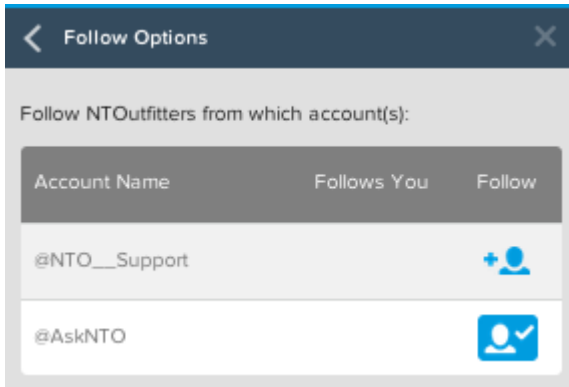
[Manage Workbenches in Social Studio Analyze](#)

[Datasets](#)

Follow or Unfollow a Twitter Author in Social Studio

You can have your Twitter handles follow or unfollow a Twitter author in Marketing Cloud Social Studio.

1. In Engage, select a tweet in a column.
2. To see the author's profile, click the author's picture.
3. Click .
4. Choose which of the author's Twitter accounts to follow.



—This icon appears if one of your Twitter accounts is already following the Twitter author.



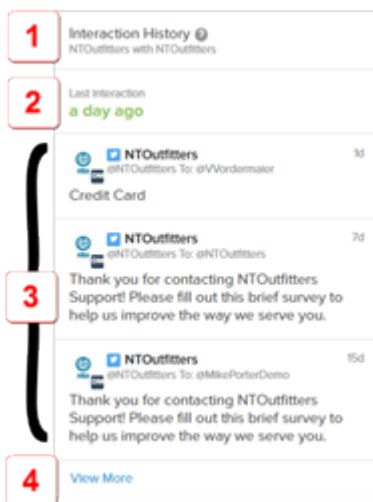
—This icon indicates that the Twitter author follows any of the listed Twitter accounts.

- To follow the Twitter author, click .

See Your Post Interaction History in Social Studio Engage

In Marketing Cloud Social Studio, you can view the interactions between an author and the social account in a post. The panel shows a history of post interactions with a Facebook, Twitter, Instagram Personal, or Instagram Business post author. The layout of the panel is the same for all social networks. For example, in Social Studio Engage, when you view a post author, the Interactions History shows all posts from that author. Interaction history doesn't show LinkedIn Updates or Quote Tweets.

- In Engage, click a post in a column.
- In the post inspector, find the interaction history panel.



What account the interaction is with (1)

Time of last interaction (2). For Twitter, a rolling 40-day window. For other social networks, a rolling 30-day window.

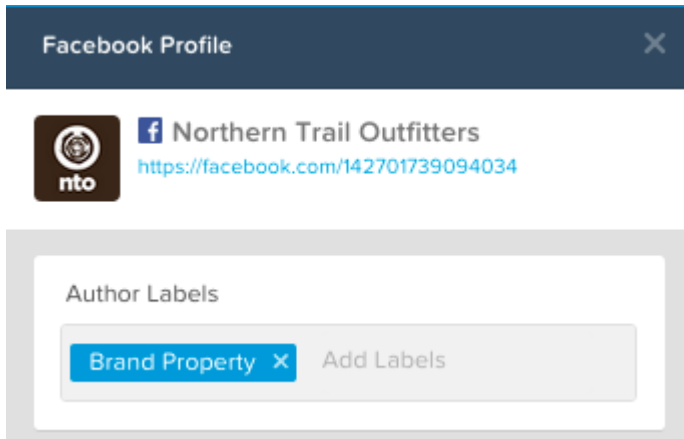
The last three interactions with the author (3)

View More link for more author interactions (4)

- To see the rest of the author interactions, click **View More**.

View a Facebook Post Author's Profile in Social Studio Engage

View Facebook author information for a post's author in from an Engage column in Marketing Cloud Social Studio.



1. To view profile information, click the author's avatar in the Engage column or in the Post Inspector to open the author inspector.

View a LinkedIn Author Profile in Social Studio Engage

In Marketing Cloud Social Studio, you can click the author's LinkedIn avatar profile and see information about the update's author.

View a Post Author's Salesforce Records in Social Studio

If a Marketing Cloud Social Studio post author has matching Salesforce records in a Salesforce org, you can see a record summary right in Social Studio. Always have matching author records in the Salesforce org be part of the workspace.

To see an author's Salesforce Contact Summary, connect the Salesforce org to the workspace. The connection also has to have the social account the post author used when they created the post.

1. Access the author inspector.
2. Find the Salesforce Contact Summary panel. If there is no panel, the post's author has no Salesforce records in the connected Salesforce org.
3. To see more detail of their records, click **View More**.
4. To see the full record in Salesforce, click the individual record and log into the Salesforce org.

SEE ALSO:

[Improve Security and User Experience with Single Sign On for Social Studio](#)

View a Twitter Author's Profile in Social Studio

You see the information for the author of a Twitter post in Marketing Cloud Social Studio. View information such as their influencer score, apply author labels, and follow or unfollow them on Twitter from your Twitter account. You can also view your interactions with the author and the author's last 25–50 posts.

1. In the Post Inspector, click the Twitter author's avatar.

View an Instagram Post Author's Profile in Social Studio

View the information for the author of an Instagram post in Marketing Cloud Social Studio. See specific information such as author notes and labels applied for that author

1. To view the profile information, click the author's avatar in the Post Inspector.

Track Social Post Engagement and Metrics with Social Studio Analyze

With Analyze in Marketing Cloud Social Studio, you can monitor the discussions of owned social accounts and broader conversations. Understand what is being said, the overall tone of social discussions, and how topics and trends are performing. Dashboards summarize the engagement of posts in social accounts and information gathered from topics profiles. Use workbenches to get a deeper, more customizable view of social account and topic profile data.

With topic profile workbenches, you can use Einstein Vision for artificial intelligence image analysis. Einstein Vision uses pre-built image classifiers. Before creating a social listening summary dashboard or workbench dataset, assign the topic profile to a workspace.

Any user, regardless of user role, can access Analyze functionality. If you are not a super user, you can view dashboards and workbenches that are shared. If you create your own dashboards or workbench datasets, you can share them in the workspace.

Digital assets uploaded within a Social Studio tenant are available to any authenticated user within that tenant, based on workspace sharing or intentional link sharing. Social Studio's intended functionality allows users across workspaces within a tenant to share assets, however, those assets are not accessible between tenants. The image's URL can be copied and shared with other users outside the current Social Studio workspace. If trying to access the URL while in a different Social Studio tenant, the link is not valid.

URLs for Dashboards and Workbenches can be copied and shared with other users who aren't part of the workspace. These users can be users in the Social Studio tenant.

[Analyze Dashboards in Social Studio](#)

To monitor your brands, social accounts, competitors, and other social data, use Analyze dashboards in Marketing Cloud Social Studio. Dashboards show a summary of key factors over time for social account and topic profile activity. Review the performance of posts, topics, sentiment trends, and emerging keywords.

[Analyze Workbenches in Social Studio](#)

Use Marketing Cloud Social Studio Analyze Workbenches to understand the conversations around your brand. With workbenches, you can address spikes in conversations and view the conversations over time. Use the same workflow as in Social Studio Engage. Workbenches can hold custom created and arranged datasets or info cards. The datasets can be based on topic profiles and social accounts such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and Google+.

[Analyze Reports](#)

In addition to using dashboards and workbenches in Marketing Cloud Social Studio Analyze, you can create reports on dashboards and posts. Social Studio formats the report in PDF for sharing or printing.

SEE ALSO:

[Track Posts with a Topic Profile in Social Studio](#)

[Einstein Vision in Social Studio Analyze](#)


[CSV Report Headers in a Social Studio Analyze Report](#)

[Datasets](#)

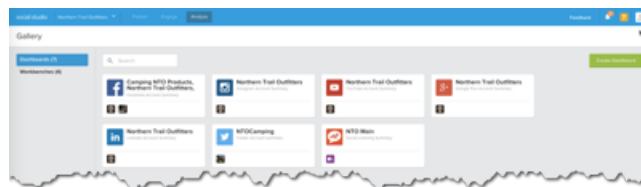
Analyze Dashboards in Social Studio


To monitor your brands, social accounts, competitors, and other social data, use Analyze dashboards in Marketing Cloud Social Studio. Dashboards show a summary of key factors over time for social account and topic profile activity. Review the performance of posts, topics, sentiment trends, and emerging keywords.

Choose the dashboard timeframe. The dashboard can cover the past day, or the past 7, 14, 30, 60, or 90 days. You can customize the date range up to 93 days. Print the dashboards as a PDF or share via email.

 **Note:** Each workspace member creates their own dashboards and only they can see the dashboard initially. The dashboard owner can share the dashboard with other members of the workspace. Make the social accounts and topics profiles a part of the workspace before creating the dashboard.

The gallery shows a list of dashboards created in that workspace with the type of dashboard and the accounts summarized in the dashboard.



 **Note:** A dashboard using the Blank Dashboard Template can have a maximum of 30 cards.

[Analyze Dashboard Types in Social Studio](#)

View social account and topic profile data in Marketing Cloud Social Studio Analyze using custom dashboard types tailored to the type of data. The dashboards can contain individual summary cards of post and trend data.

[Dashboard Cards in Social Studio Analyze](#)

Dashboards in Marketing Cloud Social Studio Analyze are a collection of cards that summarize social account or topic profile activity. You can't customize the cards you see, but you can view post-level data from any card in a Post Inspector. From the Post Inspector, you can apply Engagement macros to a single post. Hidden posts don't affect the count numbers in an Analyze dashboard. The count shows hidden and unhidden posts. You can see the Analyze Dashboard cards when using Social Studio Mobile.

[Manage Dashboards in Social Studio Analyze](#)

In Marketing Cloud Social Studio Analyze, you can accomplish common task for dashboards, such as creating, customizing, deleting, or duplicating dashboards. You can also add or edit the sources that supply the dashboard. Also you can filter the dashboard or change the date range of data for the dashboard.

SEE ALSO:

[Add or Edit Dashboard Sources](#)

[Add a Google My Business Account to Social Studio](#)

[Track Posts with a Topic Profile in Social Studio](#)

[Create a Dashboard in Social Studio](#)

[View a Google My Business Summary Dashboard in Social Studio Analyze](#)

[Edit a Topic Profile in Social Studio](#)

[User Role Permissions in Social Studio](#)

[User Roles](#)

Analyze Dashboard Types in Social Studio

View social account and topic profile data in Marketing Cloud Social Studio Analyze using custom dashboard types tailored to the type of data. The dashboards can contain individual summary cards of post and trend data.

[Blank Dashboard Template in Social Studio Analyze](#)

To create a dashboard in Marketing Cloud Social Studio Analyze, use the Blank Dashboard Template. This dashboard type can contain either social accounts and one topic profile, but not a mix. You can add up to 50 social accounts and only one topic profile, but not a mix of social accounts and topic profiles. For dashboards with the registered owned social accounts, Social Studio requests 30 days of historical data from the social network. LinkedIn displays the last 20 days or the last 50 posts.

[Engagement Summary Dashboard in Social Studio Analyze](#)

To monitor the engagement in up to 50 social accounts in Marketing Cloud Social Studio, use the Engagement Summary Dashboard. You can use these dashboards only to view data. The cards in the Engagement Summary Dashboard are specific and can't be mixed with other dashboard types.

[View a Google My Business Summary Dashboard in Social Studio Analyze](#)

To see a location page overview in your Google My Business account, use the Google My Business Summary dashboard in Marketing Cloud Social Studio Analyze. The dashboard has a single card that shows an overview of all the location pages. You can see the locations, average review numbers, and stars, plus an overall rating number. Your dashboard can include one or all locations with no limit on the number of locations. You can have dashboards for each location or only a set of locations.

[Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)

To view Instagram hashtags performance in Marketing Cloud Social Studio Analyze, create a dashboard. The dashboard shows only the posts that match Instagram social accounts with the hashtags set up in Social Studio. You can import up to 30 hashtags for each Instagram social account used in the dashboard.

[Persona Group Summary Dashboard in Social Studio Analyze](#)

You can create a Persona Group Summary Dashboard in Analyze using a Persona Group. Each dashboard can have only one persona group but you can create dashboards using different persona groups. Dashboards are read only, and dashboard cards can't be rearranged or resized. You can share a dashboard with other members or delete it.

[Social Account Summary Dashboard in Social Studio Analyze](#)

To monitor the activity in up to 50 social accounts in Marketing Cloud Social Studio, use the Social Account Summary Dashboard. You can edit dashboards, add and rearrange cards, and export data. Mix cards from different social accounts of one type or from different social account types. Dashboards for registered owned social accounts request 30 days of historical data from the social network. LinkedIn displays the last 20 days or the last 50 posts.

[Social Listening Summary Dashboard in Social Studio Analyze](#)

To monitor the activity in a Marketing Cloud Social Studio topic profile, use the Social Listening Summary Dashboard. You can edit dashboards, add and rearrange cards, and export data. To use a different topic profile in a dashboard, create a dashboard with that topic profile. Social Listening Summary dashboards can only have one topic profile. To edit a topic profile in a dashboard, use the Social Listening Summary Dashboard.

Blank Dashboard Template in Social Studio Analyze

To create a dashboard in Marketing Cloud Social Studio Analyze, use the Blank Dashboard Template. This dashboard type can contain either social accounts and one topic profile, but not a mix. You can add up to 50 social accounts and only one topic profile, but not a mix of social accounts and topic profiles. For dashboards with the registered owned social accounts, Social Studio requests 30 days of historical data from the social network. LinkedIn displays the last 20 days or the last 50 posts.

Engagement Summary Dashboard in Social Studio Analyze

To monitor the engagement in up to 50 social accounts in Marketing Cloud Social Studio, use the Engagement Summary Dashboard. You can use these dashboards only to view data. The cards in the Engagement Summary Dashboard are specific and can't be mixed with other dashboard types.

- You can exclude Retweets from the filter inspector.
- Posts sent to Social Customer Service are not filtered out.
- Changes applied on the filter inspector apply to all cards in the dashboard.



Tip: To exclude the posts filtered by Social Studio Automate, create a post status and use that to close posts in Automate. You can also exclude that post status in Engagement Summary dashboard filter inspector.

- The data for all cards is cached at the first creation of the dashboard. To refresh the cache, click  > **Refresh** on the dashboard.



Tip: To see new actions on posts after dashboard creation, either refresh the dashboard or change the date range for the dashboard. Closing and reopening the dashboard does not refresh the cache.

- All percentage changes shown on all cards are against the previous period.
- Social Studio only incorporates Facebook and Twitter data.

SEE ALSO:

[Average Response Time Card in Social Studio](#)

[Dashboard Cards in Social Studio Analyze](#)

[Engagement by Classification Card in Social Studio](#)

[Leaderboard Card in Social Studio Analyze](#)

[Track Inbound Social Posts with the Response Rate Card in Social Studio Analyze](#)

[Time Distribution Card in Social Studio Analyze](#)

[What Type of Posts Appear in an Engagement Summary Dashboard in Social Studio?](#)

View a Google My Business Summary Dashboard in Social Studio Analyze

To see a location page overview in your Google My Business account, use the Google My Business Summary dashboard in Marketing Cloud Social Studio Analyze. The dashboard has a single card that shows an overview of all the location pages. You can see the locations, average review numbers, and stars, plus an overall rating number. Your dashboard can include one or all locations with no limit on the number of locations. You can have dashboards for each location or only a set of locations.

SEE ALSO:

[Add a Google My Business Account to Social Studio](#)

Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze

To view Instagram hashtags performance in Marketing Cloud Social Studio Analyze, create a dashboard. The dashboard shows only the posts that match Instagram social accounts with the hashtags set up in Social Studio. You can import up to 30 hashtags for each Instagram social account used in the dashboard.

1. In Analyze, click **Create Dashboard**.
2. Select **Instagram Hashtags Summary**.
If needed, filter the results.
3. Select one or more Instagram accounts to include in the dashboard, and click **Apply**.
The dashboard shows the performance of the selected hashtags.

SEE ALSO:

[Manage Instagram Hashtags in Social Studio](#)

[Hashtag Trend Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

[Hashtag Volume Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

[Hashtag Volume Trend Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

Persona Group Summary Dashboard in Social Studio Analyze

You can create a Persona Group Summary Dashboard in Analyze using a Persona Group. Each dashboard can have only one persona group but you can create dashboards using different persona groups. Dashboards are read only, and dashboard cards can't be rearranged or resized. You can share a dashboard with other members or delete it.

Connect a Salesforce org before creating Persona Groups or Persona Group Summary dashboards.

A persona group requires at least 100 authors for data to appear. If no data shows, expand the date range or add more keywords to the same Social Listening Summary dashboard. Create the persona group again using the new parameters.

1. In Analyze, click **Create Dashboard** and select **Persona Group Summary**.
2. You can create a persona group from contacts with social personas.
 - a. To use an existing Persona Group, enter a partial name in Search and select the match. If there are no matching persona groups, create one.
 - b. Click **Create New Persona Group**, enter a title and description. You must be logged in through SSO to access Salesforce contact data.
3. Choose the members of the persona group and decide on all contacts, contacts with open cases, contacts with closed cases, or contacts with recently closed cases.

All Contacts: All contacts with an associated Social Persona

Contacts with open cases: All contacts with an open case and an associated Social Persona

Contacts with recently closed cases: All contacts with cases closed within the last 30 days and an associated Social Persona

New Contacts: Contacts created within the last 30 days with an associated Social Persona

4. Select a persona group for the dashboard and click **Save**.

Each dashboard can have only one persona group. To use another persona group, create another dashboard.

SEE ALSO:

[Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)

[Author Feed Card in a Social Studio Analyze Dashboard](#)

[Author Label Card in a Social Studio Analyze Dashboard or Workbench Dataset](#)

[Authors List Card in Social Studio Analyze](#)

[Dashboard Cards in Social Studio Analyze](#)

[Persona Group Basic Demographic Cards in Social Studio Analyze](#)

Social Account Summary Dashboard in Social Studio Analyze

To monitor the activity in up to 50 social accounts in Marketing Cloud Social Studio, use the Social Account Summary Dashboard. You can edit dashboards, add and rearrange cards, and export data. Mix cards from different social accounts of one type or from different social account types. Dashboards for registered owned social accounts request 30 days of historical data from the social network. LinkedIn displays the last 20 days or the last 50 posts.

If you're replying to a Facebook post that is older than 7 days, Social Studio returns an error that the post can't be found.

Social Listening Summary Dashboard in Social Studio Analyze

To monitor the activity in a Marketing Cloud Social Studio topic profile, use the Social Listening Summary Dashboard. You can edit dashboards, add and rearrange cards, and export data. To use a different topic profile in a dashboard, create a dashboard with that topic profile. Social Listening Summary dashboards can only have one topic profile. To edit a topic profile in a dashboard, use the Social Listening Summary Dashboard.




















Dashboard Cards in Social Studio Analyze















































Dashboards in Marketing Cloud Social Studio Analyze are a collection of cards that summarize social account or topic profile activity. You can't customize the cards you see, but you can view post-level data from any card in a Post Inspector. From the Post Inspector, you can apply Engagement macros to a single post. Hidden posts don't affect the count numbers in an Analyze dashboard. The count shows hidden and unhidden posts. You can see the Analyze Dashboard cards when using Social Studio Mobile.















The following table shows which dashboard cards appear on social account and social listening topic profiles. The table also shows whether you can view more detail or export data from the card.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Dashboard Card	Inspect Card	Export Card Data as	Filter Card Data	Dashboard Types					
				Account Summary	Engagement Summary	Google My Business Summary	Instagram Hashtag Summary	Persona Group Summary	Social Listening
Age on page 418									
Authors Feed									
Author List on page 401									
Authored Post Count on page 402									
Average Response Time on page 402									
Bio on page 403									
Classification on page 403		CSV		 					
Countries on page 404 Previously called Top Countries		CSV							
Countries Trends on page 404		CSV							
Engagement by Classification									
Engagement Rate Trend on page 405									
Feed Card on page 406		CSV on page 482		 					

Dashboard Card	Inspect Card	Export Card Data as	Filter Card Data	Dashboard Types					
				Account Summary	Engagement Summary	Google My Business Summary	Instagram Hashtag Summary	Persona Group Summary	Social Listening
Follower Trend on page 409 For Facebook dashboards, called Page Fans Trend Card	✓	CSV	✓	  					
Followers on page 409									
Following on page 410									
Gender on page 418									
Hashtag Trend on page 410	✓	CSV	✓						
Hashtag Volume on page 411	✓	CSV	✓						
Influencers on page 418	✓	CSV	✓						
Influencer Score on page 418									
Keyword Group on page 411	✓	CSV	✓						
Keyword Group Trend on page 413	✓	CSV	✓						
Languages on page 415 Previously called Top Languages.	✓	CSV	✓	     					

Dashboard Card	Inspect Card	Export Card Data as	Filter Card Data	Dashboard Types					
				Account Summary	Engagement Summary	Google My Business Summary	Instagram Hashtag Summary	Persona Group Summary	Social Listening
Languages Trend on page 416	✔	CSV	✔	     					
Leaderboard on page 417	✔		✔		 				
Location on page 418									
Location Overview on page 417									
Media Type Trend on page 418 Previously called Engagement Trend Card or Posts Over Time.	✔	CSV	✔	      					
Post Assignment	✔	CSV	✔	     					
Post Labels on page 418	✔	CSV	✔	     					
Post Status	✔	CSV	✔	     					
Post Volume on page 419 Previously called Engagement Summary Card.	✔	CSV	✔	      					

Dashboard Card	Inspect Card	Export Card Data as	Filter Card Data	Dashboard Types					
				Account Summary	Engagement Summary	Google My Business Summary	Instagram Hashtag Summary	Persona Group Summary	Social Listening
Published Engagement Trend on page 421	✔	CSV		     					
Published Posts by Engagement on page 422	View source data			     					
Reach Trend on page 423	✔	CSV							
Response Rate	✔				 				
Sentiment on page 424	✔	CSV	✔	     					
Share of Voice on page 426	✔	CSV	✔						
Share of Voice Trend on page 426	✔	CSV	✔						
Time Distribution	✔				 				
Top Words on page 428 Previously called Conversation Cloud or What People Are Saying.	✔	CSV	✔	      					
Volume Trend on page 429	✔	CSV	✔	     					
Dashboard Card	Inspect Card	Export Card Data as	Filter Card Data	Dashboard Types					

Dashboard Card	Inspect Card	Export Card Data as	Filter Card Data	Dashboard Types					
				Account Summary	Engagement Summary	Google My Business Summary	Instagram Hashtag Summary	Persona Group Summary	Social Listening
				Account Summary	Engagement Summary	Google My Business Summary	Instagram Hashtag Summary	Persona Group Summary	Social Listening

Additional Resources:

[Author Feed Card in a Social Studio Analyze Dashboard](#)

See a read-only sample of the posts submitted by Twitter authors in the Author Feed card. The card only appears in a Persona Group Summary dashboard in Social Studio Analyze.

[Author Label Card in a Social Studio Analyze Dashboard or Workbench Dataset](#)

You can use the Social Studio Author Label card on both a Marketing Cloud Social Studio Analyze dashboard and an Analyze workbench. The card presents a data summary of the author labels used in topic profiles or social accounts. Filtering the dashboard or the workbench dataset doesn't affect the number shown. The card shows the author label, the use percentage, and count of posts that use the Author Label. Social Studio also shows a doughnut chart and an indicator of upward or downward percentage. These values are a comparison over the specified time period from the previously specified time period.

[Authors List Card in Social Studio Analyze](#)

To see the individual influencer score of a Twitter author who is part of a Persona Group, use the Authors List card in Social Studio Analyze. The card shows the authors who have contributed on topic posts in a list of descending influencer score. More information on a Twitter author is seen by clicking the author. Their twitter profile information is displayed.

[Authored Post Count in Social Studio Analyze](#)

To see the total number of posts by a Twitter author in a Persona Group, look at the Authored Post Count card.

[Average Response Time Card in Social Studio](#)

The Average Response Time card is used for Facebook and Twitter social accounts but not for topic profiles. The card on Engagement Summary dashboards in Marketing Cloud Social Studio shows the number of seconds for a response received on the social accounts being tracked. The card also appears on the Social Studio mobile app.

[Bio Card in Social Studio Analyze](#)

To view a count of the most common bio words used by Twitter authors in their profile, use the Bio Card. This card in a Persona Group Summary dashboard shows the frequency of keyword use in a bar graph.

[Classification Card](#)

The Social Studio Classification card, used on Analyze dashboards and workbenches, can be used to show the post classifications assigned to posts from both social accounts and topic profiles, except YouTube in dashboards, Pinterest accounts in workbenches.

[Countries Card](#)

The Social Studio Countries card shows the primary countries where the posts matching the keyword group have occurred. The card appears on a social account and a topic profile dashboard in the Mobile app or on the Web, or can be also a part of a dataset in a Social Studio Web workbench. The post volume classifies by country of origin with the percentage of posts and total number plus the percentage change in volume since the last time the dashboard was opened.

[Engagement by Classification Card in Social Studio](#)

The Engagement by Classification card shows the total posts gathered over the dashboard's set timeframe. The Engagement Summary Dashboard in Marketing Cloud Social Studio Analyze organizes Facebook, Twitter, and Instagram data only by classification. The card also appears on the Social Studio mobile app.

[Engagement Rate Trend Card](#)

The Engagement Rate Trend in a Marketing Cloud Social Studio Analyze Dashboard shows metrics for Facebook Total Engagement. The metrics show a percent increase and decrease from the previous period. For example, if you select month, a comparison to the previous month appears. Also, trend indicators appear to show an upturn or downturn. A line graph shows data points for the period selected.

[See Social Account and Topic Profile Posts in a Feed Card in a Social Studio Analyze Dashboard](#)

See the posts that appear in the social account feeds or that match a topic profile in the feed card of an Analyze dashboard. The feed card shows all posts for dashboard's time period. Viewing the post in the Post Inspector enables you to change any engagement actions for the post. Instagram posts with photo tags in the images also appear in the Feed card.

[Followers Card in Social Studio Analyze](#)

To see a total number of Twitter followers for an author, use the Followers Card in Social Studio Analyze. The author is part of a Persona Group. Total Followers count appear in a bar graph.

[Follower Trend Card](#)

The Follower Trend Card in Social Studio shows the Recent Total Followers, the average total followers, the percent of change since the last period. A line graph appears with time and number of followers for the axes and a line by day showing the day-to-day number of followers.

[Following Card in Social Studio Analyze](#)

To see the total number of other authors a Twitter author is following, use the Following Card in Social Studio Analyze. Total count of authors being followed by a Twitter author appear in a bar graph.

[Hashtag Trend Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

Are you curious about the performance of your hashtags over time? Is the hashtag use trending up or down? To see this trend line, use the Hashtag Trend card. The card is part of an Instagram Hashtag Summary dashboard. View and compare trends of posts found for multiple hashtags over your selected period in a single view. You can drill into a single point on the trend line for the specific number of posts for that date.

[Hashtag Volume Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

Are you curious about how many posts are using your hashtags over time? How many posts are using a specific hashtag? The Hashtag Volume card is part of the Instagram Hashtag Summary dashboard. You can view and compare the post volume for multiple hashtags in a single view. The card shows the overall total posts or engagements and overall volume. This card can only be used on an Instagram Hashtag Summary dashboard.

[Hashtag Volume Trend Card in a Social Studio Instagram Hashtag Summary Dashboard](#)

Are you curious about the performance of your hashtags over time? Are posts using that hashtag trending up in volume or down? To see this trend line, use the Hashtag Volume Trend card. This card is on the Instagram Hashtag Summary dashboard in Social Studio. To see the number of posts using that hashtag, you can click a point in the trend line.

[Influencers Card](#)

The Influencers card shows the top influencers that have contributed on topic posts gathered by the topic profile.

[Keyword Group Card](#)

Social Studio Analyze Workbenches Keyword Group dataset card shows the breakdown by trend or by segment the occurrence of keyword groups in a topic profile. The Keyword Group dashboard card, the Keyword Group Trend dashboard card, and the workbench Keyword Group workbench card are only for social listening dashboards. These cards show the same information and the post volume by keyword groups in the topic profile.

[Keyword Group Trend Card](#)

The Social Studio Keyword Group dashboard card, the Keyword Group Trend dashboard card, and the workbench Keyword Group workbench card are only for social listening dashboards and shows the post volume by keyword groups in the topic profile.

[Language Card](#)

The Social Studio Language card and the Language Trends card shows the breakdown of data returned in the topic profiles or social accounts by language. The cards appear in a web Analyze dashboard, mobile Analyze dashboard and can appear in an Analyze workbench dataset.

[Language Trends Card](#)

The Social Studio Language card and the Language Trends card shows the breakdown of data returned in the topic profiles or social accounts by language. The cards appear in a web Analyze dashboard, mobile Analyze dashboard, and can appear in an Analyze workbench dataset.

[Leaderboard Card in Social Studio Analyze](#)

See which agents have responded to the most Facebook and Twitter posts in the Leaderboard Card. The card is used only on an Engagement Summary Dashboard in Marketing Cloud Social Studio. If using the mobile version, the card also appears. You can also see the change percentage from the previous period.

[Locations Overview Card for a Google My Business Summary Dashboard](#)

After you connect a Google My Business account to a Social Studio workspace, create a summary dashboard. After you create the dashboard, you can view all the location pages that are connected in the account across all workspaces in the Social Studio tenant. The single dashboard card, called Locations Overview, shows all the location pages connected to the account. If you have multiple accounts connected in Social Studio, you can create a summary dashboard with that Google My Business account.

[Media Type Trend Card in an Analyze Dashboard in Social Studio](#)

You can view the overall media type engagement for social accounts and topic profiles. The data appears on the Media Type Trend card in an Analyze Dashboard in Marketing Cloud Social Studio. The card can also appear in a mobile dashboard. You can check engagement by interactions or the most popular media types over a time period. This card was previously called Engagement Trend Card or Posts Over Time.

[Persona Group Basic Demographic Cards in Social Studio Analyze](#)

To see demographic information for a Persona Group, cards automatically appear only on a Persona Group Summary Dashboard in Social Studio Analyze. The age card shows the breakdown of author age ranges. The gender card shows the percentage of male and female authors. The location card shows where posts come from and how many there are for each location. The data is read only and can't be sorted or exported into a report.

[Influencers Score Card in Social Studio Analyze](#)

To see a bar graph of a Persona Group's Twitter author's influencers scores, use the Persona Group Influencers Card in Social Studio Analyze. This card is different from the Influencers card for a Social Listening Summary dashboard. That card shows the influencer scores for authors who have contributed to posts gathered in a topic profile.

[Post Label Card in Social Studio Analyze Dashboards and Datasets](#)

The Post Label card, used in an Analyze dashboard or workbench, shows a breakdown of assigned post labels used in the topic profiles and social accounts. The card shows the data by percentage and numeric amount. Also an upward or downward trend with percentage appears. Filtering the dashboard or workbench dataset doesn't affect the totals shown. These labels are Engage post labels are not the Publish post labels.

[Post Volume Card in an Analyze Dashboard in Social Studio](#)

The Engagement Summary Card, also called Post Volume, is part of an Analyze dashboard in Marketing Cloud Social Studio. The card shows overall engagement from social accounts or from topic profiles along with the total post volume. A breakdown of post volume by interactions or media types also appears. Scroll this card to view more data. This card is different depending on the dashboard type. All the cards show the overall total posts or engagements and overall volume. The card also shows an upward or downward trend with a percentage compared to the last period.

[Status Card](#)

The Social Studio Status dataset card can be used to show by the assigned status of posts in social accounts and topic profile datasets and a breakdown of posts by assigned status.

[Published Engagement Trend Card](#)

View the Published Engagement Trend dashboard card in Social Studio Analyze for Facebook, Twitter, YouTube, and Instagram Analyze dashboards. You can see a numerical and graphical value of network-specific engagements metrics.

[Published Posts by Engagement Card in Social Studio](#)

See the top posts by the amount of engagement in the Published Posts by Engagement dashboard card. The card appears in Marketing Cloud Social Studio Analyze and in Social Studio Mobile Analyze.

[Reach Trend Card in an Analyze Dashboard in Social Studio](#)

The Reach Trend Card is part of a Marketing Cloud Social Studio Analyze Dashboard. The card shows metrics for Facebook Total Reach, Organic Reach, Paid Reach, Fan Reach and Non-Fan Reach. Total numbers, percent increase or decrease, with increase or decrease indicators over the dashboard time period selected are also shown. A line graph of data points for the time period appears.

[Track Inbound Social Posts with the Response Rate Card in Social Studio Analyze](#)

To see inbound posts in Social Studio for Facebook and Twitter accounts, use the Response Rate card. The card shows the total inbound posts gathered over the timeframe on an Engagement Summary Dashboard. The card also shows the change in totals compared to the last period.

[Sentiment Card](#)

The Social Studio Sentiment Card shows average sentiment and a breakdown, either by segment in a graph by percentage or in a line graph by trend organized by positive, neutral, or negative sentiment.

[Share of Voice Card in Social Studio](#)

To view a breakdown of posts that match share of voice sectors, use the Social Studio Share of Voice card. The card appears with the same data in an Analyze workbench or in a dashboard. The card shows the occurrence of posts by Brand, Competitor, and Industry, as specified in the topic profile. See the data in either a segment or trend view.

[Time Distribution Card in Social Studio Analyze](#)

The Time Distribution card appears on an Engagement Summary Dashboard in Marketing Cloud Social Studio Analyze. The card shows engaged posts that were resolved over the dashboard timeframe and classified in time ranges. Social Studio pulls the data from Facebook and Twitter accounts. The card also appears on the Social Studio mobile app.

[Top Words Card in Social Studio](#)

The Top Words card in Marketing Cloud Social Studio shows the most common words that appear in posts gathered. The size of the words shown represents their relative volume of usage—the larger the font, the more frequent the word's use.

[Monitor Trends of Social Studio Posts with the Volume Trend Card](#)

To see the number of posts published over time, use the Marketing Cloud Social Studio volume trend card. The card shows the same information in a dashboard or a workbench. On a line graph, you can hover over a point and see the specific date and the number of posts. From the volume trend card, you can drill down and add new cards from a point in the graph.

SEE ALSO:

[Assignment Card in a Social Studio Analyze Workbench](#)

[Analyze Dashboard Types in Social Studio](#)

[Analyze Dashboard Reports in Social Studio](#)

Author Feed Card in a Social Studio Analyze Dashboard

See a read-only sample of the posts submitted by Twitter authors in the Author Feed card. The card only appears in a Persona Group Summary dashboard in Social Studio Analyze.

SEE ALSO:

- [Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)
- [Persona Group Summary Dashboard in Social Studio Analyze](#)

Author Label Card in a Social Studio Analyze Dashboard or Workbench Dataset

You can use the Social Studio Author Label card on both a Marketing Cloud Social Studio Analyze dashboard and an Analyze workbench. The card presents a data summary of the author labels used in topic profiles or social accounts. Filtering the dashboard or the workbench dataset doesn't affect the number shown. The card shows the author label, the use percentage, and count of posts that use the Author Label. Social Studio also shows a doughnut chart and an indicator of upward or downward percentage. These values are a comparison over the specified time period from the previously specified time period.

Dashboard Author Labels Card

- You can have an author label card showing one or multiple social accounts of the same social network type.
 - You can show author labels on one or more social accounts from different social network types.
- When adding an author label card for a different type of social account, the dashboard becomes a Mixed Summary dashboard.
- You can show a topic profile on a card but have multiple cards on the dashboard showing different topic profiles.

Workbench Author Label Dataset Card

- Only one author label card can exist on a single row in a workbench.
 - The author label card uses only the sources specified for the workbench.
- You can create an author label card using a different source.

SEE ALSO:

- [Datasets](#)

Authors List Card in Social Studio Analyze

To see the individual influencer score of a Twitter author who is part of a Persona Group, use the Authors List card in Social Studio Analyze. The card shows the authors who have contributed on topic posts in a list of descending influencer score. More information on a Twitter author is seen by clicking the author. Their twitter profile information is displayed.

SEE ALSO:

- [Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)
- [Influencers Card](#)
- [Influencers Score Card in Social Studio Analyze](#)
- [Persona Group Summary Dashboard in Social Studio Analyze](#)

Authored Post Count in Social Studio Analyze

To see the total number of posts by a Twitter author in a Persona Group, look at the Authored Post Count card.

SEE ALSO:

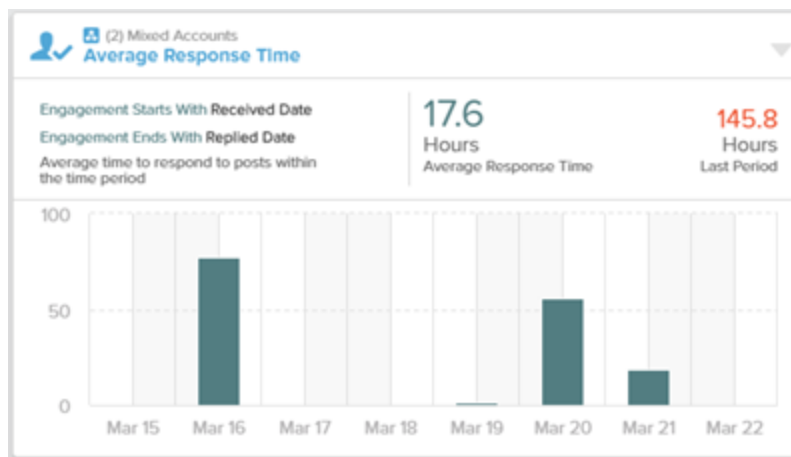
- [Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)
- [Persona Group Summary Dashboard in Social Studio Analyze](#)

Average Response Time Card in Social Studio

The Average Response Time card is used for Facebook and Twitter social accounts but not for topic profiles. The card on Engagement Summary dashboards in Marketing Cloud Social Studio shows the number of seconds for a response received on the social accounts being tracked. The card also appears on the Social Studio mobile app.

The card shows:

- The average response time in seconds
- The total number of seconds for the average response time during the period of the engagement dashboard.
- A graph of when the responses were initially made and when they were responded to



- Choose between **Received Date** and **Published Date** in Engagement Starts With and Engagement Ends With when filtering the dashboard. The dates are the engagement publish date or when Social Studio receives the posts.
- Reply Time shows the amount of time it took for the brand to provide the first response to the post. When unique users in workspace reply to the same post, the first reply is used as the end time.
- The response time is the end time minus the start time.
- The average response time is the response time divided by the number of replied posts.

When you inspect the card, you can sort the data by these orders.

- Received Date - arranges the data in the order it was received
- Influencer Score - arranges the data from highest to lowest influencer score
- Published Date - arrange the data in the order it was published

Bio Card in Social Studio Analyze

To view a count of the most common bio words used by Twitter authors in their profile, use the Bio Card. This card in a Persona Group Summary dashboard shows the frequency of keyword use in a bar graph.

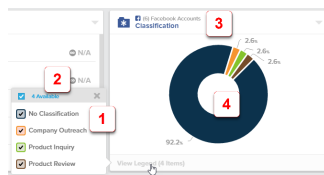
SEE ALSO:

- [Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)
- [Persona Group Summary Dashboard in Social Studio Analyze](#)

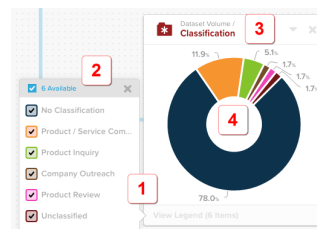
Classification Card

The Social Studio Classification card, used on Analyze dashboards and workbenches, can be used to show the post classifications assigned to posts from both social accounts and topic profiles, except YouTube in dashboards, Pinterest accounts in workbenches.

Dashboard Classification card



Workbench Classification dataset card



- You can have a classification card showing one or multiple social accounts of the same social network type.
- You can show classifications for one or more social accounts from different social network types.

Adding an author label card for a different type of social account turns the dashboard from an Account Summary dashboard to a Mixed Summary dashboard.
- You can show only one topic profile on a card but have multiple cards on the dashboard showing the classifications for different topic profiles.
- Only one classification card can exist on a single row in a workbench.
- The classification card only uses the sources specified for the workbench.

To add another classification card using a different source, create a dataset with the different source.

Callouts

- Click to reveal the meaning of the colors (1).
- Deselect one or all to redraw the pie chart without the unselected data value (2).
- Name and Description of dataset card.

 **Note:** You can change the description of the card by clicking it (3).



- Doughnut chart showing a breakdown of data values (4).

SEE ALSO:

[Datasets](#)

Countries Card

The Social Studio Countries card shows the primary countries where the posts matching the keyword group have occurred. The card appears on a social account and a topic profile dashboard in the Mobile app or on the Web, or can be also a part of a dataset in a Social Studio Web workbench. The post volume classifies by country of origin with the percentage of posts and total number plus the percentage change in volume since the last time the dashboard was opened.

The countries card can also show a breakdown of the percentage, numeric amount, and upward or downward trend with percentage. Scroll down to see more regions.

By Segment

Mobile Dashboard Countries card



The countries card can also show a line graph of the post occurrence by country origin over the time period specified for the workbench or dashboard.



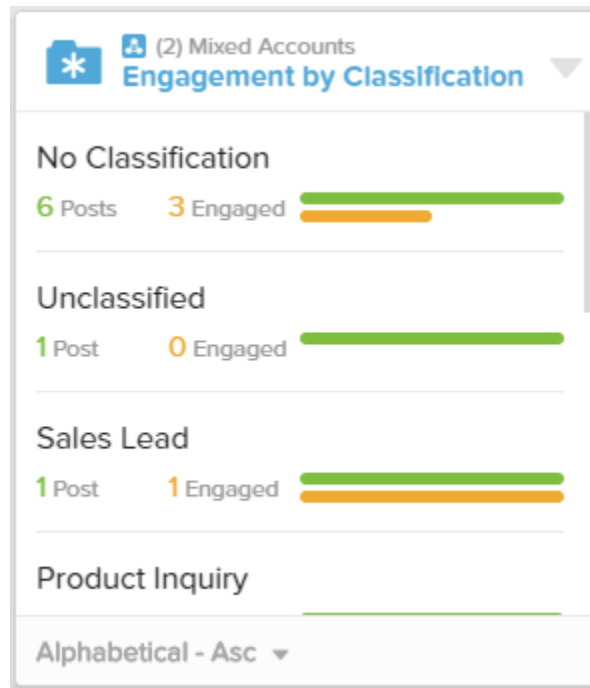
SEE ALSO:

[Datasets](#)

Engagement by Classification Card in Social Studio

The Engagement by Classification card shows the total posts gathered over the dashboard's set timeframe. The Engagement Summary Dashboard in Marketing Cloud Social Studio Analyze organizes Facebook, Twitter, and Instagram data only by classification. The card also appears on the Social Studio mobile app.

A bar chart of total posts and total engagements appears by classification type.



When you inspect the card, you can sort the values by

- Ascending or descending total posts
- Ascending or descending engaged posts
- Ascending or descending order of classification names

Engagement Rate Trend Card

The Engagement Rate Trend in a Marketing Cloud Social Studio Analyze Dashboard shows metrics for Facebook Total Engagement. The metrics show a percent increase and decrease from the previous period. For example, if you select month, a comparison to the previous month appears. Also, trend indicators appear to show an upturn or downturn. A line graph shows data points for the period selected.

The Engagement Rate Trend shows the number of unique users engaged with your content. The number of users appears as a percentage of the number of users who were exposed to the content.

Facebook uses this formula:

$$(\text{Total Engaged Users/Post Reach}) * 100 = \text{Engagement Rate Trend}$$

All the items are selected by default. Deselect an item to make the graph redraw with the remaining selected options. Hover over a point on the graph to show the date and the number of engagements.

See Social Account and Topic Profile Posts in a Feed Card in a Social Studio Analyze Dashboard

See the posts that appear in the social account feeds or that match a topic profile in the feed card of an Analyze dashboard. The feed card shows all posts for dashboard's time period. Viewing the post in the Post Inspector enables you to change any engagement actions for the post. Instagram posts with photo tags in the images also appear in the Feed card.

When viewing a post in the post inspector or in the Feed card, the following applies:

- You can also view @mention links to Facebook Published Pages in the Engage column or the Engage post inspector. To open a new browser tab or window to the page on Facebook, as in an Engage column, click the link.
- When replying to a post, you can use a predefined engagement response.
- Emojis can appear in the text for posts on all social account types and for posts in a topic profile Feed Card. Emoji support varies by the browser, operating system, and the social account used to access Social Studio.

Your brand's @mentions don't appear in your Engage column or on an Analyze dashboard feed card when using topic profiles. Marketing Cloud Social Studio doesn't save @mention brand posts through topic profiles. To show the Facebook Managed accounts @mentions, use the Mentions and Comment Mentions media types. The media types are also available as filters within the Engage and Analyze sections of Social Studio. Other @mentions appear for the other social networks.

Note: EU Copyright Directive

Under Article 15 of the EU Copyright Directive, Marketing Cloud Social products must remove post content for mainstream news, aggregator, and non-YouTube video content. The EU Copyright Directive is designed to give authors, artists, and publishers fairer remuneration for the use of their work online. The directive also protects works that are copyrighted.

Initially, the EU Copyright Directive affects all posts for these media types. The Social API is changed to restrict the social applications from getting the data for all posts, not just posts from EU countries. Users can still store content and search by keyword in Salesforce. The posts that have the affected media types show as "Content Not Available" in Social Studio. Social Studio continues to show author information, post title, and link to the native post.

For broad listening data, the posts are restricted to show the avatar, title, and a link out to the original content. The affected media types are mainstream news, aggregator, or videos except for videos on YouTube. The test area shows "Content not Available".

In Engage columns or Analyze dashboards, Social Studio sorts posts by "received date - newest" until a user changes them. The order is based when the post was saved to Social Studio, not the time it was published on the native site. Instagram @mentions appear in the posts.

Selecting a post from a column opens the Post Inspector for that post. You can also use the same engagement macros as in an Engage column. You can select multiple posts in the Feed card and apply the same macro.

If the post is in a right-to-left language, such as Hebrew, Persian, or Arabic, the characters appear from right to left. You can also reply to the post in the same language. Social Studio auto detects the language.

The feed card appears differently for the different social networks and for a topic profile.

Twitter

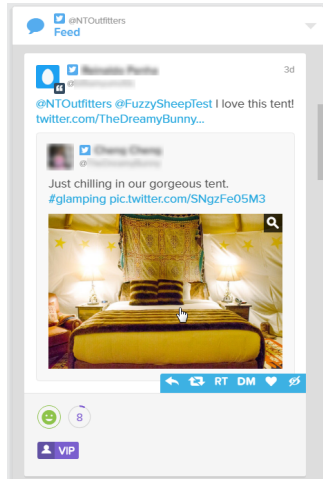
The feed shows all content including @mentions, my tweets, inbound and outbound direct messages. Twitter posts show full content in the feed card.

Facebook

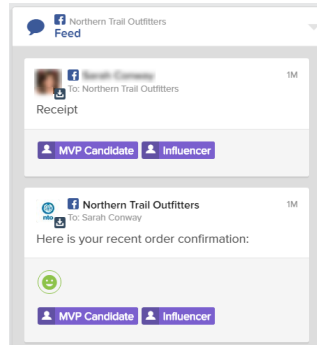
The feed shows all posts, comments, received inbox messages, sent inbox messages, replies, unpublished posts, and reviews for the time period selected.

Twitter

The post author's Twitter Author Influencer Score is underneath the Twitter post.



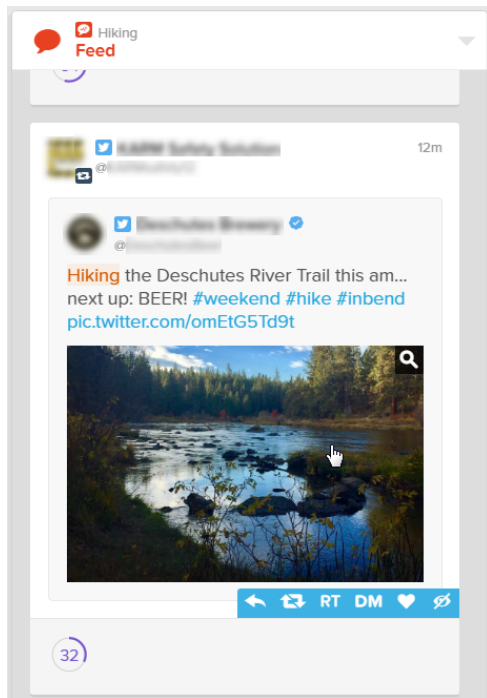
Facebook



Topic Profile

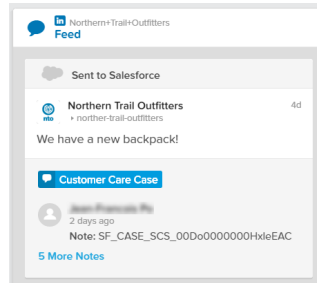
The feed shows all the social listening media types for the time period, and no filter is applied. Social Summary content is truncated to show 310 characters.

If the post is from Twitter, the author's Twitter Author Influencer Score is underneath the Twitter post.



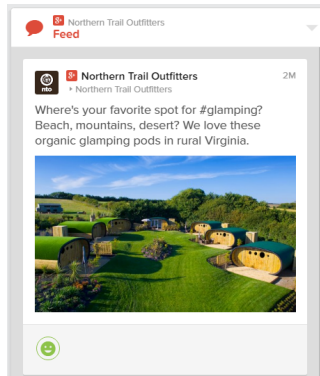
LinkedIn

The feed shows all the posts for the time period, including Status Updates and Page Wall Comments.



Google+

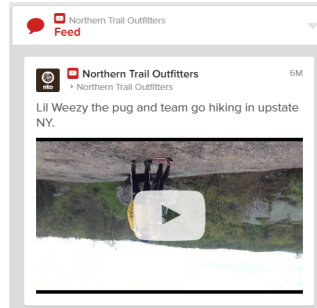
The feed shows all the posts for the specified time period.



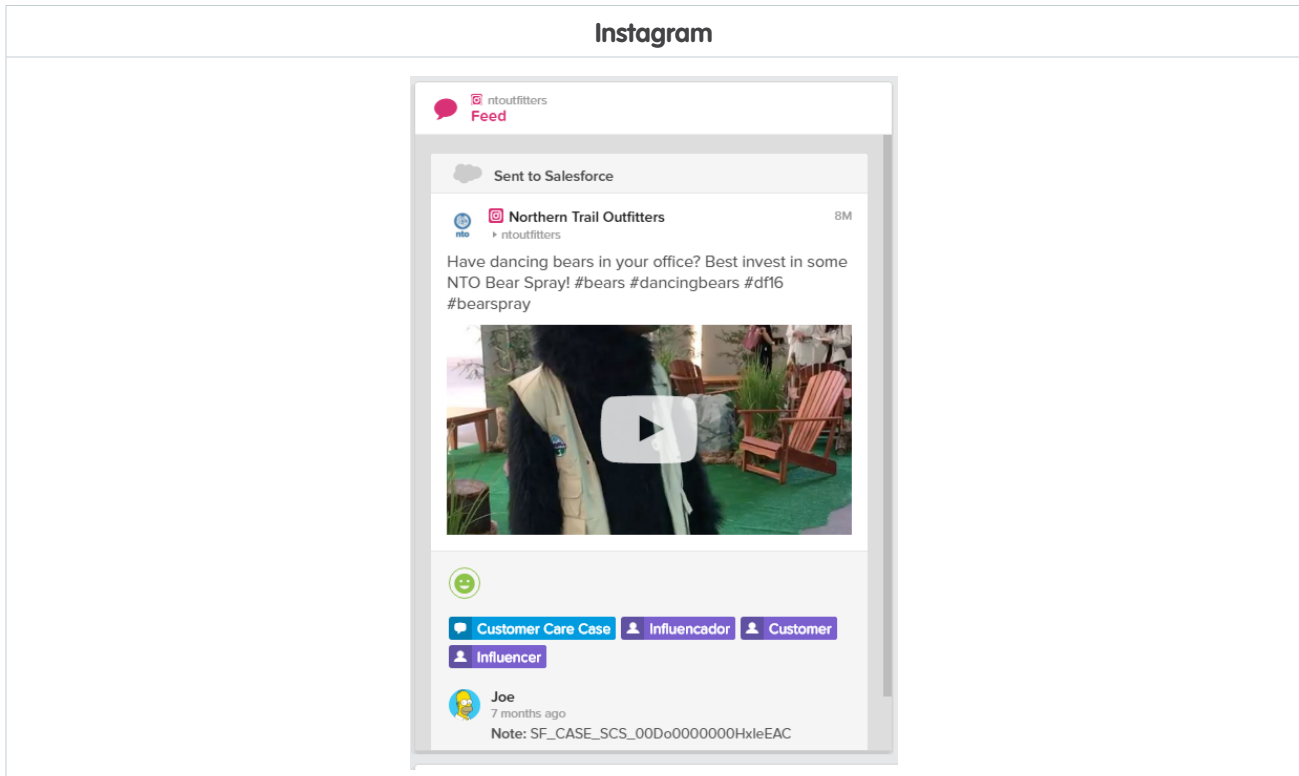
As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

YouTube

The feed shows all the posts for the specified time period, including the ability to preview the post's video.

**Instagram**

You can see Instagram replies and comments along with the original post.

**SEE ALSO:**

- [See the Social Studio Posts You Want with Column Filters](#)
- [See Post Specifics in One Place in Social Studio](#)
- [View Engagement Macros](#)

Followers Card in Social Studio Analyze

To see a total number of Twitter followers for an author, use the Followers Card in Social Studio Analyze. The author is part of a Persona Group. Total Followers count appear in a bar graph.

SEE ALSO:

- [Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)
- [Persona Group Summary Dashboard in Social Studio Analyze](#)

Follower Trend Card

The Follower Trend Card in Social Studio shows the Recent Total Followers, the average total followers, the percent of change since the last period. A line graph appears with time and number of followers for the axes and a line by day showing the day-to-day number of followers.

Hover over the specific data points to see the data and number of followers. Click or tap on the legend to see a definition of colors for this period and the last period.

Social Network	Information
Twitter	The card shows numbers for Average Total Followers, Average Paid Followers, Average Organic Followers, and percentage increase or decreases from the last period. Line graph plots trend line of the current period and the last period.
LinkedIn	This card shows numbers for Average Total Followers, Average Paid Followers, Average Organic Followers, and percentage increase or decrease from the last period. Line graph plots trend line of the current period and the last period.
Facebook Page Fans Trend Card	<p>On Facebook web and mobile dashboards, the Page Fans Trend Card is the same as the Follow Trend Card. Both show the same information.</p> <p>The card shows numbers for the Recent Page Fans. Average Page Fans, percentage increase or decrease trend from the last period. Line graph plots trend line of the current period and the last period.</p>

Following Card in Social Studio Analyze

To see the total number of other authors a Twitter author is following, use the Following Card in Social Studio Analyze. Total count of authors being followed by a Twitter author appear in a bar graph.

SEE ALSO:

- [Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)
- [Persona Group Summary Dashboard in Social Studio Analyze](#)

Hashtag Trend Card in a Social Studio Instagram Hashtag Summary Dashboard

Are you curious about the performance of your hashtags over time? Is the hashtag use trending up or down? To see this trend line, use the Hashtag Trend card. The card is part of an Instagram Hashtag Summary dashboard. View and compare trends of posts found for multiple hashtags over your selected period in a single view. You can drill into a single point on the trend line for the specific number of posts for that date.

SEE ALSO:

- [Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)
- [Manage Instagram Hashtags in Social Studio](#)

Hashtag Volume Card in a Social Studio Instagram Hashtag Summary Dashboard

Are you curious about how many posts are using your hashtags over time? How many posts are using a specific hashtag? The Hashtag Volume card is part of the Instagram Hashtag Summary dashboard. You can view and compare the post volume for multiple hashtags in a single view. The card shows the overall total posts or engagements and overall volume. This card can only be used on an Instagram Hashtag Summary dashboard.

SEE ALSO:

[Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)

[Manage Instagram Hashtags in Social Studio](#)

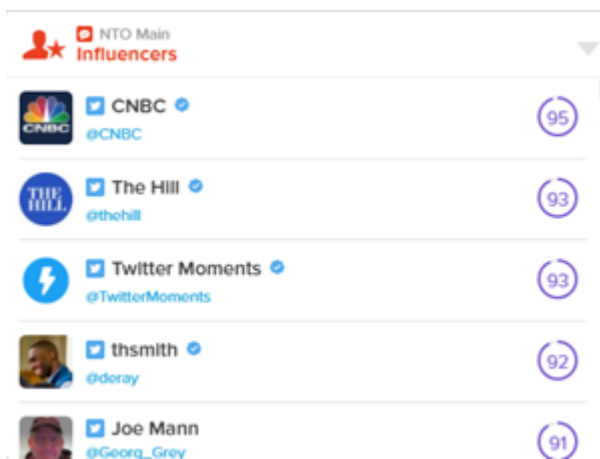
Hashtag Volume Trend Card in a Social Studio Instagram Hashtag Summary Dashboard

Are you curious about the performance of your hashtags over time? Are posts using that hashtag trending up in volume or down? To see this trend line, use the Hashtag Volume Trend card. This card is on the Instagram Hashtag Summary dashboard in Social Studio. To see the number of posts using that hashtag, you can click a point in the trend line.

Influencers Card

The Influencers card shows the top influencers that have contributed on topic posts gathered by the topic profile.

The card shows the name of the influencer with its score in a circle graph. The influencers are ranked with the highest score shown first.



You can inspect the card and filter by influencers to see the influencer's on topic posts. When inspecting the card, you can also export the feed of on-topic posts.

To open the Twitter profile and see more information about the influencer, click the influencer icon.

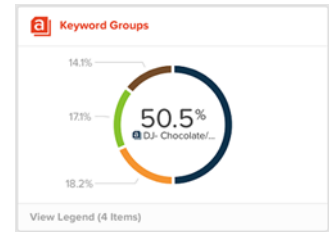
Keyword Group Card

Social Studio Analyze Workbenches Keyword Group dataset card shows the breakdown by trend or by segment the occurrence of keyword groups in a topic profile. The Keyword Group dashboard card, the Keyword Group Trend dashboard card, and the workbench Keyword Group workbench card are only for social listening dashboards. These cards show the same information and the post volume by keyword groups in the topic profile.

**Workbench Keyword Group card
By Segment**

**Dashboard Keyword Group card
By Segment**

Mobile Dashboard Card



Click the card to open the Inspector view to display the summary information in an expanded view with a post feed. The selected keywords in the topic profile's keyword groups are highlighted in the posts.
Click a post to open the Post Inspector and use engagement actions.

n/a

If a keyword group is labeled "Other," that group contains less than one percent of the posts.

n/a

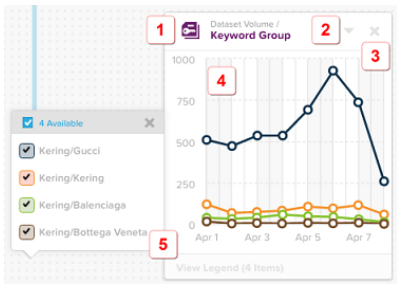
- Name of the dataset card, with the title in color, and its filtered data from the previous card, with the title in gray. In this example, this keyword group card is based on data from the post volume card.
- Option to Inspect the card.
- To delete the card from the dataset, click the X. Any cards built off this card are deleted.
To delete Dashboard cards on Social Studio Web, edit the dashboard then click the down arrow and select **Delete Card**. To save the dashboard changes, click **Save**.
- Either a Graph showing a breakdown of keywords used with percentages or a bar graph showing the number trend. The keyword group is shown as a sector of the circle and is defined in the topic profile. To highlight the sector where keyword group appears, hover over a portion of the graph or data point. The number of results out of the total number of results appears.
- Legend of keywords flies out when card footer is clicked. Deselect to hide that sector and redraw the graph with the remaining sectors.

**Workbench Keyword Group card
By Trend**

**Dashboard Keyword Group Trend card
By Trend**



Workbench Keyword Group card By Trend



Dashboard Keyword Group Trend card By Trend

If a keyword group is labeled "Other," that group contains less than one percent of the posts.

- Name of the dataset card, with the title in color, and its filtered data from the previous card, with the title in gray. In this example, this keyword group card is based on data from the post volume card.
- Option to Inspect the card.
- To delete the card from the dataset, click the X. Any cards built off this card are deleted.

To delete Dashboard cards on Social Studio Web, edit the dashboard then click the down arrow and select **Delete Card**. To save the dashboard changes, click **Save**.


- Either a Graph showing a breakdown of keywords used with percentages or a bar graph showing the number trend. The keyword group is shown sectors defined in the topic profile. To highlight the sector where keyword group appears, hover over a portion of the graph or data point. The number of results out of the total number of results appears.
- Legend of keywords flies out when card footer is clicked. Deselect to hide that sector and redraw the graph with the remaining sectors.

Keyword Group Trend Card


The Social Studio Keyword Group dashboard card, the Keyword Group Trend dashboard card, and the workbench Keyword Group workbench card are only for social listening dashboards and shows the post volume by keyword groups in the topic profile.

By Segment

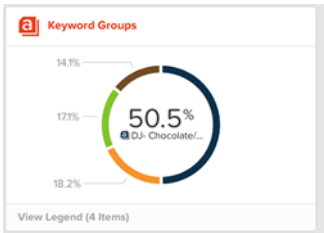
Workbench Keyword Group card



Dashboard Keyword Group card



Mobile Dashboard Card



n/a

Click the card to open the Inspector view to display the summary information in an expanded view with a post feed. The

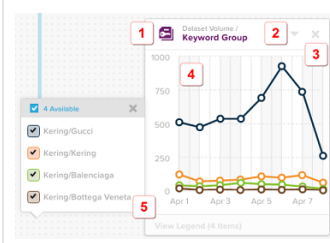
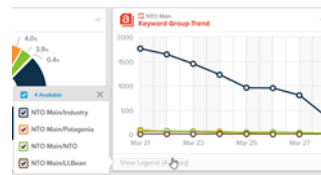
n/a


Workbench Keyword Group card**Dashboard Keyword Group card****Mobile Dashboard Card**

selected keywords in the topic profile's keyword groups are highlighted in the posts.

Click a post to open the Post Inspector and use engagement actions.

By Trend

Workbench Keyword Group card by trend**Dashboard Keyword Group Trend card**

 **Note:** If a keyword group is labeled "Other," that group contains less than one percent of the posts.

Callouts

- (1) Name of the dataset card, with the title in color, and its filtered data from the previous card, with the title in gray. In this example, this keyword group card is based on data from the post volume card.
- (2) Option to Inspect the card.
- (3) Click the **X** to delete the card from the dataset. Any cards built off this card is also deleted. You can delete Dashboard cards on Social Studio Web by first editing the dashboard, click the down arrow then select **Delete Card**. Click **Save** to save the dashboard changes.
- (4) Either a Graph showing a breakdown of keywords used with percentages or a bar graph showing the number trend. The keyword group is shown sectors defined in the topic profile. Hovering over a portion of the graph or data point highlights the sector where keyword group appears with the number of results out of the total number of results.
- (5) Legend of keywords flies out when card footer is clicked. Deselect to hide that sector and redraw the graph with the remaining sectors.

SEE ALSO:

[Datasets](#)

[Dashboard Cards in Social Studio Analyze](#)

[Inspect the Card](#)

[Add Keywords to a Topic Profile in Social Studio](#)

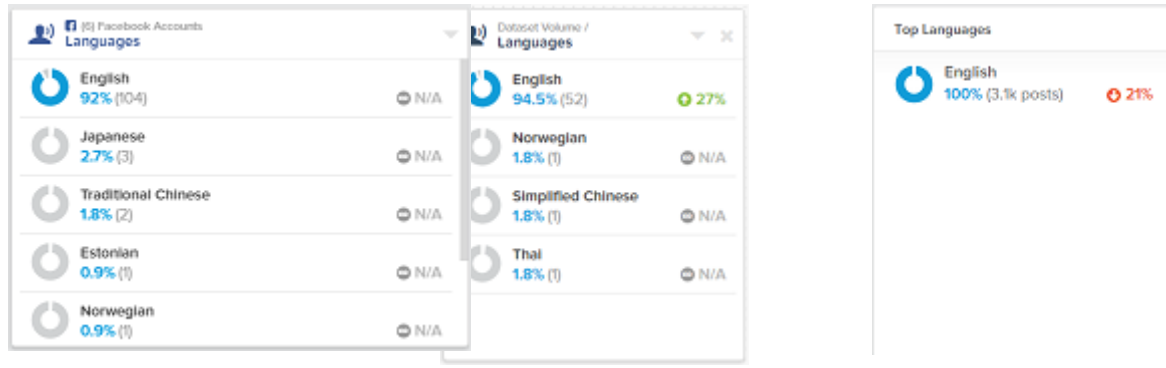
Language Card

The Social Studio Language card and the Language Trends card shows the breakdown of data returned in the topic profiles or social accounts by language. The cards appear in a web Analyze dashboard, mobile Analyze dashboard and can appear in an Analyze workbench dataset.

Dashboard Language card

Workbench dataset Language card by segment

Mobile dashboard Language card



Click the card to open the Inspector view displaying the summary information in an expanded view with a post feed. Keywords from the topic profile are highlighted in the post.

Click a post to open the Post Inspector and use change engagement actions.

The card results show the list of languages, each with a small graph, percentage, and numeric result of the language and the upward and downward trend and percentage from the last period of data is shown over the time period specified for the entire dataset.

Scroll down to see more languages.

Workbench dataset Language card by trend

Dashboard Language Trend card



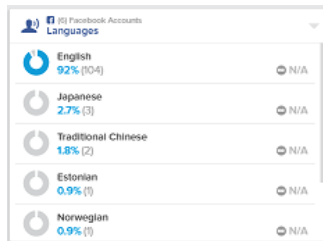
The Languages card by trend and the Language Trend card show the language breakdown in a line graph format.

Language Trends Card

The Social Studio Language card and the Language Trends card shows the breakdown of data returned in the topic profiles or social accounts by language. The cards appear in a web Analyze dashboard, mobile Analyze dashboard, and can appear in an Analyze workbench dataset.

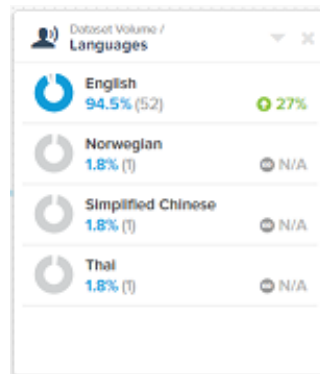
By Segment

Dashboard Language card



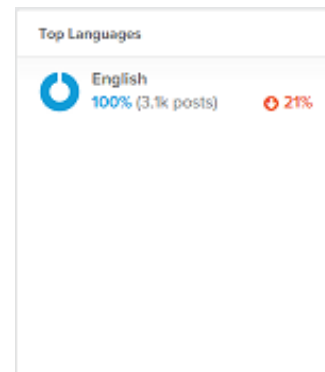
n/a

Workbench dataset Language card



n/a

Mobile dashboard Language card



Click the card to open the Inspector view displaying the summary information in an expanded view with a post feed. Keywords from the topic profile are highlighted in the post.

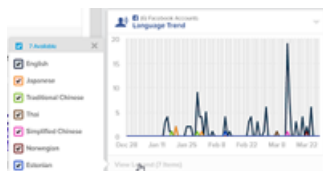
Click a post to open the Post Inspector and use change engagement actions.

Results display the list of languages, each with a small graph, percentage, and numeric result of the language and the upward and downward trend and percentage from the last period of data is shown over the time period specified for the entire dataset.

Scroll down to see more languages.

By Trend

Workbench dataset Language card



Dashboard Language Trend card



The Languages card by trend and the Language Trend card show the language breakdown in a line graph format.


SEE ALSO:

[Datasets](#)

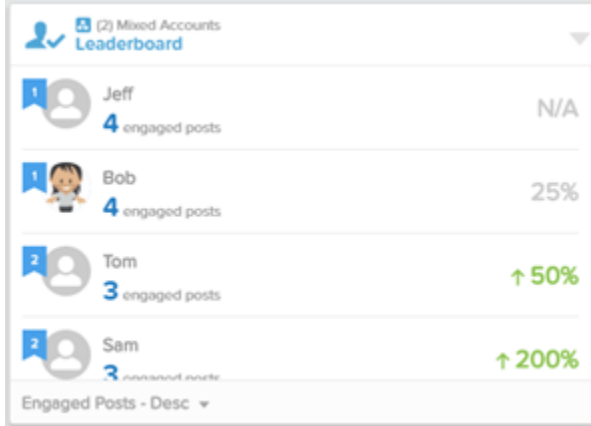
[Dashboard Cards in Social Studio Analyze](#)

Leaderboard Card in Social Studio Analyze

See which agents have responded to the most Facebook and Twitter posts in the Leaderboard Card. The card is used only on an Engagement Summary Dashboard in Marketing Cloud Social Studio. If using the mobile version, the card also appears. You can also see the change percentage from the previous period.

 **Note:** If you are required to protect your employee data through mandated legislation or company policy, you can hide the data on the Leaderboard card by contacting Marketing Cloud Customer Support. When the data is hidden, the Leaderboard card shows this message: “Privacy Protection. This private data is restricted and cannot be shown in this view.”

The ranking of agents appears with their total number of engagement replies and the response percentage increase or decrease from the last period.



Rank	Agent	Engaged Posts	Change Percentage
1	Jeff	4	N/A
1	Bob	4	25%
2	Tom	3	↑ 50%
2	Sam	2	↑ 200%

You can sort the entries according to when the data was received, the post author’s influencer score, and when the post was published.

Locations Overview Card for a Google My Business Summary Dashboard

After you connect a Google My Business account to a Social Studio workspace, create a summary dashboard. After you create the dashboard, you can view all the location pages that are connected in the account across all workspaces in the Social Studio tenant. The single dashboard card, called Locations Overview, shows all the location pages connected to the account. If you have multiple accounts connected in Social Studio, you can create a summary dashboard with that Google My Business account.

SEE ALSO:

[Add a Google My Business Account to Social Studio](#)

[View a Google My Business Summary Dashboard in Social Studio Analyze](#)

Media Type Trend Card in an Analyze Dashboard in Social Studio

You can view the overall media type engagement for social accounts and topic profiles. The data appears on the Media Type Trend card in an Analyze Dashboard in Marketing Cloud Social Studio. The card can also appear in a mobile dashboard. You can check engagement by interactions or the most popular media types over a time period. This card was previously called Engagement Trend Card or Posts Over Time.

You can show or hide the media types by selecting the check boxes in the legend of the card. Hovering over a specific data point shows the value and date.

Persona Group Basic Demographic Cards in Social Studio Analyze

To see demographic information for a Persona Group, cards automatically appear only on a Persona Group Summary Dashboard in Social Studio Analyze. The age card shows the breakdown of author age ranges. The gender card shows the percentage of male and female authors. The location card shows where posts come from and how many there are for each location. The data is read only and can't be sorted or exported into a report.

Influencers Score Card in Social Studio Analyze

To see a bar graph of a Persona Group's Twitter author's influencers scores, use the Persona Group Influencers Card in Social Studio Analyze. This card is different from the Influencers card for a Social Listening Summary dashboard. That card shows the influencer scores for authors who have contributed to posts gathered in a topic profile.

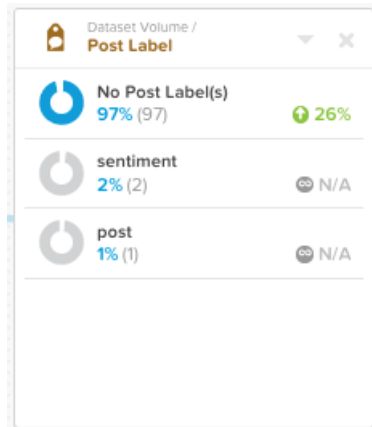
SEE ALSO:

- [Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)
- [Influencers Card](#)
- [Persona Group Summary Dashboard in Social Studio Analyze](#)

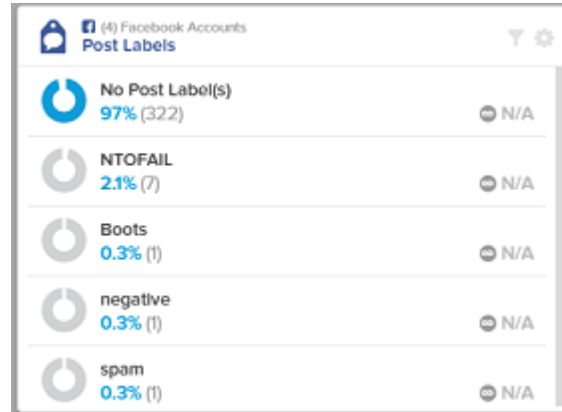
Post Label Card in Social Studio Analyze Dashboards and Datasets

The Post Label card, used in an Analyze dashboard or workbench, shows a breakdown of assigned post labels used in the topic profiles and social accounts. The card shows the data by percentage and numeric amount. Also an upward or downward trend with percentage appears. Filtering the dashboard or workbench dataset doesn't affect the totals shown. These labels are Engage post labels are not the Publish post labels.

Workbench Post Label Dataset Card



Dashboard Post Label Card



SEE ALSO:

[Datasets](#)[Dashboard Cards in Social Studio Analyze](#)

Post Volume Card in an Analyze Dashboard in Social Studio

The Engagement Summary Card, also called Post Volume, is part of an Analyze dashboard in Marketing Cloud Social Studio. The card shows overall engagement from social accounts or from topic profiles along with the total post volume. A breakdown of post volume by interactions or media types also appears. Scroll this card to view more data. This card is different depending on the dashboard type. All the cards show the overall total posts or engagements and overall volume. The card also shows an upward or downward trend with a percentage compared to the last period.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Post Volume cards can appear for social accounts or topic profiles on different Analyze dashboards. Each social account type and topic profile shows these different parameters.

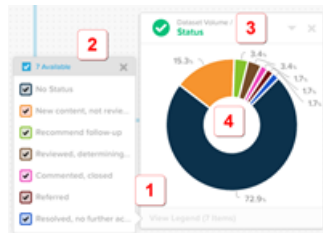
Social Account or Topic Profile	Name	Notes
Facebook	<ul style="list-style-type: none"> Posts Comments Received Inbox Messages Replies Sent Inbox Messages 	Facebook engagement summary statistics only populate when the brand posts to their own page or pages and then engages with users on the same posts.
Twitter	<ul style="list-style-type: none"> Mentions (@mentions, retweets, and replies) My Tweets DMs Received 	n/a

Social Account or Topic Profile	Name	Notes
	<ul style="list-style-type: none"> • DMs Sent • Mentions 	
LinkedIn	<ul style="list-style-type: none"> • Status Updates • Page Wall Comments 	n/a
YouTube	<ul style="list-style-type: none"> • Videos • Comments 	n/a
Google+	<ul style="list-style-type: none"> • Posts • Page Wall Comments • Events • Links • Photos • Status Updates • Videos 	n/a
Instagram	<ul style="list-style-type: none"> • Photos • Comments • Videos 	n/a
Topic profile	<ul style="list-style-type: none"> • Twitter • Facebook • Blogs • Mainstream News • Forums • Forum Replies • Aggregator • Buy/Sell 	If more data was purchased, it shows up dynamically in the setup of the topic profile used to create the dashboard.

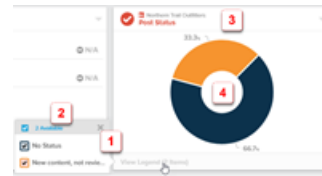
Status Card

The Social Studio Status dataset card can be used show by the assigned status of posts in social accounts and topic profile datasets and a breakdown of posts by assigned status.

Workbench Status dataset card



Dashboard Post Status card



Callouts

- Click to reveal the meaning of colors. (1)
- Unselect one or all to redraw the pie chart without the unselected data value. (2)
- Name and Description of dataset card. (3)
- Doughnut chart showing breakdown of data values. (4)

SEE ALSO:

[Datasets](#)

[Dashboard Cards in Social Studio Analyze](#)

Published Engagement Trend Card

View the Published Engagement Trend dashboard card in Social Studio Analyze for Facebook, Twitter, YouTube, and Instagram Analyze dashboards. You can see a numerical and graphical value of network-specific engagements metrics.

The Published Engagement Trend Card, previously called Engagement Over Time, displays the total engagement taken when posts that were published within the selected time frame. You can see this metric on a Facebook, Twitter, Linked, YouTube, Google+, or an Instagram dashboard.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

This card includes a two-axis chart with bars displaying the count of posts on a particular day. A trend line displays the total engagement on those posts for that day.



Social Network	Additional Information	Parameters Shown
Facebook	Facebook calculates the Engagement value and sends the number to Social Studio. The value isn't a total of Likes, Comments, Shares, and Clicks, unlike with the other networks.	<ul style="list-style-type: none"> • Likes • Comments • Shares • Clicks
Twitter	N/A	<ul style="list-style-type: none"> • Engagement • Published Posts

Social Network	Additional Information	Parameters Shown
LinkedIn	N/A	<ul style="list-style-type: none"> • Likes • Comments • Clicks • Published Posts
YouTube	N/A	<ul style="list-style-type: none"> • Likes • Comments • Clicks • Published Posts
Instagram	N/A	<ul style="list-style-type: none"> • Likes • Comments • Published Posts
Google+	N/A	<ul style="list-style-type: none"> • Engagement • +1 • Reshares • Comments • Clicks

Published Posts by Engagement Card in Social Studio

See the top posts by the amount of engagement in the Published Posts by Engagement dashboard card. The card appears in Marketing Cloud Social Studio Analyze and in Social Studio Mobile Analyze


The card shows these metrics depending on the social network. Total engagement is the sum of the tracked metrics showing on the card for that social network. The only exception is Facebook, who provides the engagement number to Social Studio.

Social Account	Metrics Shown	Web	Mobile
			The cards appear the same in the iOS version and the Android version.
Facebook	<ul style="list-style-type: none"> • Top posts • Number of likes <p>Only 'thumbs up' Likes are included. The other reaction icons (Love, Laugh, Wow, Sad and Angry) are recorded separately.</p> <ul style="list-style-type: none"> • Comments 		

Social Account	Metrics Shown	Web	Mobile
			The cards appear the same in the iOS version and the Android version.
Twitter	<ul style="list-style-type: none"> • Shares • Clicks • Retweets • Replies • Favorites • Clicks 	✓	✓
LinkedIn	<ul style="list-style-type: none"> • Likes • Comments • Clicks 	✓	✓
Instagram	<ul style="list-style-type: none"> • Likes • Comments 	✓	✓
YouTube	<ul style="list-style-type: none"> • Views • Likes • Dislikes • Comments • Clicks 	✓	✓


Reach Trend Card in an Analyze Dashboard in Social Studio

The Reach Trend Card is part of a Marketing Cloud Social Studio Analyze Dashboard. The card shows metrics for Facebook Total Reach, Organic Reach, Paid Reach, Fan Reach and Non-Fan Reach. Total numbers, percent increase or decrease, with increase or decrease indicators over the dashboard time period selected are also shown. A line graph of data points for the time period appears.

 **Note:** You can only view the Reach Trend Card not edit it.

The metrics include:

- **Total Reach** - The absolute total number of unique people who were shown your post
- **Organic Reach** - The total number of unique people who were shown your post through unpaid distribution
- **Paid Reach** - The total number of unique people who were shown your post as a result of ads
- **Fan Reach** - The total number of unique people who were shown your posts AND are fans of your Facebook page
- **Non-Fan Reach** - The total number of unique people who were shown your posts AND are not currently fans of your Facebook page

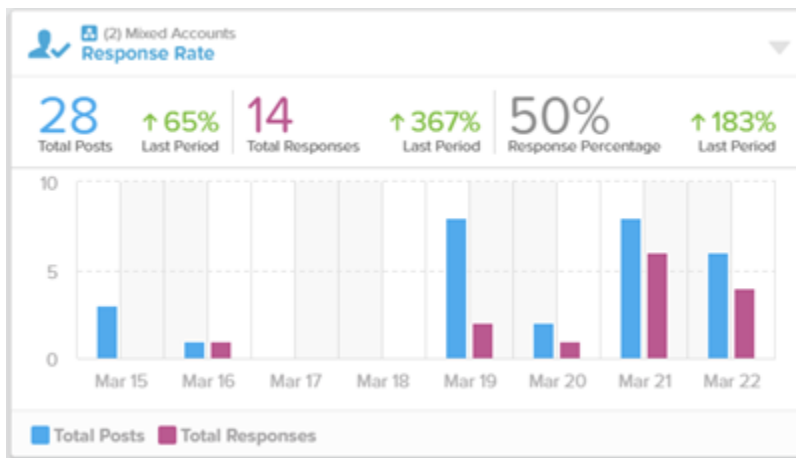
 **Note:** Facebook calculates the Engagement value and sends the number to Social Studio. This value is not a total of Likes, Comments, Shares, and Clicks, unlike with the other networks.

Use the legend to deselect the lines to focus on one aspect. Hover over a point on the graph to show the date and the number of non-fan published posts.

Track Inbound Social Posts with the Response Rate Card in Social Studio Analyze

To see inbound posts in Social Studio for Facebook and Twitter accounts, use the Response Rate card. The card shows the total inbound posts gathered over the timeframe on an Engagement Summary Dashboard. The card also shows the change in totals compared to the last period.

The Response Rate card, which also can be seen in the Social Studio Mobile app, only shows inbound posts. Notable data displayed includes the number of engagements versus the previous dashboard period. You can also see the response percentage and the change from the last period and a graph of total posts and total responses by date.



- Card data appears by Received Date or Published Date for when the post engagement starts. The engagement start time is the publish time or when Social Studio harvests the posts.
- Reply Time shows how soon the brand provides the first response to the post. When unique users in workspace reply to the same post, the first reply is used as the end time.
- The response time is the end time minus the start time.
- The average response time is the response time divided by the number of replied posts.

1.

Click  on the Response Rate card.

2. To sort the card when inspecting it, sort the values by **Received Date** or **Published Date**.

Received Date shows that the data by the date received.

Influencer Score shows the data by the post author's influencer score.

Published Date shows the data by the data published.

Sentiment Card

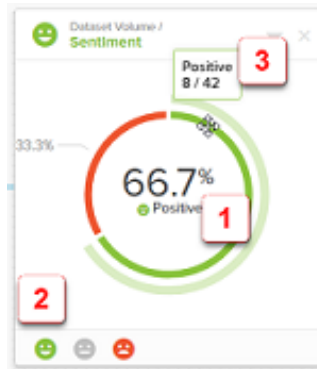
The Social Studio Sentiment Card shows average sentiment and a breakdown, either by segment in a graph by percentage or in a line graph by trend organized by positive, neutral, or negative sentiment.

Dashboard Card -Web

Workbench Dataset - Web

Dashboard Card - Mobile

By Segment



Average Sentiment (1) - The average sentiment is shown in the middle of the card. The algorithm excludes neutral values unless there are no other values. The greater sentiment is shown as an icon in the center of the graph.

n/a

Interactive Legend Items (2) - Toggle the legend items and the sentiment graph redraws with only the sentiment that was selected. Neutral sentiment is hidden by default.

Sentiment Counts (3) - Hovering over a section of the pie shows the count of posts with the associated sentiment type, by Segment. The date and number of sentiments are shown when hovering over the data point.

Sentiment Trend Card

The Sentiment Trend Card shows the same information as the workbench sentiment card, by trend, with a view of sentiment type percentage per day over a period.

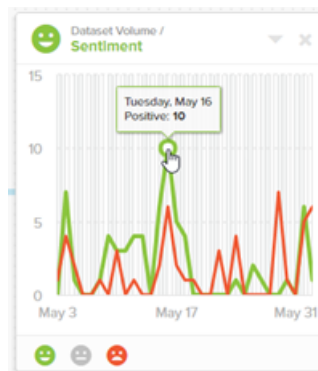
Web

Mobile

Dashboard Card



Workbench Dataset Card By Trend



SEE ALSO:

- [Dashboard Cards in Social Studio Analyze Datasets](#)

Share of Voice Card in Social Studio

To view a breakdown of posts that match share of voice sectors, use the Social Studio Share of Voice card. The card appears with the same data in an Analyze workbench or in a dashboard. The card shows the occurrence of posts by Brand, Competitor, and Industry, as specified in the topic profile. See the data in either a segment or trend view.

Workbench Share of Voice card

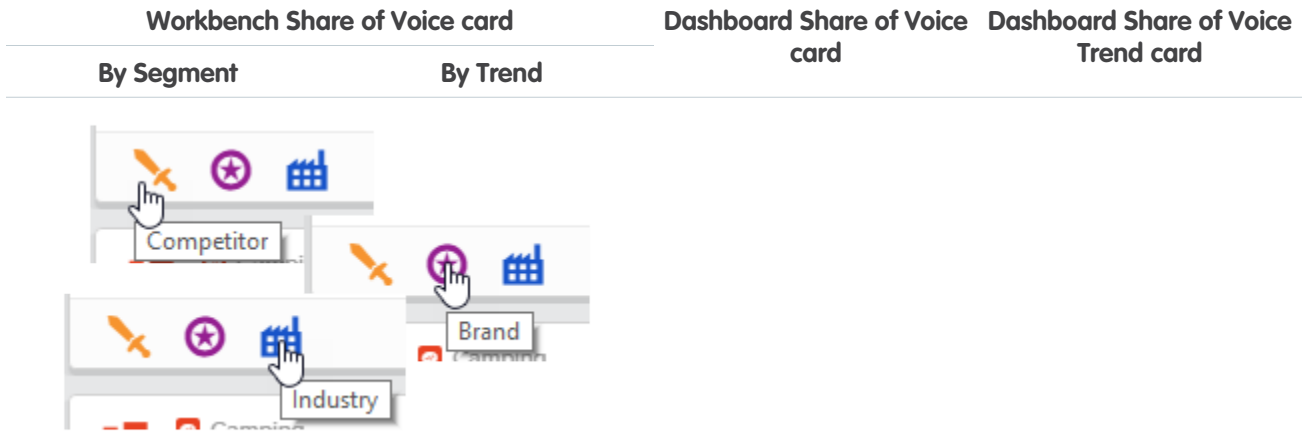
Dashboard Share of Voice card Dashboard Share of Voice Trend card

By Segment

By Trend



- If you hover over a section, see the numeric amount out of the total number of posts (1).
- Percentage of a data point (2).
- Icons and colors representing the different sectors, Competitor, Industry, and Brand, if more than one (3).



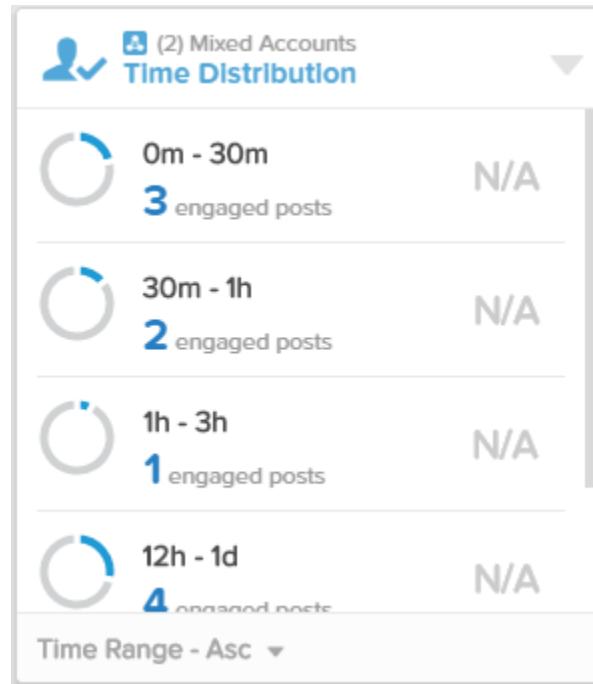
To highlight the sector in the graph, click that icon. To see other sectors in the Share of Voice card, add another keyword group of a different type to show it on the card.

SEE ALSO:

- [Manage Keyword Groups in Social Studio](#)
- [Manage Social Studio Analyze Workbench Datasets](#)
- [Topic Profiles in Social Studio](#)

Time Distribution Card in Social Studio Analyze

The Time Distribution card appears on an Engagement Summary Dashboard in Marketing Cloud Social Studio Analyze. The card shows engaged posts that were resolved over the dashboard timeframe and classified in time ranges. Social Studio pulls the data from Facebook and Twitter accounts. The card also appears on the Social Studio mobile app.



In any time distribution category, the lower category is included and the upper category is excluded. Posts with response time of 30-min fall into the 30m to 1-hr category, not the 0m to 30m category. The default categories are:

30 minutes

1 hour

3 hours

6 hours

12 hours

24 hours

More than 24 hrs

If a category has no engaged posts, the category is not shown on the card.

1.

Click  on the Time Distribution card.

2. To sort the card when inspecting it, sort the values by **Received Date**, **Influencer Score**, or **Published Date**.

Received Date - order the data by the date received

Influencer Score - order the data by the post author's influencer score

Published Date - order the data by the data published

Top Words Card in Social Studio

The Top Words card in Marketing Cloud Social Studio shows the most common words that appear in posts gathered. The size of the words shown represents their relative volume of usage—the larger the font, the more frequent the word's use.

You can also find the Top Words in a Persona Group Summary Dashboard, where it's called Word Cloud. By highlighting one or more words in a workbench dataset, you can add more cards based on those words. The same top words appear whether the card is in a dashboard, workbench dataset, or Social Studio Mobile. You can select multiple words in this card to see more detail on them.

Top words appear differently in dashboards and workbench datasets. In dashboards, the Top Words card displays the top 50 keywords from the last 1,000 social posts. In workbenches, the dataset card shows a random snippet of 1,000 posts. The top words displayed can be difficult to analyze when comparing the two with equal filtering.

SEE ALSO:

[Datasets](#)

[Dashboard Cards in Social Studio Analyze](#)

[Create an Instagram Hashtag Summary Dashboard in Social Studio Analyze](#)

[Persona Group Summary Dashboard in Social Studio Analyze](#)

[Social Account Summary Dashboard in Social Studio Analyze](#)

[Social Listening Summary Dashboard in Social Studio Analyze](#)

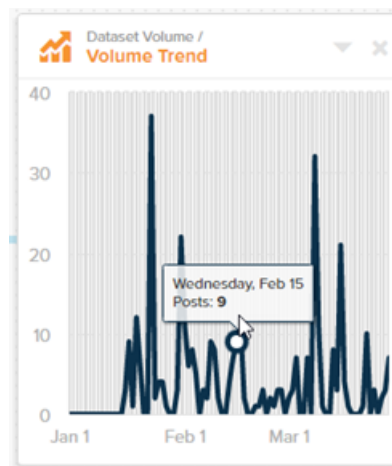
Monitor Trends of Social Studio Posts with the Volume Trend Card

To see the number of posts published over time, use the Marketing Cloud Social Studio volume trend card. The card shows the same information in a dashboard or a workbench. On a line graph, you can hover over a point and see the specific date and the number of posts. From the volume trend card, you can drill down and add new cards from a point in the graph.

Dashboard Volume Trend card



Workbench Volume Trend dataset card



SEE ALSO:

[Post Volume Card in an Analyze Dashboard in Social Studio](#)

Manage Dashboards in Social Studio Analyze

In Marketing Cloud Social Studio Analyze, you can accomplish common task for dashboards, such as creating, customizing, deleting, or duplicating dashboards. You can also add or edit the sources that supply the dashboard. Also you can filter the dashboard or change the date range of data for the dashboard.

[Add or Edit Dashboard Sources](#)

You can add or change the social accounts or topic profile in Social Studio to an existing dashboard at any time. You can bulk add or remove sources and also add or remove social accounts from the list.

[Create a Dashboard in Social Studio](#)

Create a dashboard in Marketing Cloud Social Studio for a summary of social account, topic profile, or engagement summary data. Dashboards created by one workspace member aren't visible to other members of the same workspace unless the owner shares the dashboard. Each workspace member creates their own dashboards.

[Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio](#)

To see the composition of Twitter authors that engage with your brands in Marketing Cloud Social Studio, create persona groups from the data about these authors. Use the Persona Groups in building Persona Group Summary dashboards. Only Twitter-based dashboards and dashboard cards can have Persona Groups.

[Customize a Dashboard](#)

In Social Studio, you can customize Analyze Dashboards, if enabled for your tenant. You can include dashboard cards from one or more same type social accounts. You have the flexibility to mix and match dashboard data to focus on all social accounts or individual social accounts. You can create dashboards focusing on one specific set of dashboard data.

[Customize Time Distribution Buckets for a Social Studio Engagement Summary Dashboard](#)

To customize the Time Distribution Card in the Engagement Summary dashboard in Marketing Cloud Social Studio Analyze, customize the buckets with different values.

[Export Analyze Dashboard Card Data as CSV Data in Social Studio](#)

To further filter and sort the data from a Marketing Cloud Social Studio Analyze Dashboard, export the card data to a Comma-Separated Value (CSV) file. After you have the file, import into spreadsheet programs for further filtering and sorting.

[Filter a Dashboard or Cards in Social Studio Analyze](#)

You can filter a dashboard or an individual card in Analyze using the same filtering options used in an Engage column. You can either apply a filtering date to the entire dashboard, filter the entire dashboard, or filter the data of an individual dashboard card.

[Group Location Pages on a Google My Business Dashboard in Social Studio Analyze](#)

If you have a lot of location pages connected to a Google My Business account, you can group them on the dashboard by city, state, or country. Only location pages previously defined outside of Marketing Cloud Social Studio appear in the grouping list. All location pages in the account appear in the dashboard. Your Social Studio tenant can support up to 8,000 location pages spread across one or many Google My Business accounts.

[Inspect the Card](#)

You can see greater detail of Social Studio Analyze dashboard cards. Depending on the card, clicking a datapoint filters and shows the posts matching the datapoint.

[Rearrange Dashboard Layout](#)

You can rearrange the cards for Social Studio dashboards you own in any tile order.

[Resize Dashboard Cards in Social Studio Analyze](#)

You can resize a dashboard card in the Marketing Cloud Social Studio desktop version to make it more compact or spread out. You cannot resize cards in Social Studio Mobile.

[Share a Dashboard in a Social Studio Workspace](#)

As the owner of a dashboard, you can make dashboards private to you or share them with the entire workspace in Marketing Cloud Social Studio. When you update a shared dashboard, the other workspace members see the updates.

[View Data Source](#)

Use the View Data Source to see the source of the data menu option of the Published Post by Engagement Dashboard Card in a Social Studio Analyze Dashboard.

SEE ALSO:



[How Many Social Accounts Can I Add to a Social Account Summary or a Mixed Account Summary Dashboard?](#)

[User Role Permissions in Social Studio](#)

[User Roles](#)

Add or Edit Dashboard Sources

You can add or change the social accounts or topic profile in Social Studio to an existing dashboard at any time. You can bulk add or remove sources and also add or remove social accounts from the list.

1. Click **Options arrow** and select **Bulk Edit Sources**.
2. To add all accounts, add or remove social accounts from the list, click **# available**. # is the total number of social accounts available.
 **Note:** Follow these steps for topic profile dashboards:
 - Click **Create New Topic Profile** for a new topic profile.
 - Click  next to the topic profile to edit.
3. Click **Apply to All Cards** or **Apply**, if the dashboard has a mixture of social accounts network types and topic profiles or more than one topic profile.

Create a Dashboard in Social Studio

Create a dashboard in Marketing Cloud Social Studio for a summary of social account, topic profile, or engagement summary data. Dashboards created by one workspace member aren't visible to other members of the same workspace unless the owner shares the dashboard. Each workspace member creates their own dashboards.

1. Click **Create Dashboard**.
2. Determine the type of Dashboard:
 - a. To get a summary of one or more social accounts, use **Social Account Summary**:

Select one or more Facebook, Twitter, LinkedIn, Google+, Instagram, YouTube, or Pinterest accounts. Sina Weibo accounts aren't supported.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

If you add more than one social account to the dashboard and all the social accounts aren't displayed, use **Search**. To narrow the results, enter a partial name then select the result.

Use up to a 50 owned accounts per dashboard. Social Studio can only request 30 days historical data from the social network. LinkedIn shows up to 20 days or the last 50 posts.
 - b. To get a dashboard on a topic profile, use **Social Listening Summary**:


Either select **Create New Topic Profile** or select a topic profile.

If more than one topic profile is available and all of them aren't displayed, use **Search**. To narrow the results, enter a partial name and select the result.

Only one topic profile can be used per dashboard. Create a separate dashboard using each topic profile to use more than one.

- c. To see the engagement summary from Facebook or Twitter accounts, use **Engagement Summary** and then select the accounts where the cards pull the engagement data.
- d. To start from scratch and create a blank dashboard, use **Blank Dashboard Template**. Select the account type that has the data that shows in the dashboard cards.

A blank dashboard can include a topic profile or a mix of social accounts, but not both.


If the account type is Social Listening and there are no accounts selected, click  to either select a topic profile or create a topic profile.

3. Drag up to 30 cards over to the blank canvas.

Create a Persona Group from a Twitter Analyze Dashboard Card in Social Studio


To see the composition of Twitter authors that engage with your brands in Marketing Cloud Social Studio, create persona groups from the data about these authors. Use the Persona Groups in building Persona Group Summary dashboards. Only Twitter-based dashboards and dashboard cards can have Persona Groups.

A persona group requires at least 100 authors for data to appear. If the persona group has no data, expand the date range or add more keywords to the Social Listening Summary dashboard. Use the same Social Listening Dashboard. Create the persona group again using the new parameters.

1. In Analyze, select either a social listening dashboard, a Twitter Account Summary dashboard, or a mixed social account summary dashboard that contains Twitter data.
2. Click  > **Create Persona Group**.
3. Enter a title and optional description.
4. Click **Save**.

Customize a Dashboard

In Social Studio, you can customize Analyze Dashboards, if enabled for your tenant. You can include dashboard cards from one or more same type social accounts. You have the flexibility to mix and match dashboard data to focus on all social accounts or individual social accounts. You can create dashboards focusing on one specific set of dashboard data.

1. Click  and the background becomes darker to indicate the edit mode.
2. To add cards to the dashboard, click **Add**.
3. Choose account type, whether a social account or social listening. The card types pull the data based on the social accounts selected.
4. Drag new cards onto the dashboard and the existing cards move out of the way to accommodate the new card.
5. Depending on the card, select the social accounts to include in the card's data. By default, all accounts of that type are selected. Deselect all the social accounts and select individual accounts if desired. The card's title does not show the selected social account or social accounts until the dashboard is saved.
6. Close the card selector when finished adding cards.

7. Click **Save**. If you navigate away from the dashboard, changes are not saved. If cards using other social account types, the dashboard name changes to Mixed Account Summary.

Customize Time Distribution Buckets for a Social Studio Engagement Summary Dashboard

To customize the Time Distribution Card in the Engagement Summary dashboard in Marketing Cloud Social Studio Analyze, customize the buckets with different values.

1. In Analyze, navigate to **Dashboards**.
2. Open an Engagement Summary dashboard.
3. To open the filter options for the dashboard, click ▼.
4. Click **Time Distribution Buckets**.
5. Choose either:
 - a. Default Time Distribution Buckets which is already selected by default.
 - b. Specify custom Time Distribution Buckets:
To remove the individual buckets, click the X.



To include a custom bucket, specify the format of Minutes, Hours, or Days, and then enter the number. Click **Add to List**.

- c. Click **Done**
6. Click **Apply**.


Export Analyze Dashboard Card Data as CSV Data in Social Studio


To further filter and sort the data from a Marketing Cloud Social Studio Analyze Dashboard, export the card data to a Comma-Separated Value (CSV) file. After you have the file, import into spreadsheet programs for further filtering and sorting.

The time-frame of the card data is the time-frame for the entire dashboard. To export a different range of card data, change the time-frame for the dashboard first.

The CSV exported card data reports organizes the data in columns by dashboard card.

1. Access the dashboard in Analyze.
2. Click the dropdown arrow on the card.
3. Click **Export as CSV**.

 **Note:** When exporting as CSV for a Feed Card on a Facebook, Twitter, Instagram, or topic profile dashboard, you can export a 500,000 posts. You can select to export up to 100, 50,000 or 500,000.

 **Note:** Per Twitter's Terms of Service, up to 50,000 tweets can be exported per user per day.

If you have downloaded a dashboard card report, a banner appears saying the report is being downloaded.

If you have downloaded a workbench card report, the banner appears saying you receive an email once the report is ready.

For dashboard card reports, the CSV file is generated and downloaded to your browser download location.

4. For workbench card reports, in the email, click **Download CSV Export** to open a new tab into Social Studio. The report is automatically downloaded to the default download location for your browser.

SEE ALSO:

[CSV Report Headers in a Social Studio Analyze Report](#)

Filter a Dashboard or Cards in Social Studio Analyze

You can filter a dashboard or an individual card in Analyze using the same filtering options used in an Engage column. You can either apply a filtering date to the entire dashboard, filter the entire dashboard, or filter the data of an individual dashboard card.

1. Filter the dashboard by date.
 - a. To show data only within a specified range, select from these values:
Social listening dashboards can only show up to 30 days of historical data. If setting a dashboard to a specific date range, for example, July 1 to July 31 is selected for the date range, that dashboard keeps those dates.
2. Filter the entire dashboard.
 - a. Filter the dashboard using the same filtering options as in Engage column filtering. The Analyze part of Social Studio shares filtering engine as Engage. When filtering, the affected dashboard cards are outlined in blue. Only affected cards are not grayed out.



Note: To filter a Facebook account summary dashboard by comments, select **Comments Mentions**. To filter just by Facebook @mentions, select **Mentions**.

For Instagram: Using the Instagram API, media types keywords tagged with '#' keyword can be searched. The keywords can also include existing "#" keywords where Instagram is an included type on the topic profile.

For YouTube comments and videos in topic profiles, you can only hide the posts. In the inspector, you can also change the status, priority, assignment, sentiment, classification, and add post labels.

Dashboard filters are automatically saved unless manually cleared. Be sure to clear the set filters before exiting Social Studio. If not, the same filters will be automatically applied when you next log in.

When filtering a topic profile dashboard that contains source groups, all applied filters affect all the source groups, not just one of them. Depending on the source of a post, the categorization within Social Studio could be different than expected in relationship to the filter applied. For example, if a topic profile contains a source group with a Brazilian Facebook page, posts are categorized as "unknown" or "German". When you filter the topic profile by Portuguese, these unknown and German posts in this Source Group are ignored.

- b. If filtering an Engagement Summary Dashboard, you can set these filtering options:
Choose either **Received Date** or **Published Date** for Engagement Starts With.
Choose **Replied, Commented, Closed, Resolved, no further action required**, or **Reviewed, closed, no engagement required** for Engagement Ends With.

3. Filter an individual card on the dashboard.



You can apply different filters to all except these individual cards:

Published Posts by Engagement

Published Engagement Trend

Reach Trend

Engagement Rate Trend

- a. Open a dashboard.
 - b. To enter the edit mode, click .
 - c. To open the filtering options, click  on the individual card. Not all cards have the filter icon.
 - d. Apply the same filtering options as in Engage column filtering. The card has a different icon showing that filters are applied to the card.
 - e. To see what filters have been applied, hover over the icon.
4. Click **Apply**.

SEE ALSO:

[See the Social Studio Posts You Want with Column Filters](#)

Group Location Pages on a Google My Business Dashboard in Social Studio Analyze

If you have a lot of location pages connected to a Google My Business account, you can group them on the dashboard by city, state, or country. Only location pages previously defined outside of Marketing Cloud Social Studio appear in the grouping list. All location pages in the account appear in the dashboard. Your Social Studio tenant can support up to 8,000 location pages spread across one or many Google My Business accounts.


1. In Social Studio Analyze, click **Create Dashboard**.
2. Select **Google My Business Summary**. Location pages already connected to a Google My Business account appear.
3. To group the account's location pages, click **Locations** and select either Cities, States, or Countries.
4. Depending on the group selected, drill down through the choices and specify the city and state. Countries don't list the regions in that country.
5. Click **Apply**.



Tip: Rename the dashboard and include the location pages that are in the dashboard.

Inspect the Card

You can see greater detail of Social Studio Analyze dashboard cards. Depending on the card, clicking a datapoint filters and shows the posts matching the datapoint.

1. Click .
2. Select **Inspect** from the menu for the card. More detail opens into a lightbox view with a post feed.
3. You can see specific information depending on the card inspected:
 - To remove the filtered view and show all posts within the date range specified, click **Clear**.
 - To generate a CSV report of the card's data, choose **Export Chart as CSV** or **Export Feed as CSV**.
 - A CSV report is generated and downloading of the card's chart data.
 - When exporting the feed as a CSV report, select the amount of data to include.

Dashboard Card	Additional Actions or Information
Post Volume	Click a post volume type, dependent on the social network type or social listening for the dashboard, to filter and show in the post feed those matching posts.
Engagement Trend	To filter the post feed to the posts on that day, click a data point in the graph.
Page Fans Trend (Facebook)	Hover over a data point to see specific information.
Sentiment Summary	To filter the post feed to the posts with that sentiment, click a sentiment on the graph.
Sentiment Trend	To filter the post feed to the posts with that sentiment, click a data point in the graph.
Top Words	<ul style="list-style-type: none"> To filter the post feed to the posts with that keyword or keywords, click a keyword, or multiple keywords by pressing Shift and then clicking the next word. To deselect the word or words, hold down the Command key (Mac) or the Control key (PC). The keyword or keywords are highlighted in the posts.
Media Type Trend	Click a data point in the graph and select View Feed to filter the posts by that data point.
Keyword Group	Keywords from the Topic Profile are highlighted in the post. To filter the post feed, click the value.
Countries	none
Languages	none


- To open the post in the Post Inspector and change engagement actions, click the post.
You can apply Engagement Macros to the post.


SEE ALSO:


- [See Post Specifics in One Place in Social Studio](#)
- [Interact with Posts in Social Studio](#)
- [Change the Attributes in a Social Studio Post](#)

Rearrange Dashboard Layout

You can rearrange the cards for Social Studio dashboards you own in any tile order.


-  **Note:** If you change the layout of a dashboard that you shared with others, they see the new layout the next time they access the dashboard. The layout changes if the users refresh the dashboard to update the data.

 **Tip:** If you like the layout of a dashboard shared with you or a user of one of your shared dashboards likes the layout before it was changed, duplicate the dashboard and rearrange the duplicate as desired.

1. Open a dashboard.
2. To enter the edit layout mode, click . The dashboard background turns darker. Available empty slots for the dashboard tiles are darker.
3. Click and hold a dashboard tile and drag to a new position. Tiles already in that position slide over for the new tile. Moving tiles that are larger than one square to a new position causes existing tiles to move out of the way.
4. Release and drop the tile into the new position.
5. Click **Save**.

Resize Dashboard Cards in Social Studio Analyze


You can resize a dashboard card in the Marketing Cloud Social Studio desktop version to make it more compact or spread out. You cannot resize cards in Social Studio Mobile.

1. On the dashboard, click .
2. Click the card that you want to resize. Resizing handles appear at the card edges.
3. Click and drag a handle to adjust the card size.
4. Click **Save**. The new sizes of the cards persist the next time you access the dashboard or until you resize the cards again.

Share a Dashboard in a Social Studio Workspace

As the owner of a dashboard, you can make dashboards private to you or share them with the entire workspace in Marketing Cloud Social Studio. When you update a shared dashboard, the other workspace members see the updates.

Basic and full users using the shared dashboard don't see applied filters unless they duplicate the dashboard. The user can customize the filters and filtering values in the duplicated dashboard.

1. In Analyze, find the dashboard you want to share with members of the current workspace.
2. Click , and select **Share**.
3. Select **Private to Me** or **Entire Workspace**, and click **Apply**.

The Share icon in the dashboard tile changes color from  for shared to gray  for private.

4. If the dashboard is shared, you can view the dashboard owner and the last modified date by hovering over .

View Data Source

Use the View Data Source to see the source of the data menu option of the Published Post by Engagement Dashboard Card in a Social Studio Analyze Dashboard.

1. Click the down arrow in the corner of the card.
2. Select **View Data Source**.
The card opens to a detailed report over the selected date range showing:
the published date of the post

the social account the post was made from

text of the post

columns for numbers specific to the social network type with percentage of overall change since the last date period of the report

Social Network	Columns shown
Facebook	Likes, Comments, Shares, Clicks, Engagement
Twitter	Retweets, Replies, Favorites, Clicks, Engagement
YouTube	Views, Likes, Dislikes, Comments, Clicks, Engagement
Instagram	Likes, Comments, Engagement

Click the Published or network-specific number column headers to make it active, the text is gray. An up arrow indicating lowest value to highest value, or a down arrow indicating highest value to lowest value appears next to the text. Inactive columns are shown with blue text.

- To return to the dashboard, click the dashboard name in the header.

Analyze Workbenches in Social Studio

Use Marketing Cloud Social Studio Analyze Workbenches to understand the conversations around your brand. With workbenches, you can address spikes in conversations and view the conversations over time. Use the same workflow as in Social Studio Engage. Workbenches can hold custom created and arranged datasets or info cards. The datasets can be based on topic profiles and social accounts such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and Google+.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

You can analyze your data by combining multiple segmentation types:

- author labels
- countries
- keyword group
- language
- media type
- post labels
- share of voice
- sentiment

You can set the time range of data gathered during 1, 7, or 30 days or use a custom range of 3–93 days.

A dataset can only use data from one topic profile or up to 50 social accounts of the same type at a time. Each dataset can contain one or more topic profiles or social accounts and appears as a separate item in the workbench. A dataset can't have a mixture of topic profiles and social accounts. Create another dataset on the same topic profile or the same social accounts with different cards for a different investigation or see the same data differently. The data can be compared side by side to see trends, themes, and emerging relationships.

Different social account datasets, such as Facebook accounts and Twitter accounts can't be combined in the same dataset.

When you enter a workbench dataset, you can:

- See the name of the workbench.
- See at a glance if a dataset is for social accounts or topic profiles. A workbench can contain multiple topic profiles and social account datasets useful for comparing and contrasting different sets of the same data.
- To add a dataset, use **+ Add New Dataset**
- Manage workbench settings
- View the Core dataset card

The Workbench gallery contains the workbenches that are created in a workspace in Analyze. When you create a workbench, only you can see the workbench, no other Social Studio user can see your workbenches.

From the workbench gallery you can perform these actions:

- See the number of dashboards and workbenches in a workspace.
- Use **Search** to find a workbench if you have more workbenches than can be displayed at one time.
- To create a workbench, use **Create Workbench**.
- See if a workbench has one or more datasets.

[Manage Workbenches in Social Studio Analyze](#)

You can create, delete, edit, rename, or search for workbenches in Marketing Cloud Social Studio Analyze. You can have multiple workbenches with datasets monitoring either social accounts for topic profiles. Each dataset can have various card combinations, date ranges, and contain one or more social accounts. A dataset can contain one topic profile only.

[Datasets](#)

Workbenches in Social Studio Analyze use datasets cards to display the information from a topic profile or social accounts in a visually informative appearance. A workbench can contain an unlimited number of datasets, shown as separate items. The dataset in a workbench can contain an unlimited number of cards. The combination allows for an unlimited number of combinations to view topic profile or social account data.

[Manage Social Studio Analyze Workbench Datasets](#)

You can manage a variety of tasks for datasets in Analyze workbenches in Social Studio.

Manage Workbenches in Social Studio Analyze

You can create, delete, edit, rename, or search for workbenches in Marketing Cloud Social Studio Analyze. You can have multiple workbenches with datasets monitoring either social accounts for topic profiles. Each dataset can have various card combinations, date ranges, and contain one or more social accounts. A dataset can contain one topic profile only.

[Create a Workbench in Social Studio Analyze](#)

Before you can create a dataset, create the Marketing Cloud Social Studio Analyze workbench first to hold the dataset.

[Delete a Workbench in Social Studio Analyze](#)

You can delete any Marketing Cloud Social Studio Analyze workbench. Any datasets and dataset cards that are part of the workbench are also deleted.

[Edit or Rename a Workbench in Social Studio Analyze](#)

You can edit or rename a workbench in Marketing Cloud Social Studio Analyze.

[Search for a Workbench in Social Studio Analyze](#)

If you have multiple workbenches in Marketing Cloud Social Studio Analyze, you can search for a specific one by name.

Create a Workbench in Social Studio Analyze

Before you can create a dataset, create the Marketing Cloud Social Studio Analyze workbench first to hold the dataset.



1. Access Social Studio Analyze.
2. Click **Workbenches**.
3. Click **Create Workbench**.
A blank workbench appears. To change the title from New Workbench, click the title.
4. Add your datasets.

SEE ALSO:

[Add Initial Dataset Card to a Social Studio Analyze Workbench](#)

Delete a Workbench in Social Studio Analyze

You can delete any Marketing Cloud Social Studio Analyze workbench. Any datasets and dataset cards that are part of the workbench are also deleted.

1. Access Social Studio Analyze.
2. Click **Workbenches**.
 - a. From the workbench gallery:
 - a. Click  for the workbench.
 - b. Click **Delete**.
 - b. From within the workbench:
 - a. Click  for the workbench.
 - b. Click **Delete**.

 **Note:** This action also deletes any datasets and dataset cards that are part of the workbench.

Edit or Rename a Workbench in Social Studio Analyze

You can edit or rename a workbench in Marketing Cloud Social Studio Analyze.

1. Access Social Studio Analyze.
2. Click **Workbenches**.
3. To open, click the workbench.
4. Add new datasets or rename the workbench by clicking the workbench title and entering a new name.

SEE ALSO:

[Add Initial Dataset Card to a Social Studio Analyze Workbench](#)


Search for a Workbench in Social Studio Analyze

If you have multiple workbenches in Marketing Cloud Social Studio Analyze, you can search for a specific one by name.

1. Access Social Studio Analyze.
2. Click **Workbenches**.
3. Enter the name in the Search field.
The workbenches filter depending on what is entered.

Datasets


Workbenches in Social Studio Analyze use datasets cards to display the information from a topic profile or social accounts in a visually informative appearance. A workbench can contain an unlimited number of datasets, shown as separate items. The dataset in a workbench can contain an unlimited number of cards. The combination allows for an unlimited number of combinations to view topic profile or social account data.











 **Note:** A dataset can only use data from one topic profile or up to 50 social accounts, of the same type, at a time. Create another dataset on the same topic profile or the same social accounts for a different investigation and deeper dive into the data.

You can create multiple datasets in a workbench but topic profile sources and social account sources cannot be combined in the same dataset. Also, different social account datasets, such as for Facebook and Twitter accounts, cannot be combined in the same dataset.












When viewing post level data from any card in a Post Inspector, you can apply engagement macros to a single post.

Different dataset cards can be used in a workbench to organize and view topic profile or social account data and have these card types:


 **Note:** Posts that are hidden do not influence the count numbers in an Analyze Workbench. The count numbers reflect both hidden and unhidden posts.

Card Type	By Segment	By Trend	Topic Profile	Social Account
Assignment	NA	NA		
Author Label	NA	NA		
Basic Demographics	NA	NA		NA
BiText	NA	NA		NA
Classification	NA	NA		
Core	NA	NA		

Card Type	By Segment	By Trend	Topic Profile	Social Account
Country	NA	NA		
Domains		NA		NA
Einstein ¹ Vision		NA		NA
Hashtags		NA		NA
Keyword Group				NA
Keyword				NA
Language	NA	NA		
Media Type				
Post Label	NA	NA		
Sentiment	NA	NA		

Card Type	By Segment	By Trend	Topic Profile	Social Account
Share of Voice	NA	NA		NA
Sources		NA		NA
Status	NA	NA		
Top Words	NA	NA		
Username		NA		NA
Volume Trend		NA		

Once the initial dataset card is added, more cards can be added and arranged in any configuration to focus in on specific data. Extra dataset cards can be added to the initial dataset card so you can drill down to get finer and finer details.

 **Note:** Some dataset cards show a percentage next to the data value with an increase, shown by a up arrow, or decrease, shown by a down arrow. These values are a comparison to the previous time period that is set for the workbench.

For example, if the workbench is set to show 30 days, the percentage and up or down trends show the change compared to the previous 30 days.

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Additional Resources:

[Assignment Card in a Social Studio Analyze Workbench](#)

The Assignment Card shows the performance of users who were assigned posts to process. You can see how workspace users are performing on the Analyze Workbench Assignment card in Marketing Cloud Social Studio. User performance appears with the number of posts that they're assigned, and their percentage of completion. The same information also appears in the Analyze Dashboard Assignment card.

[Basic Demographic Cards](#)

To see summary information on a topic profile by age, location, or gender, you can use Basic Demographic cards only in Social Studio Analyze. The basic demographic cards can only be used in workbenches with topic profiles datasets.

[BiText Card](#)

Social Studio utilizes another paid insight that was formerly available in Analysis Dashboard as "Radian6 Paid Insight Partners." Use Bixtext to drill into the data with sentiment analysis and identify topics on topic profiles.

[Clarabridge Paid Insights Card](#)

Social Studio Analyze summarizes data from paid insight partners, which had existed previously in Radian6, into information cards for topic profile workbench datasets. The Clarabridge insight package provides customer experience analytics, requires the purchase of insights credits. Contact your account representative for details.

[Core Card](#)

Social Studio Core Card presents a summary of the data from a topic profile or social accounts and is the basis for the other cards in the dataset. The number of posts within the timeframe set for the dataset appears as the Total Volume.

[Domains Card](#)

The Domains card in a Social Listening dataset in a Social Studio Analyze workbench. A Social Listening dataset is also known as a topic profile dataset and shows the top 50 domains by frequency. Only posts within the specified timeframe for the workbench appear. The posts gathered by the topic profile mention the URLs shown on the card.

[Einstein Vision Card in Social Studio Analyze](#)

You can apply Einstein Vision using the Einstein Vision card in Social Studio Analyze workbenches to a data value from Twitter or Instagram.

[Hashtags Card](#)

The Social Studio Hashtags card in a workbench dataset can be used only in a social listening dataset. The card shows the top 50 hashtags used in the topic profile over the specified timeframe of the dataset. There is no trending option, just a segmentation display.

[Images Card](#)

Exploring social data is more than just numbers. You can explore the images that your influencers share around your brand. Use the Images card for topic profile workbench datasets. You can drill into any workbench card segment and view the top Twitter images in your broad listening content. You can also explore those images from your brands' influencers and sort them by influence score.

[Keyword Card](#)

The keyword card is used in a Social Studio Analyze Workbench dataset to show the occurrence of up to 15 keywords over the time period set for the dataset.

[Open Calais Paid Insights Card](#)

Radian6 had paid insight partners had data summarized in information cards. That functionality now has been brought into Social Studio Analyze for topic profile workbench datasets. The Open Calais insight package provides customer experience analytics, requires the purchase of insights credits. Contact your account representative for details.

[Sources Card in a Social Studio Analyze Workbench Dataset](#)

The Sources card in a Social Studio Social Listening Workbench shows the top 50 sources used in a topic profile. The card shows the sources within the timeframe of the dataset.

[Usernames Card](#)

The Social Studio Usernames card in a workbench dataset can be used only in a social listening dataset. The card shows the top 50 Twitter handles gathered from a topic profile over the specified timeframe of the dataset.

SEE ALSO:


[Author Label Card in a Social Studio Analyze Dashboard or Workbench Dataset](#)

[Classification Card](#)

[Countries Card](#)

Assignment Card in a Social Studio Analyze Workbench

The Assignment Card shows the performance of users who were assigned posts to process. You can see how workspace users are performing on the Analyze Workbench Assignment card in Marketing Cloud Social Studio. User performance appears with the number of posts that they're assigned, and their percentage of completion. The same information also appears in the Analyze Dashboard Assignment card.

 **Note:** If you are required to protect your employee data through mandated legislation or company policy, you can hide the data on the Assignment card by contacting Marketing Cloud Customer Support. When the data is hidden, the Assignment card shows this message: "Privacy Protection. This private data is restricted and cannot be shown in this view."


SEE ALSO:

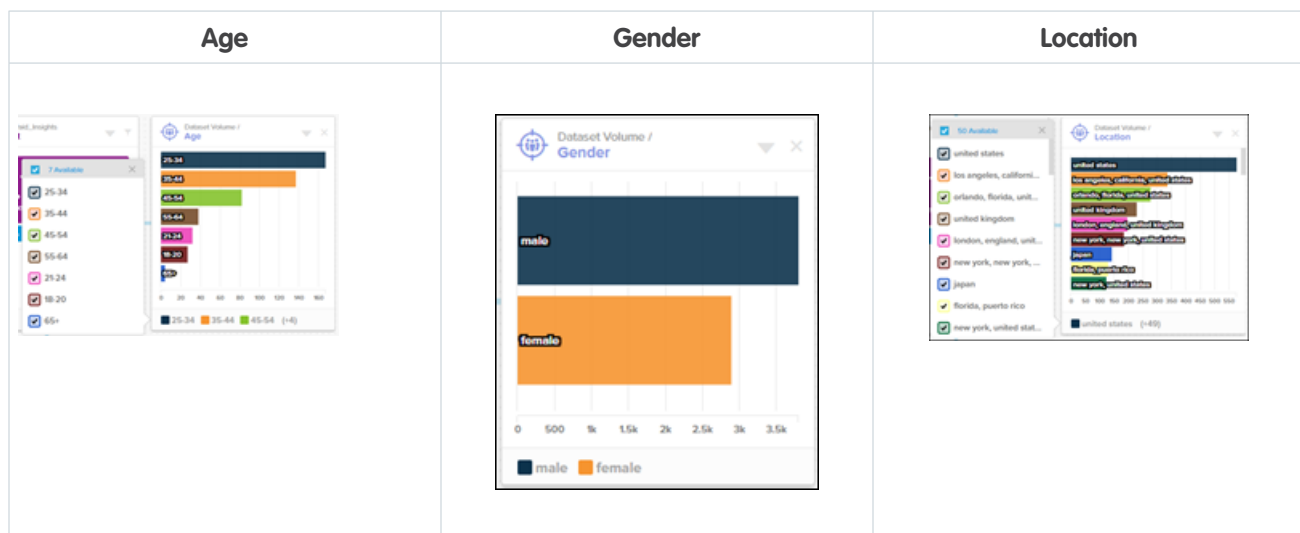
[Dashboard Cards in Social Studio Analyze](#)

Basic Demographic Cards

To see summary information on a topic profile by age, location, or gender, you can use Basic Demographic cards only in Social Studio Analyze. The basic demographic cards can only be used in workbenches with topic profiles datasets.

Click the legend to display more values. You can hide individual values and the card redraws.

 **Note:** To examine more details, such as #hashtags or keyword groups, use the last dataset added to your Workbench. Due to privacy restrictions, Social Studio does not populate a feed based on age, gender, or location demographics.



You can drill down on another card to view basic demographics based on the data value that you pick.

 **Example:** To see the age breakdown from the United States of the posts gathered in the topic profile:

- Add **Countries** card to the dataset for the topic profile.
- Click **United States**.
- Select **Basic Demographics** and choose **Age**. The Age card shows the age ranges of posts from the US of posts gathered from the topic profile.

BiText Card

Social Studio utilizes another paid insight that was formerly available in Analysis Dashboard as "Radian6 Paid Insight Partners." Use Bitext to drill into the data with sentiment analysis and identify topics on topic profiles.

Extract entities, such as brands, people, places, companies, etc., from posts and find positive and negative opinions about them based on the feelings that people express.

You can customize the data values with over 16 types of entity extraction to add structure and connections to your data.

To further refine and focus and see only the posts that apply to that data value, inspect and optionally export each data value as CSV.

Choose among these Bitext options to customize how the data from topic profile appears:

- Document Sentiment
- Positive Entities Sentiment
- Negative Entities Sentiment
- Over Entity Sentiment
- Mentioned Entities

Clarabridge Paid Insights Card

Social Studio Analyze summarizes data from paid insight partners, which had existed previously in Radian6, into information cards for topic profile workbench datasets. The Clarabridge insight package provides customer experience analytics, requires the purchase of insights credits. Contact your account representative for details.

The paid insights card for Clarabridge has four categories:

- All - Includes Positive, Neutral, and Negative categories
- Positive - The frequency of occurrence of keywords with a positive sentiment.
- Neutral - The frequency of occurrence of keywords with a neutral sentiment.
- Negative - The frequency of occurrence of keywords with a negative sentiment.

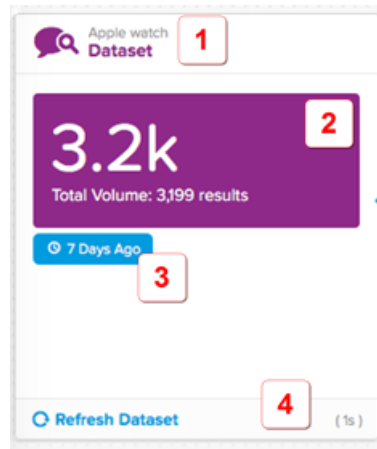
 **Note:** Only Clarabridge Link Categorization paid insight is supported in Social Studio for Clarabridge. Use Clarabridge Link Sentiment in Radian6 as it is not supported in Social Studio.

The frequency appears as a bar graph. You can inspect and see the posts matching the data value or add a dataset card focused on that data value. Click the data value and select **View Feed**.

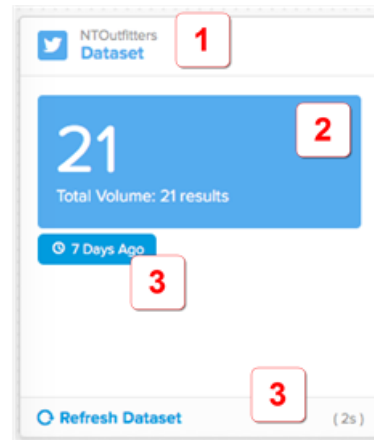
Core Card

Social Studio Core Card presents a summary of the data from a topic profile or social accounts and is the basis for the other cards in the dataset. The number of posts within the timeframe set for the dataset appears as the Total Volume.

Topic Profile



Social Account



Refer to the callout list:


- Name of the chosen Topic Profile / Social Accounts (1).
- Total and rounded volume of Topic Profile or Social Accounts results (2).
- Span of data returned. The default date range is 7 days and can be changed by selecting a different date range (3).
- To refresh the entire dataset, click **Refresh Dataset**. The number in parentheses is the time since the dataset was last refreshed (4).

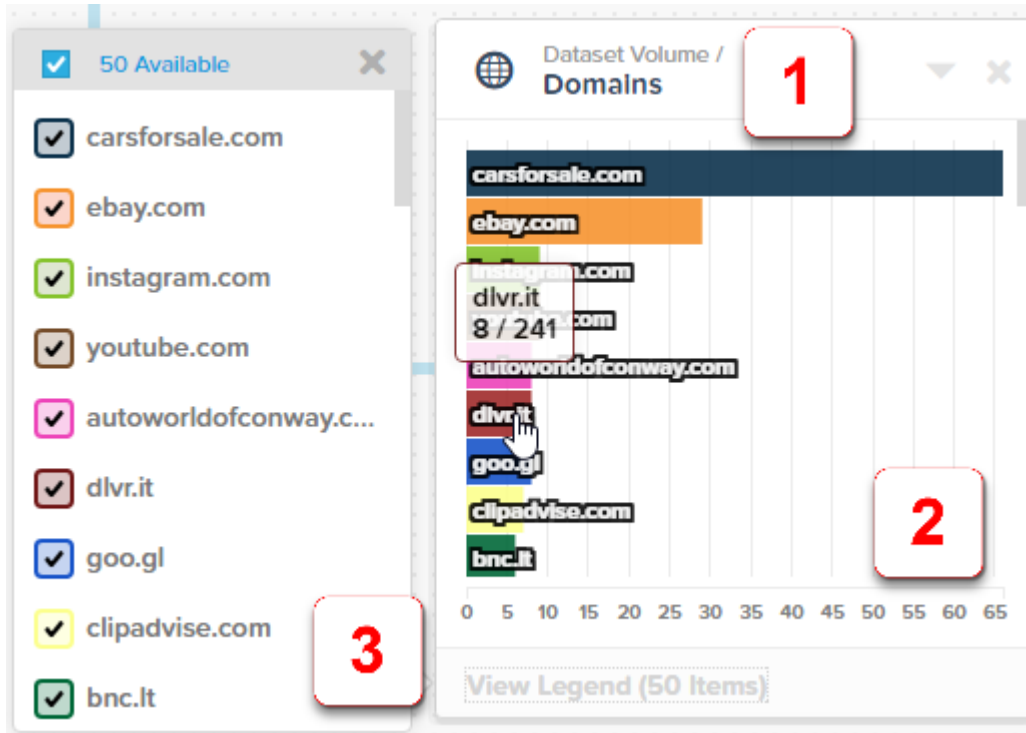
Domains Card

The Domains card in a Social Listening dataset in a Social Studio Analyze workbench. A Social Listening dataset is also known as a topic profile dataset and shows the top 50 domains by frequency. Only posts within the specified timeframe for the workbench appear. The posts gathered by the topic profile mention the URLs shown on the card.

Domains are the top-level websites mentioned in the posts gathered by the topic profile.

There is no trending option, just a segmentation display.

 **Note:** Create one Domains card per row based on anything other than a Domains card.



Callouts:

- Name of card (1)..
- Bar graph showing the top 50 domains used in the topic profile. (2)
- Legend showing the colors assigned to the domain address. (3)

To display the domain name and the number of posts out of the total number of posts, hover over a bar.

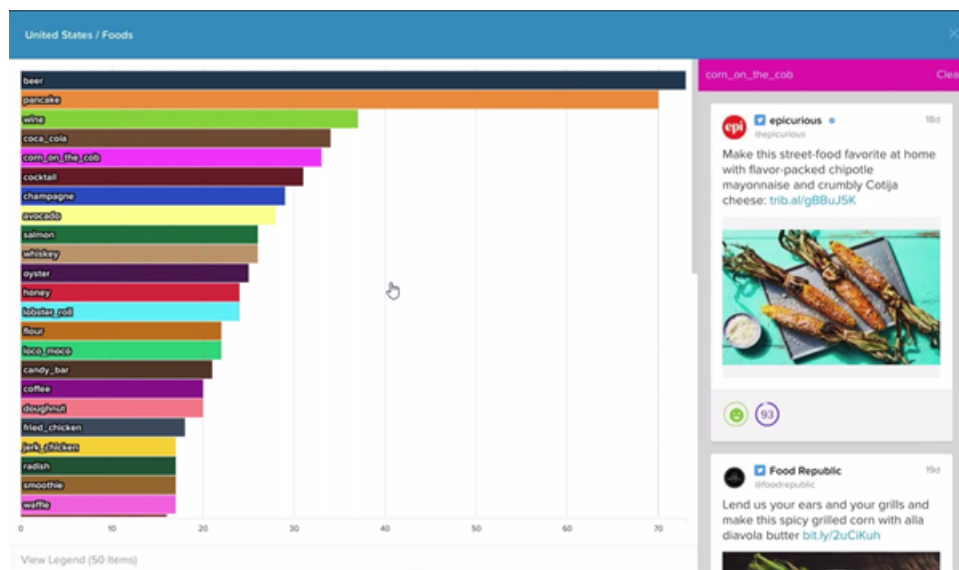
Einstein Vision Card in Social Studio Analyze

You can apply Einstein Vision using the Einstein Vision card in Social Studio Analyze workbenches to a data value from Twitter or Instagram.

- 🔍 **Note:** Rights of ALBERT EINSTEIN are used with permission of The Hebrew University of Jerusalem. Represented exclusively by Greenlight.



If you click **View Legend**, you see a legend of terms and colors. The number of items varies depending on the image classifier used.




Click a data value to show an inspect view of the data value. Based on the data value chosen, the feed view shows the posts with matching images.

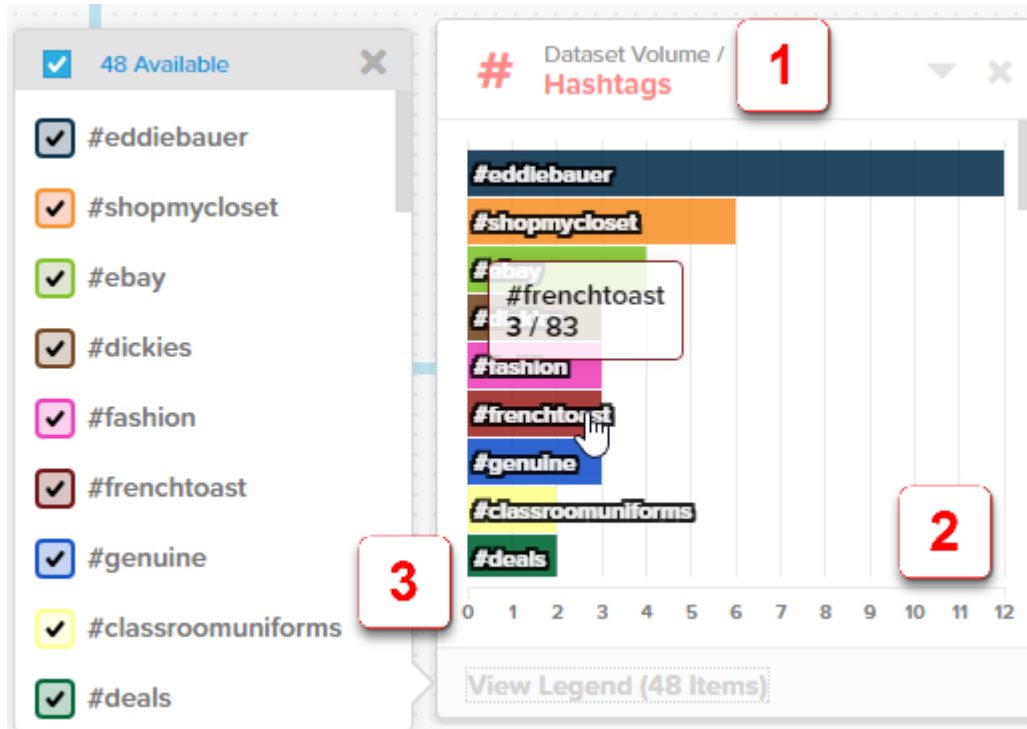
SEE ALSO:

[Einstein Vision in Social Studio Analyze](#)

Hashtags Card

The Social Studio Hashtags card in a workbench dataset can be used only in a social listening dataset. The card shows the top 50 hashtags used in the topic profile over the specified timeframe of the dataset. There is no trending option, just a segmentation display.

 **Note:** You cannot create a Hashtag card based on a Hashtag. Only one per row.



Callouts:

- Name of card (1).
- Bar graph showing the top 50 hashtags used in the topic profile (2).
- Legend showing the colors assigned to the hashtag (3).

Hover over a bar to display the hashtag name and the number of posts out of the total number of posts.

SEE ALSO:

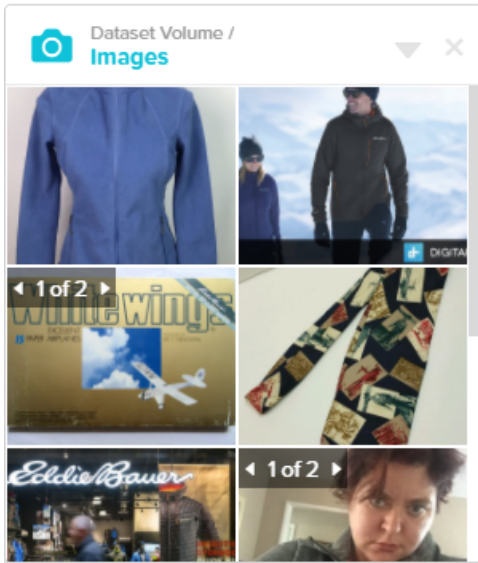
[Manage Topic Profiles in Social Studio](#)

[Topic Profiles in Social Studio](#)

Images Card

Exploring social data is more than just numbers. You can explore the images that your influencers share around your brand. Use the Images card for topic profile workbench datasets. You can drill into any workbench card segment and view the top Twitter images in your broad listening content. You can also explore those images from your brands' influencers and sort them by influence score.

Images dataset card



To see the Images card full screen, click **Menu options arrow**, and choose **Inspect**.

You can sort the images by

- Received Date
- Influencer Score
- Published Date.

To change the sort order, click **Sort order arrow**.

To see the post, click the image to open the Post Inspector. You can apply workflow items and engagement options the same as inspecting the post from an Engage column.

Choose **Export Feed as CSV** and select **Export Feed** to download a CSV file of the card's feed data.

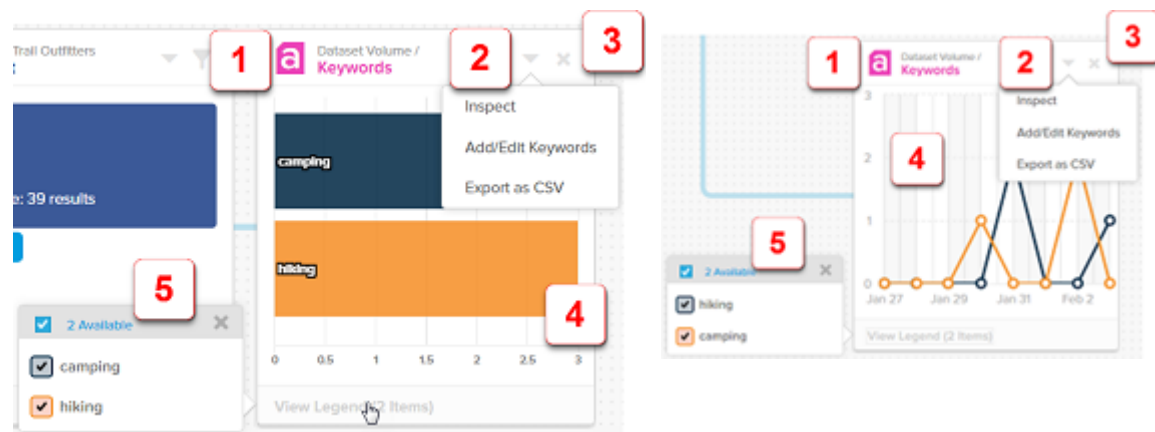
Keyword Card

The keyword card is used in a Social Studio Analyze Workbench dataset to show the occurrence of up to 15 keywords over the time period set for the dataset.

The Keyword card can either show a graph or the trend of the keywords used in the topic profile or social accounts.

By Segment

By Trend



Refer to the callout descriptions for more information:

- Name of the dataset card with the title in color and its filtered data from the previous card shown with the title in gray. In this example, this keyword group card is based on data from the post volume card. (1)
- Options (2) to
 - [Inspect the card](#) on page 435
 - Add or Edit Keywords
 - [Export the card data to a CSV report](#) on page 433
- To delete the card from the dataset, click the **X**. Any cards built off this card are also deleted. (3)
- Either a line graph showing a breakdown of keywords by volume numbers or a bar graph showing the number trend. The scale changes based on the volume of keywords. Hovering over a portion of the graph or data point highlights the sector where the keyword appears with the number of results out of the total number of results. You can drill down from that data point and create another card. (4)
- To show a legend of keywords, click the card footer. Deselect to hide that sector and redraw the graph with the remaining sectors. (5)


Add Keywords

 **Note:** There is a maximum of 15 single keywords per card. A single keyword phrase of up to 30 characters is possible in a single keyword card.

- Select **Add/Edit Keywords**.
- Enter a keyword or keyword phrase in **Add Keyword** and click **Add**.
- You can continue to add more keywords.
- When finished, click **Add**. The card is refreshed with the new keywords.

Edit Keywords

 **Note:** There is a maximum of 15 single keywords per card. A single keyword phrase of up to 30 characters is possible in a single keyword card.

- Select **Add/Edit Keywords**.
- Select a keyword or keyword phrase and click **Add**.
- You can continue to add, change, or delete keywords.
- Uncheck the keyword to delete from the list.
- Click  to edit the keyword and apply boolean logic as when adding Keywords to a Topic Profile. As you edit the keyword query, you can click the title to rename. When building a keyword query, you can enter up to 10 keywords in 'Contains Keywords,' five keywords in 'And Contains Keywords,' and 10 keywords in 'Exclude Keywords.'
- When finished, click **Add**. The card is refreshed with the new keywords.

Open Calais Paid Insights Card

Radian6 had paid insight partners had data summarized in information cards. That functionality now has been brought into Social Studio Analyze for topic profile workbench datasets. The Open Calais insight package provides customer experience analytics, requires the purchase of insights credits. Contact your account representative for details.

The paid insights card for Open Calais has these categories of mentions:

- Anniversaries
- Cities
- Companies
- Continents
- Currencies
- Email Addresses
- Entertainment Award Events
- Facilities
- Fax Numbers
- Holidays
- Industry Terms
- Market Indexes
- Medical Conditions
- Medical Treatments
- Movies
- Music Albums
- Music Groups
- Natural Features
- Operating Systems
- Organizations
- People
- Phone Numbers
- Political Events
- Positions
- Products
- Programming Languages
- Provinces or States
- Published Medium
- Radio Programs
- Radio Stations
- Regions
- Sports Events
- Sports Games
- Sports Leagues
- TV Shows
- TV Stations
- Technologies
- Topics
- URLs

The frequency appears as a bar graph. Click the data value and either select View Feed to inspect and see the posts matching the data value. You can also add a dataset card focused on that data value.

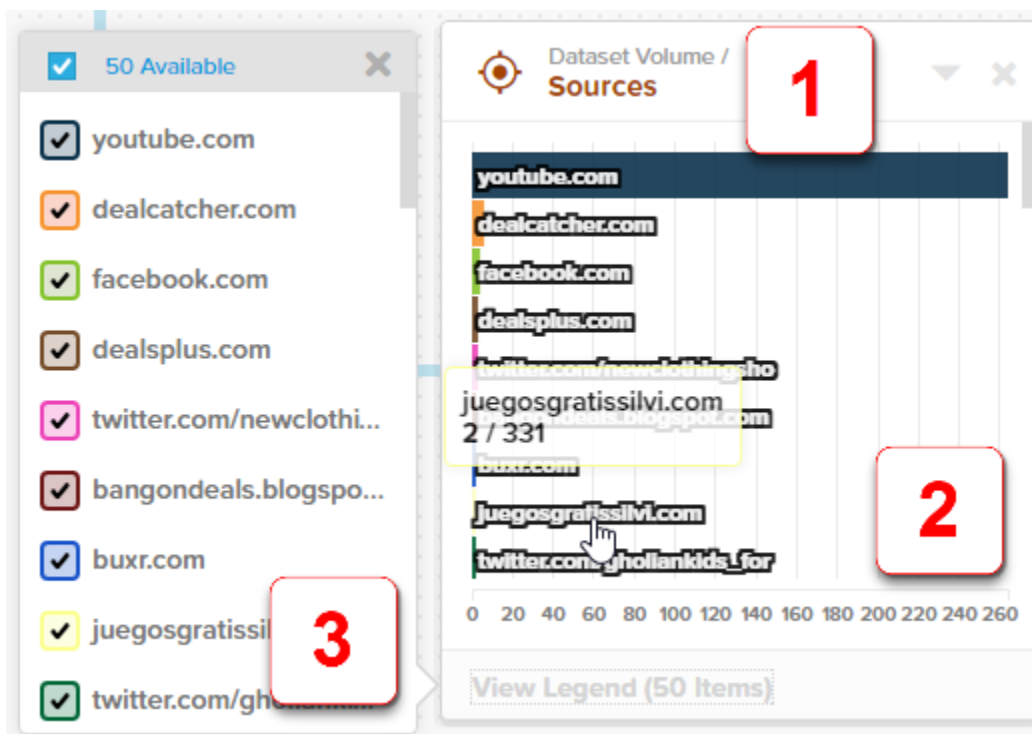
Sources Card in a Social Studio Analyze Workbench Dataset

The Sources card in a Social Studio Social Listening Workbench shows the top 50 sources used in a topic profile. The card shows the sources within the timeframe of the dataset.

The Sources card can be used only in a social listening dataset.

A source is a potential influencer, advocate, or detractor when used with a sentiment. You can see a more detailed view and who on Twitter is mentioning your keywords in your topic profile.

There is no trending option, just a segmentation display. You cannot create a Sources card based on another Sources card. And you can create only one per row.



- Name of card (1)
- Bar graph showing the top 50 sources used in the topic profile (2)
- Legend showing the colors assigned to the source (3)

Hover over a bar to display the source name and the number of posts out of the total number of posts.

SEE ALSO:


[Explore Source Groups in Social Studio](#)

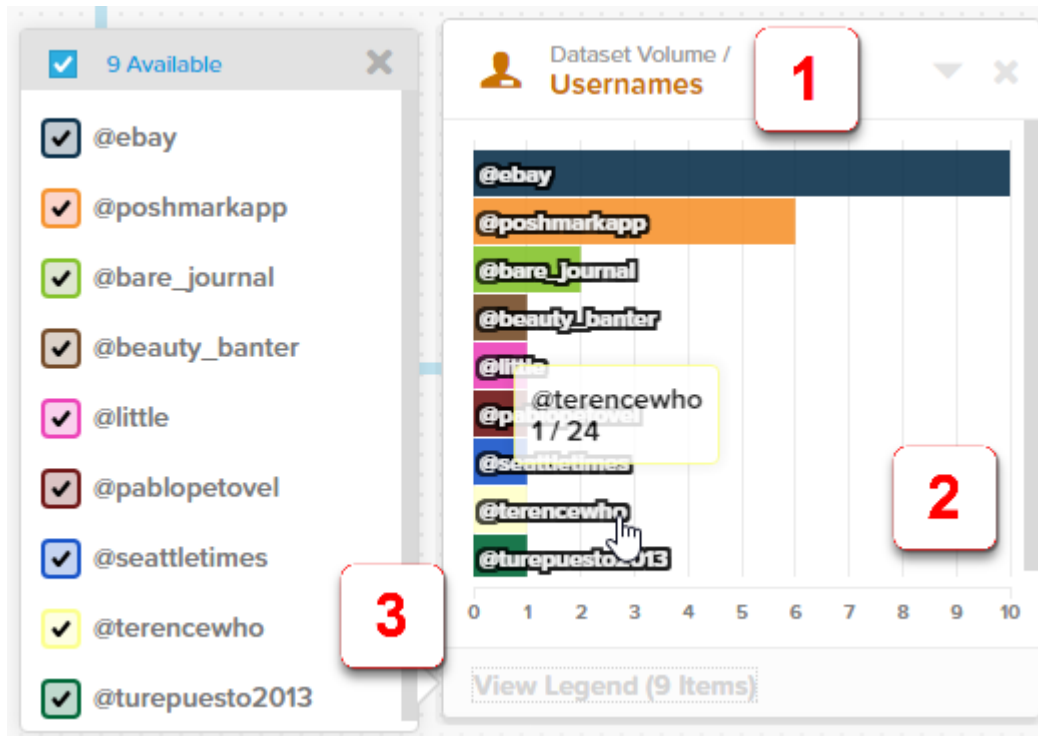
[Topic Profiles in Social Studio](#)

Username Card

The Social Studio Usernames card in a workbench dataset can be used only in a social listening dataset. The card shows the top 50 Twitter handles gathered from a topic profile over the specified timeframe of the dataset.

There is no trending option, just a segmentation display.

 **Note:** You cannot create a Usernames card based on a Usernames card. Only one per row.



Callouts:

- Name of card (1)
- Bar graph showing the top 50 usernames encountered per the topic profile. (2)
- Legend showing the colors assigned to the username. (3)

Hover over a bar to display the username and the number of posts out of the total number of posts.

Manage Social Studio Analyze Workbench Datasets

You can manage a variety of tasks for datasets in Analyze workbenches in Social Studio.

[Add Initial Dataset Card to a Social Studio Analyze Workbench](#)

To create a dataset in an Analyze workbench in Social Studio, add an initial card to the dataset. The initial card is the base for adding more cards.

[Add More Workbench Dataset Cards](#)

Add more cards to a dataset in an Analyze workbench in Social Studio.

[Add or Edit Workbench Dataset Sources](#)

Add sources or edit the sources in a dataset for an Analyze workbench in Social Studio. You can add or edit the sources for a social account dataset or a topic profile dataset.

[Branch a Workbench Dataset](#)

With datasets in an Analyze workbench in Social Studio, you can branch off from the dataset to make a side-by-side comparison of data.

[Change the Workbench Dataset Date Range](#)

You can change the date range of a dataset in an Analyze workbench in Social Studio. To capture data from a previous number of days before the current date, set the date range to a rolling date. To use a specific date range, set the start and end dates, up to a maximum of 93 days.

[Delete a Workbench Dataset](#)

Delete a dataset from an Analyze workbench in Social Studio.

[Filter a Workbench Topic Profile Dataset](#)

You can filter an Analyze workbench topic profile dataset in Social Studio using the same filtering options as in an Engage column. Filter the dataset to see relevant data or view a comparative analysis.

[Delete a Workbench Dataset](#)

Delete a dataset from an Analyze workbench in Social Studio.

[Inspect a Workbench Card](#)

To see greater detail in Social Studio Analyze workbench datasets, you can inspect the card. Depending on the card, clicking a datapoint filters and shows the posts matching the datapoint.

[Navigate in a Workbench Dataset](#)

There is no limit to how many cards can be in an Analyze workbench dataset in Social Studio. As cards are added, you can drag and scroll the view to see the other cards.

[Refresh the Data in a Workbench Dataset](#)

To get the latest data, refresh the Analyze workbench dataset.

[Show Dataset Data by Authors or Posts for Social Studio](#)

In workbench datasets in Marketing Cloud Social Studio Analyze, you can either show the data in the datasets by unique authors or by posts. Using Count by Posts shows the breakdown of posts in the various cards of the dataset. Using Count by Authors shows the data by the post authors in the various dataset cards. To see a comparison between posts and authors, use the duplicates of the same datasets. Set one to Count by Posts and the other to Count by Authors.

Add Initial Dataset Card to a Social Studio Analyze Workbench

To create a dataset in an Analyze workbench in Social Studio, add an initial card to the dataset. The initial card is the base for adding more cards.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

1. To add the base dataset card, click **+Add New Dataset**.
2. Select a topic profile or a social account type, such as Twitter, Facebook, Linked, Google+, YouTube, or Instagram from the list.



Note: A dataset can only contain either a topic profile or social accounts, not a mix of the two. A workbench can contain datasets of different topic profiles or datasets of one or more social accounts. You can have a workbench containing datasets of different topic profiles and a workbench containing datasets with each type of social account.

3. Click **Create Dataset**.

Add More Workbench Dataset Cards

Add more cards to a dataset in an Analyze workbench in Social Studio.

1. Click the core dataset card.
2. Select the new card type of based on whether it's a topic profile or social account.

Card Type	Topic Profile	Can be used in both	Social Account
Assignment		✓	
Author Label		✓	
Classification		✓	
Core		✓	
Country		✓	
Domains	✓		
Hashtags	✓		
Keyword Group	✓		
Keyword	✓		
Language		✓	
Media Type		✓	
Post Label		✓	
Sentiment		✓	
Share of Voice	✓		
Sources	✓		
Status		✓	
Top Words		✓	
Username	✓		
Volume Trend		✓	

 **Note:** The dataset card type of the base card is removed from the selection. For example, you can't select Language if you had clicked the Spanish value of a Language card.

The new card appears to the right showing the selected value.

Add or Edit Workbench Dataset Sources

Add sources or edit the sources in a dataset for an Analyze workbench in Social Studio. You can add or edit the sources for a social account dataset or a topic profile dataset.

1. Click **Options** then select **Add/Edit Sources**.

The list of sources depends on the type of dataset, either topic profile or social account, you selected when creating the dataset.

2. Select either a different social account, topic profile or create a topic profile.

To find the topic profile or social account if there are more than one, use **Search**.

Branch a Workbench Dataset

With datasets in an Analyze workbench in Social Studio, you can branch off from the dataset to make a side-by-side comparison of data.

On a dataset card, not the initial card, create the same dataset card type using the second option. The new branch appears alongside the original branch.

Change the Workbench Dataset Date Range

You can change the date range of a dataset in an Analyze workbench in Social Studio. To capture data from a previous number of days before the current date, set the date range to a rolling date. To use a specific date range, set the start and end dates, up to a maximum of 93 days.

1. Open the workbench.
2. Select the dataset.
3. Use the data dropdown menu and select the date range.


To use a rolling summary, where data is shown only from the past number of days, choose either **1 Day Ago**, **7 Days Ago**, **14 Days Ago**, or **30 Days Ago**.

To use a set date range, where only data between the start and end dates is shown, choose **Custom**. To set the start and end dates, use the pop-up calendar and select the dates. When finished, click **Set**.

The dataset is recalculated using the new date range selected and the matching data appears.

Delete a Workbench Dataset

Delete a dataset from an Analyze workbench in Social Studio.

1. Open the workbench.
2. Click **Options**  and select **Delete**.
3. Click **OK**.

The dataset and all associated cards are removed from the workbench.


Filter a Workbench Topic Profile Dataset

You can filter an Analyze workbench topic profile dataset in Social Studio using the same filtering options as in an Engage column. Filter the dataset to see relevant data or view a comparative analysis.

To apply [filtering options](#) on page 372 for the dataset, click .

Delete a Workbench Dataset


Delete a dataset from an Analyze workbench in Social Studio.

1. Open the workbench.
2. Click **Options**  and select **Delete**.
3. Click **OK**.

The dataset and all associated cards are removed from the workbench.

Inspect a Workbench Card

To see greater detail in Social Studio Analyze workbench datasets, you can inspect the card. Depending on the card, clicking a datapoint filters and shows the posts matching the datapoint.

1. Click .
2. Select **Inspect** from the menu for the card.
More detail opens into a lightbox view with a post feed.
3. To sort the feed view, click either **Received Date**, **Influencer Score**, or **Published Date**. Use the arrow to sort the feed in ascending or descending order.
Received Date - Sorts the feed view by the date Social Studio picks up the post.
Influencer Score - Sorts the feed view by the assigned Influencer score from the post author.
Published Date - Sorts the feed view by the date the post was published.
The chosen data value automatically filters the feed by the data value chosen.
4. To open the [post inspector](#) on page 368 on a post, click a post in the feed view. You can act on a post or add workflow as with a post in an Engage column.
You can also apply Engagement macros to the post.
5. To close the view, click **X**.

SEE ALSO:

[See Post Specifics in One Place in Social Studio](#)

[Interact with Posts in Social Studio](#)

[Topic Profiles in Social Studio](#)

[Apply an Engagement Macro to a Social Studio Post](#)

Navigate in a Workbench Dataset

There is no limit to how many cards can be in an Analyze workbench dataset in Social Studio. As cards are added, you can drag and scroll the view to see the other cards.

Cards based on the core dataset card appear to the right and in the order up and down they were added. Connector lines extend between the core dataset card and cards based from the core dataset card.

Click and drag the dataset to view the other cards. The core dataset card, with the connectors to each card, slides up and down and the connectors readjust.



Tip: To see or make a screen shot of the cards in the dataset:

- To see all the cards in the dataset at once, use the browser's zoom control to shrink the view of the tab.
- Capture the screen shot of the cards.
- Return the tab view to 100%.

Refresh the Data in a Workbench Dataset

To get the latest data, refresh the Analyze workbench dataset.

1. Click **Options**  and select **Refresh**.

The dataset is recalculated using the latest data.

Show Dataset Data by Authors or Posts for Social Studio

In workbench datasets in Marketing Cloud Social Studio Analyze, you can either show the data in the datasets by unique authors or by posts. Using Count by Posts shows the breakdown of posts in the various cards of the dataset. Using Count by Authors shows the data by the post authors in the various dataset cards. To see a comparison between posts and authors, use the duplicates of the same datasets. Set one to Count by Posts and the other to Count by Authors.

1. Access Social Studio Analyze.
2. Click **Workbenches**.
3. Open the workbench.
4. Select either **Count by Posts** or **Count by Authors**.
Social Studio reorganizes the data in all the cards of the dataset.
 - Count by Posts reorganizes the data by posts from the social accounts or topic profiles gathered by the dataset
 - Count by Authors reorganizes the data by authors who have submitted the posts

For example, using Count by Posts could show that there were 69 posts among two Facebook accounts over the past 30 days. Using Count by Authors shows that there were 7 unique authors in the two Facebook accounts over the past 30 days.



Tip: To compare posts to authors, create duplicates of the same dataset and set one to Count by Posts and the other Count by Authors.

Analyze Reports

In addition to using dashboards and workbenches in Marketing Cloud Social Studio Analyze, you can create reports on dashboards and posts. Social Studio formats the report in PDF for sharing or printing.

SEE ALSO:

[Analyze Dashboard Reports in Social Studio](#)

[Post Reports in Social Studio](#)

[User Role Permissions in Social Studio](#)

Tailor Reports in Social Studio to Gather the Information You Want

In Social Studio, you can generate reports based on various parameters. Parameters can include content performance by social account, workspace, or across all workspaces in the Social Studio organization. You can also create post reports for social accounts or topic profiles and customize the metrics to pull data for a specified date range. The post reports can be set to run on a schedule, for a specified period, or every so often. You can have Social Studio deliver the reports on specific dates and times.



Note: EU Copyright Directive

Under Article 15 of the EU Copyright Directive, Marketing Cloud Social products must remove post content for mainstream news, aggregator, and non-YouTube video content. The EU Copyright Directive is designed to give authors, artists, and publishers fairer remuneration for the use of their work online. The directive also protects works that are copyrighted.

Initially, the EU Copyright Directive affects all posts for these media types. The Social API is changed to restrict the social applications from getting the data for all posts, not just posts from EU countries. Users can still store content and search by keyword in Salesforce. The posts that have the affected media types show as “Content Not Available” in Social Studio. Social Studio continues to show author information, post title, and link to the native post.

For broad listening data, the posts are restricted to show the avatar, title, and a link out to the original content. The affected media types are mainstream news, aggregator, or videos except for videos on YouTube. The test area shows “Content not Available”.

[Track the Content Performance of Your Posts Using Social Studio Reports](#)

You can track, analyze, and measure content performance using Content Performance Reports in Marketing Cloud Social Studio. You can run performance reports by workspace and by social network to determine if content meets established milestones and targets over time.

[CSV Report Headers in a Social Studio Analyze Report](#)

Export data from a Marketing Cloud Social Studio Analyze Dashboard card into a CSV file that can be further sorted and filtered.

[Analyze Dashboard Reports in Social Studio](#)

Get a PDF report of Analyze dashboard activity on a daily, monthly, or any frequency in between for Marketing Cloud Analyze Dashboards. You can send reports to yourself or others members of the same workspace. Include only what’s important to you by setting filters, times ranges, and which dashboard cards to monitor.

[Post Reports in Social Studio](#)

Use Social Studio’s reporting to create and schedule reports in minutes. You can create post reports for one or more social accounts and topic profiles. Once you have the report, set the frequency to send reports daily or monthly on your schedule.

[Real-Time Post Reports in Social Studio](#)

To view a report of posts as they come in, use Marketing Cloud Social Studio's reporting. You can create post reports for each topic profile. Use the PDF report to review your brand mentions from anywhere. You can also include posts that are relevant to you with advanced filtering. Reports include only posts since the last report. You can set the report frequency to every 10 minutes, 30 minutes, hour, or 3 hours.

SEE ALSO:

[Workspace Content Performance Reports in Social Studio](#)

[Track the Content Performance of Your Posts Using Social Studio Reports](#)

Track the Content Performance of Your Posts Using Social Studio Reports

You can track, analyze, and measure content performance using Content Performance Reports in Marketing Cloud Social Studio. You can run performance reports by workspace and by social network to determine if content meets established milestones and targets over time.

Social Studio gathers metrics such as likes, comments, and shares, depending on the time of the post.

If posted within...	Social Studio Pulls Data Every...
0–24 hours	Every 15 minutes
1–3 days	Every hour
4–7 days	Every 6 hours
8–14 days	Every 12 hours
15–30 days	Daily
31 or more days	Weekly

[Use Cross Workspace Performance Reports in Social Studio](#)

To see content performance across all workspaces, use Cross Workspace Performance Reports in Marketing Cloud Social Studio. You can see reports by social account type or by all posts in all organization workspaces.

[Workspace Content Performance Reports in Social Studio](#)

Use content performance reports to see performance by workspace in Marketing Cloud Social Studio. You can also see a summary over the past seven days by social network type or see customizable post reports by all or specific post types.

Use Cross Workspace Performance Reports in Social Studio

To see content performance across all workspaces, use Cross Workspace Performance Reports in Marketing Cloud Social Studio. You can see reports by social account type or by all posts in all organization workspaces.

To show the performance of social accounts in a Social Studio tenant, click a Cross Workspace performance report in the Performance tab.

 **Note:** Full and Basic Users can access only social accounts that are included in their workspaces.

To customize and download a report, you can choose either Cross Workspace Post Reports or Account Reports.

[Cross Workspace Post Reports in Social Studio](#)

To see content performance, use Cross Workspace Performance Post Reports in Marketing Cloud Social Studio. You can see the performance across all workspaces or by social account type contact in all workspaces.

Cross Workspace Post Reports in Social Studio

To see content performance, use Cross Workspace Performance Post Reports in Marketing Cloud Social Studio. You can see the performance across all workspaces or by social account type contact in all workspaces.

The Post Reports are formatted as CSV or TSV files. They can be exported with a specific time range, last seven, 15, 30 days or a custom range. Specify what social accounts to include. These reports show metrics for the lifetime of the post. The summary report includes publish metrics during a selectable date range for different engagement types.

These reports cover metrics for the lifetime of social network-dependent parameters.

The Post Reports are formatted as CSV or TSV files. Export the reports with a specific time range:


































- Last seven days
- Last 15 days
- Last 30 days
- Custom date range




















Specify what social accounts to include. These reports show metrics for the lifetime of the post. The summary report includes publish metrics during a selectable date range for different engagement types.

These reports cover metrics for the lifetime of social network-dependent parameters.

The Post Reports are formatted as CSV or TSV files. They can be exported with a specific time range, last seven, 15, 30 days or a custom range. Specify what social accounts to include. These reports show metrics for the lifetime of the post. The summary report includes publish metrics during a selectable date range for different engagement types.

These reports cover metrics for the social account post's lifetime of social network-dependent parameters.

Metrics			 ¹				
+1							
Comments							
Engagements							
Favorites							
Followers at Time of Tweet							
Impressions							
Likes							
Link Clicks ²							
Reach							

Metrics			 ¹				
Repins							
Replies							
Reshares							
Retweets							
Saved							
Shares							
Video Views ³							
Views ⁴							
Viral Reach							

¹ LinkedIn posts show the number of Likes, Comments, and Link Clicks

² Link Clicks results appear on the report only if the post was created in Social Studio using a bitly shortener. No Link Clicks appear if: The post was created on the social network and not in Social Studio, or The post was created in Social Studio not using the bitly shortener.

³ The number of times a video in the given Tweet has been 50% visible for at least 2 seconds. The total number of times the video has been viewed in YouTube

⁴ The number of clicks that a video is viewed

[Customize and Download](#)

Customize and download cross performance reports in Social Studio for Facebook, Twitter, and LinkedIn or for Facebook and Twitter accounts.

[Social Accounts Reports in Social Studio](#)

Use the social account reports in Marketing Cloud Social Studio to get an analysis of Facebook page impressions, Facebook demographics, and Twitter account reports. You can get a report of account metrics by day, week, over 28 days, or by using a custom date range.

Customize and Download

Customize and download cross performance reports in Social Studio for Facebook, Twitter, and LinkedIn or for Facebook and Twitter accounts.

1. Click **Performance**.
2. Click **Customize and download** for the desired report.
3. Specify the range of posts to include from the **Show Posts From** dropdown menu.
Choose from the following options:

Last 7 days

Last 15 days

Last 30 days

Custom Range - selecting this option opens up two smaller calendars where the start date and end date can be selected.

4. Select the social accounts from the **Social Accounts** pick list or click **Add All**, which adds all the social accounts shown in the pick list.

A summary box appears showing the name of the report, a description, variables in the report, the date ranges included, and the social accounts included.

5. Select either **CSV** or **TSV** as the report format.
6. To create the report, click **Download Report**.

The report is compiled and emailed to the email address that is defined in account settings. Once available, a link to the generated report arrives from do_not_reply@radian6.com. If the email containing the downloaded .CSV (or TSV) reports doesn't appear in the inbox, check the SPAM folders to ensure do_not_reply@radian6.com is not automatically being tagged as spam.



Tip: To ensure that these emails appear in the inbox, add the email address to the contacts or add the address to the allowlist, depending on the email client.

7. Open the email message and click **View Report**.

A new Social Studio window opens showing the report name, time, and date range of posts in the report and the social accounts included in the report.

8. To download the report, click **Download**.

The report is downloaded in the format requested and can be opened in a spreadsheet program for further manipulation.



Note: If there are no values to report, the downloaded report file is blank.

Social Accounts Reports in Social Studio

Use the social account reports in Marketing Cloud Social Studio to get an analysis of Facebook page impressions, Facebook demographics, and Twitter account reports. You can get a report of account metrics by day, week, over 28 days, or by using a custom date range.

Choose from these account reports for analysis of the following:

- Use the Facebook Page Impressions report to get page level metrics for selected Facebook accounts.
- Use the Facebook Demographics report to get user demographics for selected Facebook accounts. Metrics included in the report include Page Storytellers by City and Unique Page Impressions by City, Country, Age, and Gender
- Use the Twitter Account Report to get information on the selected Twitter accounts.

Workspace Content Performance Reports in Social Studio

Use content performance reports to see performance by workspace in Marketing Cloud Social Studio. You can also see a summary over the past seven days by social network type or see customizable post reports by all or specific post types.

Access the reports by clicking .

[Tailor Social Studio Reports to Customize Workspace Content Performance](#)

With Workspace Content Performance reports in Marketing Cloud Social Studio, you can see how posts perform. The report can gather information from all your social accounts or by type of social account. You can tailor the reports by date range, other social network parameters, and match keywords and media types to create reports that matter to you. And, you can sort by date or other social network data. After you set up the report, you can export it.

[Export Content Performance Reports from Social Studio](#)

Export workspace Content Performance reports in Marketing Cloud Social Studio as comma-separated value (CSV) or tab separated value (TSV) formatted reports.

[Post Report Export Reference](#)

You can export a workspace Post Report as a CSV or TSV file in Social Studio. The report contains columns of data tracking the aspects of each post found in the export.

[Post Reports Section in Social Studio](#)

To view the post performance in a Social Studio tenant, use Post Reports. The post reports can also show individual posts from all workspace social accounts in a tenant or by social network type.

[Sort by Count Parameters in Social Studio Workspace Content Performance Reports](#)

To help monitor performance, you can sort the post count in Workspace Content Performance Post Reports in Marketing Cloud Social Studio. Sort the posts by posting date and size.


[Summary Section in a Social Studio Workspace Performance Summary Report](#)

Social Studio workspace performance summary report shows a performance snapshot of the workspace's social accounts over the past 7 days. These metrics include the lifetime performance of messages published within the given dates.


Tailor Social Studio Reports to Customize Workspace Content Performance

With Workspace Content Performance reports in Marketing Cloud Social Studio, you can see how posts perform. The report can gather information from all your social accounts or by type of social account. You can tailor the reports by date range, other social network parameters, and match keywords and media types to create reports that matter to you. And, you can sort by date or other social network data. After you set up the report, you can export it.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

1. Open the workspace in Social Studio and click  for the workspace.
2. In the Post Reports section, select All Posts or the specific social network accounts in the workspace.
 - a. To include all posts from all social networks in a workspace, select **All Posts**.
 - b. To include posts from a particular social network type:
 - Select Facebook Posts, Tweets, LinkedIn Posts, Google+, YouTube Videos, Instagram Posts, or Pinterest Pins.
 - Click **All <social network> Accounts**.
 - Choose one or more social accounts or select all the accounts.
 - Click **Apply**.
 - c. To hide or display the options panel, click **Show Filters**.
 - d. Sort the report by newest date first or oldest date first.
3. In Show Filters, set the different filter options:
 - a. Specify a date range from one date to another.

- b. Select or enter labels in **Match any/all of these labels** that were assigned to posts.

 **Note:** Selecting **any** matches any of the labels entered while selecting **all** tries to match all the labels entered.

- c. Select from the **Match any of these media types** dropdown to include posts that have the following types:

Link (Facebook, Twitter, Google+, Instagram, LinkedIn, Pinterest)

Photo (Facebook, Twitter, Google+, LinkedIn, Instagram, or Pinterest)

Video (Facebook, Twitter, Google+, Instagram, YouTube, or Pinterest)

Status (Facebook and LinkedIn)

Carousel (Facebook, Instagram)

- d. Specify report column settings, dependent on social account type.


Social Account Type	Options	Sub Options
Facebook	Visibility	Visible on Timeline or Dark
	Parameters	<ul style="list-style-type: none"> • Likes, Comments, Shares • Post Clicks, Likes, Comments, Shares • Post Hides, Hides of All Posts, Reports of Spam, Unlikes of Page • Engagement Rate • Video Views, Time Spent
	Reach	<ul style="list-style-type: none"> • Organic vs. Paid Reach • Fan vs. Non Fan Reach
Twitter	Show Replies	

- Sort the report as desired.
- Click **Apply Filters**.
- [Export the report](#) on page 467.

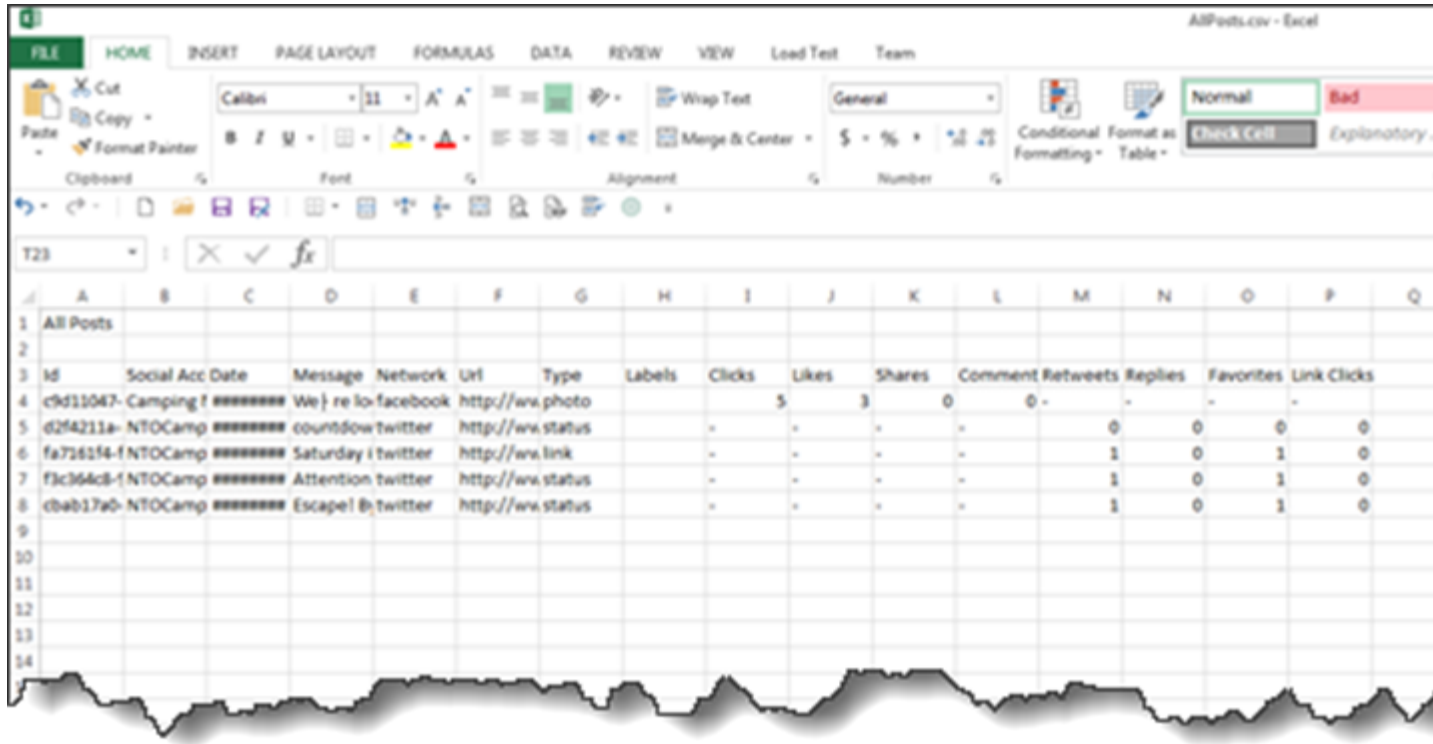
Export Content Performance Reports from Social Studio

Export workspace Content Performance reports in Marketing Cloud Social Studio as comma-separated value (CSV) or tab separated value (TSV) formatted reports.

- Choose either **CSV** or **TSV**.

 **Tip:** Use CSV since that has no embedded format and can be imported into most data analysis programs.

An example of a CSV Report file in Microsoft Excel:



A message appears saying that the report was generated. You receive an email when the report is ready for downloading.

2. Click **Download Report**. The report is downloaded and saved to the default location as either a CSV or TSV file.
3. To return to Social Studio, click **View Report**.
4. To save the file to your computer, click **Download**.
5. Open the report in your preferred spreadsheet program.

Post Report Export Reference






You can export a workspace Post Report as a CSV or TSV file in Social Studio. The report contains columns of data tracking the aspects of each post found in the export.


You can export the report either in comma-separated values (CSV) or tab separated values (TSV) formats. The report shows these columns headings. The same column headings apply to all social network types unless called out for specific networks.


As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

= Facebook, = Twitter, = Google+

Column Heading	Description	Social Network
+1	The number of +1's for the post.	Only

Column Heading	Description	Social Network
Clip ID	The identification number for the original post that was shared and published.	ALL
Comments	The number of comments for the post.	Except 
Date	Date and time of the post.	ALL
Dislikes	The number of dislikes for the video.	 Only
Engaged Users (Lifetime)	The number of engaged users over the lifetime of the social account.	 Only
Fan Reach (Lifetime)	The number of fans reached over the lifetime of the social account.	ALL
Favorites	The number of times the post has been favorited.	 Only
Feedback Rate	The rate of feedback over the lifetime of the social account.	ALL
FB Publish	True or False whether the post has been published to Facebook.	 Only
Interaction Rate	The rate of interaction over the lifetime of the social account.	ALL
Labels	Publish labels	ALL
Likes	The number of likes for the post.	Except 
Link Clicks	The customer must either use Social Studio's default link shortening or their own bitly account to get link clicks. Bitly is the only network that provides link click data directly Facebook.	 Only
Link Clicks	The number of times links within the post have been clicked and followed.	Except 
Message	The content of the post.	ALL
Negative Feedback (Lifetime)	The count of negative feedback over the social account lifetime	ALL
Negative Feedback by Type	Separate columns listing the amount negative feedback of by type of report_spam_clicks, and unlike_page_clicks, and xbutton_clicks over the lifetime of the account.	ALL
Network	The type of social network.	ALL

Column Heading	Description	Social Network
Organic Reach (Lifetime)	The number of organic reaches over the lifetime of the social account.	ALL
Paid Fan Reach (Lifetime)	The number of paid fans reached over the lifetime of the social account.	ALL
Paid Reach (Lifetime)	The number of paid reaches over the lifetime of the social account.	ALL
People Reached (Lifetime)	The number of people reached over the lifetime of the social account.	ALL
Post Consumptions	The rate of post consumption over the lifetime of the social account.	ALL
Post consumptions by Type: link_clicks	The number of link clicks after the post is consumed over the lifetime of the account.	 Only
Post ID	The internal Social Studio identification number for the post.	ALL
Post Target ID	Internal Social Studio identification number for the Post Target.	ALL
Post Stories (Lifetime)	The number of post stories over the social account's lifetime.	ALL
Post Stories by Type:	Separate columns listing the number of comments, likes, other clicks, photo view, shares, and video plays over the lifetime of the account.	ALL
Post Storytellers - Unique Users	A column listing the number of unique users over the lifetime of the account.	ALL
Reach	The number of Facebook users the post has reached.	 Only
Replies	The number of replies for the post.	 Only
Reshares	The number of reshares for the post.	 Only
Retweets	The number of retweets for the post.	 Only
Shares	The number of Shares for the post.	 Only
Slug	Internal path in Social Studio where the post is stored. For Twitter, the tweet author's handle. For LinkedIn, the name of the company page. For Instagram, the name of the account.	ALL

Column Heading	Description	Social Network
	For Pinterest, the name of the account.	
Social Account	Social Account Name	ALL
Social Property	Internal Social Studio Number	ALL
Type	The type of post.	ALL
Uniques Negative Feedback (Lifetime)	The amount of unique negative feedback over the lifetime of the social account.	ALL
Unique Negative Feedback by Type:	Separate columns listing the number of negative feedback by type of report_spam_clicks, and unlike_page_clicks, and xbutton_clicks over the lifetime of the account.	ALL
Unique Post Consumptions (Lifetime)	The number of unique post consumptions over the lifetime of the account.	ALL
Unique Post consumptions by Type:	Separate columns listing the number of unique post consumptions by type for likes, other clicks, photo view, shares, and video plays over the lifetime of the account.	ALL
Unique Users - (Lifetime)	The number of unique users over the lifetime of the social account.	ALL
URL	Network-specific URL for the post.	ALL
Views	The number of views for the video.	 Only
Viral Reach (Lifetime)	The number of viral reaches over the lifetime of the social account.	ALL

SEE ALSO:

[Manage Labels](#)


Post Reports Section in Social Studio

To view the post performance in a Social Studio tenant, use Post Reports. The post reports can also show individual posts from all workspace social accounts in a tenant or by social network type.

With these reports, you can do the following:

- Select all the same account type
- Select specific social network reports
- Select All Posts report
- Select a date range and match of labels and media types.
- Sort columns to show posts in ascending or descending order.

You can sort and customize the report then download for further sorting.


When you select  in Publish, there are Post Reports for each social network type or a combination of all posts.

SEE ALSO:

[Tailor Social Studio Reports to Customize Workspace Content Performance](#)

Sort by Count Parameters in Social Studio Workspace Content Performance Reports

To help monitor performance, you can sort the post count in Workspace Content Performance Post Reports in Marketing Cloud Social Studio. Sort the posts by posting date and size.

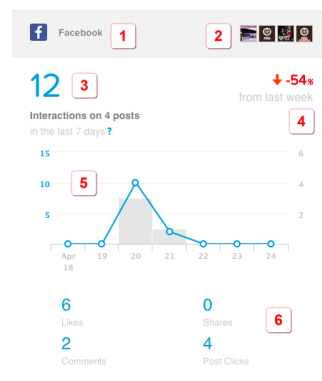
1. To access performance monitoring options, click .
2. Under Post Reports, select the post type.
3. To sort the report by a column, click the header. An up or down arrow appears next to the column title showing how it is sorted.
4. To sort the entire report, choose to sort by one of the values that is specific to the social network. The sort can be in order of newest first or oldest first.

Summary Section in a Social Studio Workspace Performance Summary Report

Social Studio workspace performance summary report shows a performance snapshot of the workspace's social accounts over the past 7 days. These metrics include the lifetime performance of messages published within the given dates.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

The summary section shows a performance snapshot of the workspace's social accounts over the past seven days, including metrics on the lifetime performance of messages recently published. The summary cards are the same for each of the different social networks.




Refer to the callouts descriptions for more information:

- The social account type with its social network icon. (1)
- The number of social accounts in the summary. If there are more than five accounts, the first five appear with a + number indicating the additional accounts. (2)
- The number of interactions. (3)
- Percentage change from last week. (4)
- A bar graph where the X axis is many posts, the Y axis is time, and each division is one day. (5)

A bar entry shows the number of posts and the circled points and line are the numbers of interactions that day.

- The total numbers for specific social account parameters: (6)

– Likes:     

– Shares: 

– Comments:      

– Clicks:  


– Post Clicks: 

– Link Clicks:   

CSV Report Headers in a Social Studio Analyze Report

Export data from a Marketing Cloud Social Studio Analyze Dashboard card into a CSV file that can be further sorted and filtered.

With the Feed dashboard card, you can also export the card's data as a CSV report.

 **Note:** You can export up to 500,000 posts per day.

When you export Analyze Dashboard Card Data and Feed Card Data as CSV reports, each report contains information in these columns, based on the card.

 **Note:** To include the Workflow CSV Data, only appear in the report, select the **Include Workflow Data in CSV Export** option.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Field Title	Data Type	Description	Dashboard Card	Workbench Dataset Card
accounts	Number	Social account internal identifier	Engagement Over Time Published Engagement Trend Reach Trend	n/a
accountTitle	Text	Social account name	Engagement Rate Trend Published Engagement Trend Reach Trend	n/a
ARTICLE_ID	Number	Social account name	Engagement Rate Trend Published Engagement Trend Reach Trend	Images

Field Title	Data Type	Description	Dashboard Card	Workbench Dataset Card
ARTICLE_URL	Text	The URL for the Twitter post	n/a	Images
clicks	Number	Network metrics	Engagement Over Time	n/a
COMMENT_CLICK	Number	The number of comments	n/a	Images
comments	Number	Network metrics	Engagement Over Time Published Engagement Trend	n/a
CONTENT	Text	The post's contents	n/a	Images
count	Number	Number of times the word was used.	Top Words	Top Words
date	Date	Day	Engagement Over Time Published Engagement Trend Reach Trend	n/a
datetime	Date and Time	Specific DateTime for a graph point. All times shown in the DateTime column are in the UTC standard.	Countries Trend Follower Trend Keyword Group Trend Languages Trend Page Fans Trend (Facebook) Post Over Time Sentiment Over Time Volume Trend	Countries By Trend Languages By Trend Media Type By Trend Sentiment By Trend Volume Trend
dislikes	Number	Number of dislikes	Engagement Over Time	n/a
engagement	Number	Network metrics	Engagement Over Time Engagement Rate Trend Published Engagement Trend	Images
EXTERNAL_AUTHOR_ID	Number	External ID of number of the post's author	n/a	Images
EXTERNAL_ID	Number	External ID number for the post		Images

Field Title	Data Type	Description	Dashboard Card	Workbench Dataset Card
fan_reach	Number	Number of fan reaches	Reach Trend	n/a
favorites	Number	Number of favorites	Engagement Over Time	n/a
first_assignment_date	Date and Time	Date and time when the post is first actioned.	All cards	n/a
FOLLOWERS	Number	The number of followers for the account	n/a	Images
FOLLOWING	Number	The number of following the post	n/a	Images
FORUM_THREAD_SIZE	Number	Number of threads in a forum	n/a	Images
HARVESTED_DATE	Date and Time	When Social Studio retrieved the post	n/a	Images
HEADLINE	Text	Shows "TWEET FROM" and Twitter author	n/a	Images
INBOUND_LINKS	Number	The number of inbound links	n/a	Images
LANGUAGE	Text	The language set for the post	n/a	Images
likes	Number	Network metrics	Engagement Over Time Published Engagement Trend	n/a
LIKES_AND_VOTES	Number	Count of likes and votes for the post	n/a	Images
link_clicks	Number	Number of link clicks	Engagement Over Time Published Engagement Trend	n/a
MEDIA_PROVIDER	Text	What network is storing the media	n/a	Images
organic_reach	Number	Number of organic reaches	Reach Trend	n/a
paid_reach	Number	Number of paid reaches	Reach Trend	n/a
plusone	Number	Number of +1s	Engagement Over Time	n/a
POST_STATUS	Yes or No	If the post is hidden or not	n/a	Images

Field Title	Data Type	Description	Dashboard Card	Workbench Dataset Card
POST_STATUS doesn't include Hide on Facebook, only hidden in Social Studio				
post_type	Text	Retweets or Quote Tweets	Feed	Images
posts	Number	Network metrics	Engagement Over Time Engagement Rate Trend Published Engagement Trend Reach Trend	n/a
PUBLISH_DATE	Date and Time	The time and date the post was published	n/a	Images
reach	Number	Facebook reaches	Engagement Rate Trend Reach Trend	n/a
REGION	Text	The region where the post is from		Images
replies	Number	Twitter replies	Engagement Over Time	n/a
reshares	Number	Google+ reshares	Engagement Over Time Published Engagement Trend	n/a
retweets	Number	Twitter retweets	Engagement Over Time	n/a
segments_count Also available in the Export Chart as CSV and Export Feed as CSV when inspecting the card.	Number	Number of posts for a particular Media Type.	Author Labels Classifications Countries Trend Fans Page Trend (Facebook) Follower Trend Keyword Group Keyword Group Trend Languages Trend Post Volume	Assignment Author Labels Classification Countries (Segment and Trend) Domains Hashtags Keywords Keyword Groups (Segment and Trend)

Field Title	Data Type	Description	Dashboard Card	Workbench Dataset Card
			Post Over Time Top Countries Top Languages Sentiment Sentiment Over Time Volume by Keyword Group Volume Trend	Languages (Segment and Trend) Media Type (Segment and Trend) Post Labels Sentiment (Segment and Trend) Share of Voice (Segment and Trend) Sources Status Usernames Volume Trend
segments_segmentId	Number	This identifier is tied to the description in segments_type column.	Author Labels Classifications Countries Trend Fans Page Trend (Facebook) Follower Trend Keyword Group Keyword Group Trend Languages Languages Trend Post Volume Sentiment Sentiment Over Time Top Countries Top Languages Volume by Keyword Group Volume Trend	Assignment Author Labels Classification Countries (Segment and Trend) Domains Hashtags Keywords Keyword Groups (Segment and Trend) Languages (Segment and Trend) Media Type (Segment and Trend) Post Labels Sentiment (Segment and Trend) Share of Voice (Segment and Trend) Sources Status Usernames Volume Trend

Field Title	Data Type	Description	Dashboard Card	Workbench Dataset Card
segments_series	Number	Each series denotes a period of data. Segment 1 denotes the current period and segment 2 denotes the previous period.	Author Labels Classifications Countries Trend Follower Trend Keyword Group Keyword Group Trend Languages Languages Trend Post Volume Post Over Time Volume by Keyword Group Top Countries Top Languages Sentiment Sentiment Over Time Volume Trend	Assignment Author Labels Classification Countries (Segment and Trend) Domains Hashtags Keywords Keyword Groups (Segment and Trend) Languages (Segment and Trend) Media Type (Segment and Trend) Post Labels Sentiment (Segment and Trend) Share of Voice (Trend and Segment) Sources Status Usernames Volume Trend
segments_type	Text	Name of the media type.	Author Labels Classifications Countries Trend Keyword Group Keyword Group Trend Languages Trend Post Volume Post Over Time Volume by Keyword Group Sentiment Sentiment Over Time	Assignment Author Labels Classification Countries (Segment and Trend) Domain Hashtags Keywords Keyword Groups (Segment and Trend) Languages (Segment and Trend)

Field Title	Data Type	Description	Dashboard Card	Workbench Dataset Card
			Top Countries Top Languages Volume Trend Fans Page Trend (Facebook) Follower Trend The following values appear on the reports according to the type of social network:	Media Type (Segment and Trend) Post Labels Sentiment (Segment and Trend) Share of Voice (Segment and Trend) Sources Status Usernames Volume Trend
			<ul style="list-style-type: none"> Facebook: FAN_PAGES Twitter: FOLLOWERS_COUNT LinkedIn: FOLLOWERS_COUNT ORGANIC_FOLLOWERS_COUNT PAID_FOLLOWERS_COUNT 	
SENTIMENT	Text	The sentiment of the post	n/a	Images
socialProperty	Number	Internal social account identifier	Engagement Over Time Published Engagement Trend Reach Trend	n/a
shares	Number	Network metrics	Engagement Over Time	n/a
UNIQUE_COMMENTERS	Number	The number of unique commenters to the post	n/a	Images
UPDATES	Number	The number of updates	n/a	Images
VIEW_COUNT	Number	The number of views	n/a	Images
views	Number	Number of views	Engagement Over Time	n/a
word	Text	Commonly used word.	Top Words	Top Words

Additional Resources:

[Einstein Insights CSV Data](#)

Einstein Insights CSV data in Social Studio are populated with data from a Twitter and Instagram in a topic profile. If these columns are selected from another social account dashboard card or a social account workbenches data set card, these columns are blank in the CSV Export.

[Examine the CSV Fields in a Twitter Post Engagement in Social Studio](#)

To see how your tweets are being engaged, you can use the Twitter Post Engagement Report in Marketing Cloud Social Studio. See the Comma-Separated Value (CSV) column headers to find the specifics of the tweets. The report range can be set for a defined period. As a CSV file, use a spreadsheet program to sort and filter the report to see the information that way you want.

[Feed Card CSV Report Fields in Social Studio](#)

Export data from a Feed Card in a Marketing Cloud Analyze Dashboard as a CSV report. Select 100 posts, 50,000 posts, or the maximum 500,000 posts. These columns are in the CSV export of an Analyze Dashboard Card Data and Feed Card Data. The reports vary based on the card data exported.

[Workflow CSV Fields in Social Studio Reports](#)

You can include workflow CSV fields in a Marketing Cloud Social Studio CSV report.

Einstein Insights CSV Data

Einstein Insights CSV data in Social Studio are populated with data from a Twitter and Instagram in a topic profile. If these columns are selected from another social account dashboard card or a social account workbenches data set card, these columns are blank in the CSV Export.

Use these fields in this table for Einstein¹ CSV data.

Field Title	Data	Description
USERNAME_MENTIONED	Text	Username mentioned in the post.
HASHTAG_MENTIONED	Text	Hashtags mentioned in the post. Commas separate multiple hashtags.
DOMAIN_MENTIONED	Text	Domains mentioned in the post. Commas separate multiple domains.
SOURCE	Text	URL Source of the author's profile.
INFLUENCER_SCORE	Number	The influencer score of the author.

¹Rights of ALBERT EINSTEIN are used with permission of The Hebrew University of Jerusalem. Represented exclusively by Greenlight.

Examine the CSV Fields in a Twitter Post Engagement in Social Studio

To see how your tweets are being engaged, you can use the Twitter Post Engagement Report in Marketing Cloud Social Studio. See the Comma-Separated Value (CSV) column headers to find the specifics of the tweets. The report range can be set for a defined period. As a CSV file, use a spreadsheet program to sort and filter the report to see the information that way you want.

Examine these CSV headers to see the information that the report contains:

Header Title	Data Type	Description
Audit Trail	Text	Entries documented every change to the tweet in Social Studio.
Author	Text	The author of the tweet.
Engagement	Number	How many times the tweet was engaged in Social Studio.
External URL	URL	The Twitter URL for the tweet.
Favorites	Number	The count of how many times the tweet was favorited.
Img URL	URL	The URL for the attached image in the tweet.
Impressions	Number	The number of impressions the tweet has made.
Labels	Text	The publishing labels applied to the tweet.
Link Clicks	Number	How many times the tweet's embedded link was clicked.
Message	Text	The content of the tweet.
Message length	Number	The tweet's character count.
Page Slug	Text	The Twitter handle used.
Platform	Text	The platform where the tweet was published from: SFMC indicates Salesforce Marketing Cloud's Social Studio
Platform URL	URL	The platform's URL.
Replies	Number	How many replies there are to the tweet.
Retweets	Number	How many times the tweet was retweeted.
Shared Content ID	Number	If the tweet is used as shared content, Social Studio assigns an ID.
Social Account	Text	The social account where the tweet was published from in Social Studio.
Tweet Date	Date	The publish date of the tweet
Tweet ID	Number	The ID Social Studio assigns to the tweet.
Tweet Time	Time	The publish time of the tweet
Video Views	Number	How many times a Tweet's embedded video has been viewed.
Workspace	Text	The Social Studio workspace where the tweet was published from.

Feed Card CSV Report Fields in Social Studio

Export data from a Feed Card in a Marketing Cloud Analyze Dashboard as a CSV report. Select 100 posts, 50,000 posts, or the maximum 500,000 posts. These columns are in the CSV export of an Analyze Dashboard Card Data and Feed Card Data. The reports vary based on the card data exported.

Field Title	Data Type	Description
ARTICLE_ID	Number	Social Account Post Internal Identifier
ARTICLE_URL	URL	The URL for the post on the native social network.
-AUTHOR	Text	The name of the post's author.
COMMENT_COUNT	Number	The number of post comments.
CONTENT	Text	The post's content.
ENGAGEMENT	Number	The number of engagements for a post.
EXTERNAL_AUTHOR_ID	Number	The author ID from its source social network. If using the ID in the social network's API, details about the author matching that ID would be returned. For example, if Twitter, the number of followers and number of follows.
EXTERNAL_ID	Number	The post ID from its source social network. If using the ID in the social network's API, the post matching that ID is returned.
FOLLOWING	Number	The number of Twitter users the source subscribes to or follows.
FOLLOWERS		The number of sources that subscribes to or follows the source.
HARVESTED_DATE	Date and Time	Timestamp value indicating when Social Studio discovered and indexed the post. ¹
HEADLINE	Text	The headline of the post.
LANGUAGE	Text	The post's language.
LIKES_AND_VOTES	Number	The number of likes and votes for a post.
MEDIA_PROVIDER	Text	The area within the social network.
POST_STATUS	Yes or No	Whether a post has been hidden in Social Studio and No is the default.
POST_TYPE	Text	The type of Twitter post.
PUBLISH_DATE	Date and Time	Timestamp related to the post by the network, physical post time. ¹
REGION	Text	The region where the post originated.

Field Title	Data Type	Description
SENTIMENT	Positive, Neutral, or Negative	The post's sentiment.
UNIQUE_COMMENTERS	Number	The number of unique commenters for a post.
UPDATES	Number	The total number of updates (tweets) posted by that Twitter source

1

Workflow CSV Fields in Social Studio Reports

You can include workflow CSV fields in a Marketing Cloud Social Studio CSV report.

Field Title	Data Type	Description
ENGAGEMENT_LEVEL	Text	The status assigned to a post in the post inspector from Engage or Analyze on page 406. This field was called Engagement Level in Radian6.
CLASSIFICATION	Text	The classification assigned to a post in the post inspector from Engage or Analyze .
ASSIGNMENT	Text	The assignment of a post in the post inspector from Engage or Analyze .
PRIORITY	Text	The priority of a post in the post inspector from Engage on page 368 or Analyze .
VISIBILITY	Text	Indicates what user set the visibility of a post in the post inspector from Engage or Analyze .
POST_LABELS	Text	Shows the Post Labels for a post tagged in the post inspector from Engage or Analyze .
NOTE	Text	Shows the text of the most recent note made from the post inspector from Engage or Analyze .
SOURCE_TAGS	Text	The Source Tags assigned from Radian6.
AUTHOR_NOTES	Text	Shows the Author Notes assigned to the post inspector from Engage or Analyze .
AUTHOR_LABELS	Text	Shows the Author Labels assigned to the post inspector from Engage or Analyze .
ENGAGED_DATE	Date and Time	The date and time when the post was first engaged. All dates and times shown are in the UTC standard.
LAST_ENGAGED_DATE	Date and Time	The date and time when the post was last engaged. All dates and times shown are in the UTC standard.
ELAPSED_TIME	Time	The elapsed time from when the post was published on the social network to when it was first engaged (workflow activity). The format is in HH:MM:SS.

¹ All dates and times shown are in the UTC standard.

Data Type	Description
Time	<p>The elapsed time from when the post was first engaged (workflow activity) to the last engagement (workflow activity).</p> <p>The format is in HH:MM:SS</p>

Analyze Dashboard Reports in Social Studio

Get a PDF report of Analyze dashboard activity on a daily, monthly, or any frequency in between for Marketing Cloud Analyze Dashboards. You can send reports to yourself or others members of the same workspace. Include only what's important to you by setting filters, times ranges, and which dashboard cards to monitor.

The count numbers reflect both hidden and unhidden posts.

If you're required to protect your employee data through mandated legislation or company policy, you can hide the data on this employee data. To have the employee privacy flag enabled in your Social Studio tenant, contact Marketing Cloud Customer Support. After it is enabled, users no longer see employee data in Analyze Dashboard Reports.

[Create an Analyze Dashboard Report in Social Studio](#)

You can create a dashboard report in Marketing Cloud Social Studio or base it on a current workspace dashboard. You can set filters and report metrics to customize the report.

[Edit or Delete a Dashboard Report](#)

In Marketing Cloud Social Studio, you can edit a dashboard report to change the report's filtering options, dashboard sources, post inclusion date range, and schedule. If you no longer need a dashboard report, delete it from the list.

[Share a Dashboard Report](#)

Share workspace dashboard reports in Social Studio Analyze with other members of the workspace or with users outside of Social Studio.

[Download an Analyze Dashboard Report in Social Studio](#)

After you create a dashboard reports in Marketing Cloud Social Studio, you can download a PDF version and share it with others. You can download reports that are shared with you or if you have super user permissions. You can also access previous versions of the report.


Create an Analyze Dashboard Report in Social Studio

You can create a dashboard report in Marketing Cloud Social Studio or base it on a current workspace dashboard. You can set filters and report metrics to customize the report.


Before creating dashboard reports, ensure that you have dashboards created in Analyze for the workspace. When creating a report, any filters set on the dashboard are automatically carried over to the report.

Specify the number of days for the report to gather, and set the frequency for a new report to generate. Social Studio saves the dashboard report as a PDF file for sharing outside of Social Studio.

1. Navigate to **Analyze**.
2. Click **Reports**.
3. Click **Create Report**.
4. Choose **Dashboard Report**.



5. Choose one or more social account dashboards.
6. Create separate reports for each dashboard using the same options or include all the dashboards in the workspace in the same report.
7. Choose the filters for the report. These filters are the same ones used to filter an Engage column.
 -  **Note:** As you choose filters and other options, the preview section in dashboard reports shows a list of the cards. No changes are shown when you edit the filters. Applied filters affect the report, not the base dashboard. The dashboard is a template that you start your report from.
8. Select the timeframe for post inclusion, which is a rolling range, or a specific real-time date. The time is relative to today's date.
Relative: Today, Yesterday, This Week, Last Week, This Month, Last Month, Current and Previous Months, This Quarter, Last Quarter
Real-Time: 1 Day ago, Last 7 days, Last 14 days, Last 30 days, Last 60 days, Last 90 days
9. Drag the dashboard cards to the order that they appear in the PDF report.
10. To edit the individual card that appears on the report:
 - a. Click the card in the Report Pages window.
 - b. In Edit Feed, you can:
 - Choose the social accounts that appear in the report in Dataset.
 - Select individual filters in Filters.
 - Remove the page from report by clicking **Delete Page From Report**.
 - c. To close, click **X**.
11. To change the report schedule, click the current schedule option.
 - a. At Report Schedule, change the frequency to one of these options:
 - Never**
 - Once**
 - Daily** - Set the start and end date of report generation using the popup calendars. To specify the Preferred Delivery Time, set the hour, minute, and AM or PM.
 - Weekly** - Specify one or more weekdays using the **Days** dropdown. Set the start and end date of report generation using the popup calendars. To specify the Preferred Delivery Time, set the hour, minute, and AM or PM.
 - Monthly** - To specify how a monthly report runs, either choose Day of the month or Day of the week in **Run by**. Set the start and end date of report generation using the popup calendars. To specify the Preferred Delivery Time, set the hour, minute, and AM or PM.

The end date for the report cannot exceed 168 days. Any date after that is grayed out.

 -  **Note:** The report automatically generates and arrives to members specified in sharing.

The select schedule appears in **Schedule**.
 - b. Click **Save Changes**.
12. When finished, click **Done**.

After the schedule is set, the status changes to active. A list of created reports appears for you to choose.
13. To view the results of the report, click **View Results**.
14. You can delete the report or run the report:

- a. To delete the report, click , then **Delete**.
- b. To run the report now, click , then **Run Now**.


Edit or Delete a Dashboard Report

In Marketing Cloud Social Studio, you can edit a dashboard report to change the report's filtering options, dashboard sources, post inclusion date range, and schedule. If you no longer need a dashboard report, delete it from the list.

1. Click **Analyze**.

2. Click **Reports**.

3.

Select  next to the report.

To delete the report, select **Delete**. At the confirmation, click **Delete**. The report disappears from the list.

To edit the report, select **Edit**.

4. When editing a report, you can add extra pages to the report:

a. Click **+ Add Page**.

b. At the Drag to Add Items modal, click a card, and drag it over to the Report Pages section.

5. When editing a report, you can see cards for other social networks on the same report.

a. At Drag to Add Items, select a different social network from the Account Type dropdown.

6. When editing a report, you can add other accounts of the same social network to the report.

a.

At Drag to Add Items, click  next to the social accounts number already added to the report.

b. At the Add / Edit Sources Social Account, select, or remove the social accounts to add to the report.



Note: If switching to another social account type, No Accounts Selected appears.

c. Click **Apply**.

7. When editing a report, you can arrange the order of how the cards appear in the report.

a. Drag the page to a new position in the Report Pages window.
The existing pages automatically reorder.

8. When editing a report, you can change the report's description.

a. Hover the cursor over the report's description.

b.

Click 

c. Enter the changed description.


9. When editing a report, you can filter the report using the [same options](#) on page 372 as for an Engage column.



10. Specify how many days in **Include Posts from**:

Relative: Today, Yesterday, This Week, Last Week, This Month, Last Month, Current and Previous Months, This Quarter, Last Quarter

Real-Time: 1 Day ago, Last 7 days, Last 14 days, Last 30 days, Last 60 days, Last 90 days



11. To change the report schedule, click the current schedule option.
 - a. At Report Schedule, change the frequency to one of these options:
 - Never
 - Once
 - Daily - Set the start and end date of report generation using the popup calendars. To specify the Preferred Delivery Time, set the hour, minute, and am or pm.
 - Weekly - Specify one or more weekdays using the **Days** dropdown. Set the start and end date of report generation using the popup calendars. To specify the Preferred Delivery Time, set the hour, minute, and am or pm.
 - Monthly - To specify how a monthly report runs, either choose Day of the month or Day of the week in **Run by**. Set the start and end date of report generation using the popup calendars. To specify the Preferred Delivery Time, set the hour, minute, and am or pm.


 **Note:** The report automatically generates and arrives to users specified in sharing.


The select schedule appears in **Schedule**.
 - b. Click **Save Changes**.
12. When finished, click **Done**.
Once the schedule is set, the status changes to active. A list of created reports appears for you to choose.
13. To view the results of the report, click **View Results**.
14. You can delete the report or run the report:
 - a. To delete the report, click  then **Delete**.
 - b. To run the report now, click  then **Run Now**.

Share a Dashboard Report

Share workspace dashboard reports in Social Studio Analyze with other members of the workspace or with users outside of Social Studio. You must be a Super User or own the dashboard report to share with others.

1. Click **Analyze**.
2. Click **Reports**.
3. Click the dashboard report.
4. Select  next to the report.
5. To edit the report, select **Edit**.
6. Click  .
7. To share the dashboard report with all members of your workspace, turn workspace sharing to **On**.

 **Note:** Sharing the report gives members access to report's results, not to change the report parameters.
8. Enter the names of other social studio users or email addresses you want to send the report results to.

 **Note:** The report recipient receives the same report results as the report creator.

9. Click **Save Changes.**

Recipients receive the refreshed report results by email, in-app, and mobile push notification when the report runs.

Download an Analyze Dashboard Report in Social Studio

After you create a dashboard reports in Marketing Cloud Social Studio, you can download a PDF version and share it with others. You can download reports that are shared with you or if you have super user permissions. You can also access previous versions of the report.

1. Click **Analyze**.
2. Click **Reports**.
3. Click the dashboard report.
4. To download the report, click **Download**.
5. Or to preview the report, click **View File Preview**.

 **Note:** The report limits post to only 310 characters for both topic profiles and social account in the Feed Card view.

6. If Social Studio ran the report before, in Report History, click  next to the report version you want.

Post Reports in Social Studio

Use Social Studio's reporting to create and schedule reports in minutes. You can create post reports for one or more social accounts and topic profiles. Once you have the report, set the frequency to send reports daily or monthly on your schedule.

With content post reports, you can customize report metrics and include what is important to you. Set the frequency to automate the generation of your report and have it arrive daily to monthly when you need it. Include only the posts that matter to you with advanced filtering and relative time ranges. These reports include posts, their metrics, and workflows that were published during a specified time range for your selected social accounts. Content Post Reports are available on Desktop in PDF or CSV file formats. Use the Comma-Separated Value format for further filtering and sorting. To share the post report in a graphical format as it appears in Social Studio, use PDF format.

[Create a Post Report in Social Studio](#)

You can create a post report in Marketing Cloud Social Studio based on one or more social accounts or one topic profile. You can set filters and report metrics to customize the report. You can also set specific or rolling lookback dates for the report plus set the frequency for a new report to generate. Save the post report as a CSV file for further filtering and sorting. To share outside of Social Studio, use a PDF. The PDF format shows how the posts look in Social Studio.

[Delete a Post Report](#)

In Social Studio, you can delete a post report by clicking into the report and using the option arrow then delete.

[Edit a Post Report](#)

You can edit an existing post report in Social Studio and change one or more social accounts or one topic profile for the report. You can change filters and report metrics to customize the report. You can also change the specific or rolling lookback dates for the report plus set the frequency for a report to generate.

[Share a Post Report](#)

Share workspace post reports in Social Studio Analyze with other members of the workspace or with users outside of Social Studio.

[Examine the CSV Fields in a Twitter Post Engagement in Social Studio](#)


To see how your tweets are being engaged, you can use the Twitter Post Engagement Report in Marketing Cloud Social Studio. See the Comma-Separated Value (CSV) column headers to find the specifics of the tweets. The report range can be set for a defined period. As a CSV file, use a spreadsheet program to sort and filter the report to see the information that way you want.

[View and Download a Post Report](#)

When you create a post report, choose CSV or PDF format in Social Studio. Once the report is created, you can either view or download the report. Details of when the report was created and last run appears.

Create a Post Report in Social Studio

You can create a post report in Marketing Cloud Social Studio based on one or more social accounts or one topic profile. You can set filters and report metrics to customize the report. You can also set specific or rolling lookback dates for the report plus set the frequency for a new report to generate. Save the post report as a CSV file for further filtering and sorting. To share outside of Social Studio, use a PDF. The PDF format shows how the posts look in Social Studio.

1. Click **Reports**.
2. Click **Create Report**.
3. Choose **Post Report (Social Account)** or **Post Report (Topic Profile)**.
 - a. To create a report using social accounts:
 - Select one or more social accounts.
 - Select all the social accounts by clicking **XX available**. XX is the number of social accounts available.
 - To find a social account, search for it.
 - b. To create a report using a topic profile:
 - Select just one topic profile.
 - Create separate reports for each topic profile with the same options.
4. Choose the filters for the report. These filters are the same ones used to filter an Engage column.
 -  **Note:** As you choose filters and other options, the Sample of Post Content window updates to reflect the chosen options.
5. Select the timeframe for post inclusion, either relative to today's date, which is a rolling range or a specific real-time date.
 - Relative: Today, Yesterday, This Week, Last Week, This Month, Last Month, Current and Previous Months, This Quarter, Last Quarter
 - Real-Time: 1 Day ago, Last 7 days, Last 14 days, Last 30 days, Last 60 days, Last 90 days
6. Select **PDF** or **CSV**.
7. If you are exporting a report as CSV, select report metrics
 - a. Click **Report Metrics**.
 - b. Choose the fields to include in the report which are the same fields as in CSV Export Fields.
 - c. Click **XX available** to include all the report metrics. XX is the total number of available metrics.
 - d. Click **Apply Changes**.
8. If exporting the report as a CSV, select the report post volume. Choose 500, 50,000, or 500,000.
9. Set the schedule for the report, and click **Save Schedule**.
 - The end date for the report cannot exceed 168 days. Any date after that is grayed out.
10. When finished, click **Done**.

After the schedule is set, the status changes to active. A list of created reports appears for you to choose.

SEE ALSO:

[CSV Report Headers in a Social Studio Analyze Report](#)

Delete a Post Report

In Social Studio, you can delete a post report by clicking into the report and using the option arrow then delete.

1. Click **Reports**.
2. To edit, click ▼ next to the report and select **Edit**.
3. Click ▼ next to View Results.
4. Click **Delete**.

Edit a Post Report

You can edit an existing post report in Social Studio and change one or more social accounts or one topic profile for the report. You can change filters and report metrics to customize the report. You can also change the specific or rolling lookback dates for the report plus set the frequency for a report to generate.

1. Click **Reports**.
2. To edit, click ▼ next to the report and select **Edit**.
3. To change the social accounts or topic profile in the report, click **Dataset**.

For social accounts: Select one or more social accounts. To select all the social accounts, click **XX available**. To find a social account, search for it. XX is the number of social accounts available.

For topic profiles: Select 1 topic profile. You can select only 1 topic profile for a report. Create separate reports for each topic profile with the same options.

4. Change the filters for the report. These filters are the same ones to filter an Engage column.

 **Note:** As you choose filters and other options, the Sample of Post Content window updates to reflect the chose options.

5. Change the timeframe for post inclusion. Use either relative to today's date, which can change, or a specific real-time date, which is that date even if the current date is different.


Relative: Today, Yesterday, This Week, Last Week, This Month, Last Month, Current and Previous Months, This Quarter, Last Quarter

Real-Time: 1 Day ago, Last 7 days, Last 14 days, Last 30 days, Last 60 days, Last 90 days

6. If exporting a topic profile CSV report, change the report metrics.
 - a. Choose the fields to include in the report that are the same fields as in CSV Export Fields.
 - b. Click **XX available** to include all the report metrics. XX is the total number of available metrics.
 - c. Click **Apply Changes**.
7. If exporting a topic profile report to CSV, change the report post volume. Choose either 500, 50,000, or 500,000.
8. Change the schedule for the report and click **Save Schedule**.
9. When finished, click **Done**.

The status changes to Active.

10. To view the results, click **View Results**.

 **Note:** File preview is not available for CSV reports.

Share a Post Report

Share workspace post reports in Social Studio Analyze with other members of the workspace or with users outside of Social Studio. You must be a Super User or own the post report to share with others.

1. Click **Analyze**.

2. Click **Reports**.


3. Click the post report.

4. Select  next to the report.

5. To edit the report, select **Edit**.

6. Click .

7. To share the post report with all members of your workspace, turn workspace sharing to **On**.

 **Note:** Sharing the report gives members access to the report's results, not to change the report parameters.

8. Enter the names or email addresses of the users you want to send report results.

 **Note:** The report recipient receives the same report results as the report creator.

9. Click **Save Changes**.

Recipients receive the refreshed report results by email and mobile push notification when the report runs.

Examine the CSV Fields in a Twitter Post Engagement in Social Studio

To see how your tweets are being engaged, you can use the Twitter Post Engagement Report in Marketing Cloud Social Studio. See the Comma-Separated Value (CSV) column headers to find the specifics of the tweets. The report range can be set for a defined period. As a CSV file, use a spreadsheet program to sort and filter the report to see the information that way you want.

Examine these CSV headers to see the information that the report contains:


Header Title	Data Type	Description
Audit Trail	Text	Entries documented every change to the tweet in Social Studio.
Author	Text	The author of the tweet.
Engagement	Number	How many times the tweet was engaged in Social Studio.
External URL	URL	The Twitter URL for the tweet.

Header Title	Data Type	Description
Favorites	Number	The count of how many times the tweet was favorited.
Img URL	URL	The URL for the attached image in the tweet.
Impressions	Number	The number of impressions the tweet has made.
Labels	Text	The publishing labels applied to the tweet.
Link Clicks	Number	How many times the tweet's embedded link was clicked.
Message	Text	The content of the tweet.
Message length	Number	The tweet's character count.
Page Slug	Text	The Twitter handle used.
Platform	Text	The platform where the tweet was published from: SFMC indicates Salesforce Marketing Cloud's Social Studio
Platform URL	URL	The platform's URL.
Replies	Number	How many replies there are to the tweet.
Retweets	Number	How many times the tweet was retweeted.
Shared Content ID	Number	If the tweet is used as shared content, Social Studio assigns an ID.
Social Account	Text	The social account where the tweet was published from in Social Studio.
Tweet Date	Date	The publish date of the tweet
Tweet ID	Number	The ID Social Studio assigns to the tweet.
Tweet Time	Time	The publish time of the tweet
Video Views	Number	How many times a Tweet's embedded video has been viewed.
Workspace	Text	The Social Studio workspace where the tweet was published from.

View and Download a Post Report

When you create a post report, choose CSV or PDF format in Social Studio. Once the report is created, you can either view or download the report. Details of when the report was created and last run appears.

1. To see a list of reports you've created, click **Reports**.
2. To open a report and view the details, click the report.

- a. If the post report is in PDF format, click **View File Preview**.
The report appears in a lightbox view, and you can view preview the individual pages of the report.
 - b. If the post report is in CSV format, you can't preview the spreadsheet.
3. Click  in Report History or **Download**.
In the PDF file, you can click any @mention links just as you would in the Feed card view or in an Engage column.

Real-Time Post Reports in Social Studio

To view a report of posts as they come in, use Marketing Cloud Social Studio's reporting. You can create post reports for each topic profile. Use the PDF report to review your brand mentions from anywhere. You can also include posts that are relevant to you with advanced filtering. Reports include only posts since the last report. You can set the report frequency to every 10 minutes, 30 minutes, hour, or 3 hours.

[Create a Real-Time Post Report in Social Studio](#)

You can create a post report in Marketing Cloud Social Studio based on a topic profile. Set filters and report metrics to customize the report. The PDF file shows how the posts look in Social Studio. You can select only one topic profile for a report, but you can create separate reports for each topic profile with the same options. You can have up to 10 running or active reports at a time.

[Delete a Real-Time Post Report in Social Studio](#)

Follow these steps to delete a Real-Time Post Report in Marketing Cloud Social Studio. Deleting a report removes it from the list of reports. To use the report again, build a new report.


[Edit a Real-Time Post Report in Social Studio](#)

Edit an existing Real-Time Post Report in Marketing Cloud Social Studio. You can change topic profile in the report and customize the report, change filters, and the interval of the post collection. You can select only a single topic profile for a report. Create separate reports for each topic profile with the same options.

Create a Real-Time Post Report in Social Studio

You can create a post report in Marketing Cloud Social Studio based on a topic profile. Set filters and report metrics to customize the report. The PDF file shows how the posts look in Social Studio. You can select only one topic profile for a report, but you can create separate reports for each topic profile with the same options. You can have up to 10 running or active reports at a time.

1. Navigate to **Analyze**.
2. Click **Reports**.
3. Click **Create Report**.
4. Select **Real-Time Post Report (Topic Profile)** and choose a topic profile.
5. Select a topic profile.
6. Optionally, change the description of the report.
7. Choose the filters for the report. These filters are the same ones used to filter an Engage column.

 **Note:** As you choose filters and other options, the Sample of Post Content window updates to reflect the chosen options.

8. To set the schedule of the report, click **No Schedule Set**.
9. At Report Schedule, choose the frequency under Frequency Interval, and click **Save Changes**

10.

To share the report, click  .

- a. To share the report with all members of the current workspace, click the **Workspace Sharing** slider.
- b. Enter specific names of Social Studio users or email addresses for report recipients outside of Social Studio.

 **Note:** Report recipients receive the same report data as the report's creator. When the report runs again, recipients receive a refreshed report by email or mobile push.

11. Click **Save Changes**.12. When finished, click **Done**.

After setting the schedule, the status changes to active. A list of created reports appears for you to choose.

 **Tip:** If you want to deactivate the report, set the report interval to **Never**. The report status changes to Inactive.

Delete a Real-Time Post Report in Social Studio

Follow these steps to delete a Real-Time Post Report in Marketing Cloud Social Studio. Deleting a report removes it from the list of reports. To use the report again, build a new report.

1. Switch to Analyze.
2. Click **Reports**.
3. To edit, click ▼ next to the report.
4. Click **Delete**.
5. Click **Delete** at the confirmation screen.

Edit a Real-Time Post Report in Social Studio

Edit an existing Real-Time Post Report in Marketing Cloud Social Studio. You can change topic profile in the report and customize the report, change filters, and the interval of the post collection. You can select only a single topic profile for a report. Create separate reports for each topic profile with the same options.

1. Click **Reports**.
2. To edit, click ▼ next to the report and select **Edit**.
3. To change the topic profile in the report, click **Dataset**.
4. Select one topic profile.
5. Change the filters for the report. These filters are the same ones used to filter an Engage column.

 **Note:** As you choose filters and other options, the Sample of Post Content window updates to reflect the chose options.


6. To set the schedule of the report, click **No Schedule Set**.
7. At Report Schedule, click **Never** under Frequency Interval.
 - a. Choose the frequency of:

Every 10 minutes

Every 30 minutes

Every hour

Every 3 hours

 **Note:** When you set to schedule, dates of when the report starts gathering posts and when the report stops appear. The end date defaults to 6 months past the start date. To change the date, click the dates and select a new date from the pop-up calendar.

b. To save the report interval, click **Save Changes**.

8. Choose the frequency of every: .

10 minutes

30 minutes

hour

3 hours


9. To view the results, click **View Results**.

10.

To share the report, click .

a. To share the report with all members of the current workspace, click the **Workspace Sharing** slider.

b. Enter specific names of Social Studio users or email addresses for report recipients outside of Social Studio.

 **Note:** Report recipients receive the same report data as the report's creator. When the report runs again, recipients receive a refreshed report by email or mobile push.

11. Click **Save Changes**.

12. When finished, click **Done**.

The status changes to Active.

 **Tip:** If you want to deactivate the report, set the report interval to **Never**. The report status changes to Inactive.

Approvals

Social Studio approvals provide a workflow to check and approve or reject before publishing. Using approvals helps eliminate content getting published without the necessary individuals seeing it first.


Post Approval or Rejection Flow

Approvals or rejections work in Social Studio basically as follows:

- (1) An approval rule is created and set to execute when a custom condition or set of conditions are met.
- (2) A post is created and the author submits it for publishing.
- (3) That post, matching the conditions of an Approval Rule, triggers the execution of an Approval Rule.
- (4) The approval rule has a condition where another user is an approver and they must approve the post before it can be published.
- (5) The approver receives an email that there is a post needing their approval and a pending approval notification appears in their tasks in Social Studio.
- (6) The approver reviews the post and either approves or rejects the post, with the option of adding a comment on rejection.
- (7) The author receives an email that their post has been rejected and that notification also appears in their tasks in Social Studio.

If the post is approved, the post is published.

If the approver has rejected the post, the author can either revise the post and resubmit the post again for approval or cancel the post.

 **Note:** This example is a simple approval flow and your process can be more complex. Approval Rules allow for as much or as little complexity as needed.

[Approval Rules](#)

Social Studio approval rules are a way for admins to manage and govern content. Contact your Account Manager if Approval Rules are unavailable. The rules can be used to ensure others look at the content before it is published. Approval rules can have multiple approvers where the post has to be approved by a series of approvers before the post is published. They can be tailored to execute only if a certain user creates a post or if a post is made to a specific social account. You can use Facebook Gating as conditions in an approval rule. Multiple approval rules can be executed in a particular order if needed.

[My Tasks and Notifications](#)

The My Tasks view in Social Studio shows if posts part of an approval rule need reviewed.

[Promotion Approval Rules in Social Studio](#)

Use Social Studio promotion approval rules to manage and govern promoted posts. The rules govern who can see promoted posts before they are published. Promotion approval rules can have multiple approvers and can be tailored to execute only for designated users or social accounts. You can use Facebook Gating as conditions, and you can arrange approval rules to execute in any order. Contact your account manager if promotion approval rules are unavailable.

[View or Edit Approvals in Calendar](#)

In the Social Studio Calendar, view all posts requiring your approval in the My Tasks section.

[Rule Condition Reference for Facebook Promotion Rules in Social Studio](#)


To customize the rule to meet specific criteria, use these rule conditions when creating or editing a Marketing Cloud Social Studio Facebook Post Promotion Rule. Most of these rule conditions apply to both Post Approval Rules and Post Promotion Rules.


Approval Rules

Social Studio approval rules are a way for admins to manage and govern content. Contact your Account Manager if Approval Rules are unavailable. The rules can be used to ensure others look at the content before it is published. Approval rules can have multiple approvers where the post has to be approved by a series of approvers before the post is published. They can be tailored to execute only if a certain user creates a post or if a post is made to a specific social account. You can use Facebook Gating as conditions in an approval rule. Multiple approval rules can be executed in a particular order if needed.

The approval path is triggered based on conditions such as:

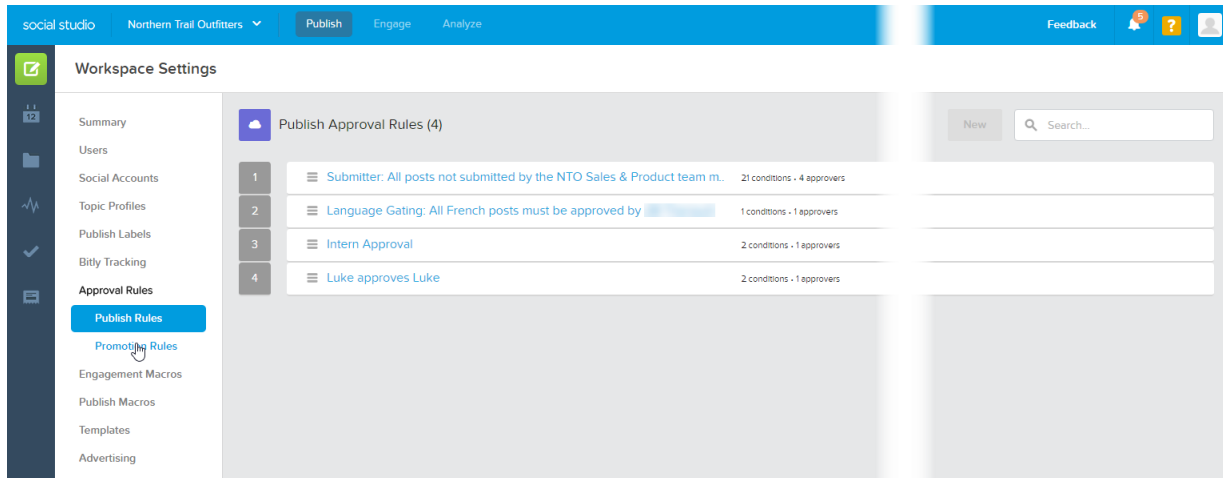
- Author
- Social Account
- Facebook Country Gating
- Facebook Language Gating
- Label(s)

 **Note:** The workspace admin has the permission to add approval rules.

 **Tip:** Establish specific workflow and approval rules in a workspace to ensure consistency in post tone and content.

Approval rules can be basic or advanced as determined by your approval workflow. Common approval rule use cases have been outlined as a starting point.

The approval rule index page shows all rules created in the workspace. Rules can be arranged in order of priority in which they should activate.



Click the rule block to view the specifics of an approval rule.

Common Use Cases

Configure Social Studio Publish Approval Rules to meet the workflow requirements for content publishing for your organization. Approval rules can contain as many approval levels as necessary. Configure rules to request approvals from multiple users at once, groups of users, or in sequential order.

Create Approval Rules in Social Studio

If you are a workspace admin or super user of Marketing Cloud Social Studio, create new publish approval rules. Configure the approval rules to meet the workflow requirements for content publishing for your organization. You can also configure as many approval levels as necessary.

Set the Order of Approval Rules in Social Studio

After you define approval rules in Marketing Cloud Social Studio, prioritize them by dragging a rule above or below other rules. The rules shown in the list are in the order that they run.

Approval Rule Reference

Approval Rules in Social Studio can work in parallel, at the same time, or sequentially, one after another. If the conditions in a previous rule are met, sequential rules can be used where one rule is triggered.

Get Notified When Posts Need Approval

If you approve post content in Marketing Cloud Social Studio before it is published, Social Studio notifies you that your approval is required. You can receive the notifications for post approvals with email notifications or push notifications when logged in to Social Studio Mobile. You can't approve or reject the post from the email.

Override the Approval of a Social Studio Post

If you're a Social Studio workspace Admin or Super User, you can override and approve, or override and reject posts pending approval. This override helps streamline approvals for teams with long or complex approval rules and help accelerate approvals for time-sensitive posts.

Common Use Cases

Configure Social Studio Publish Approval Rules to meet the workflow requirements for content publishing for your organization. Approval rules can contain as many approval levels as necessary. Configure rules to request approvals from multiple users at once, groups of users, or in sequential order.

The most common examples are:

- Request approval from one of three approvers
- Request approval from two of three approvers
- Request approval from one approver then another

Request Approval from 1 of 3 Approvers

Approval rule to request approval from either User A, User B, or User C.

- Create an Approval Rule with 3 approvers.
- Adjust the Advanced Logic from **1 AND 2 AND 3** to **1 OR 2 OR 3**.

Approvers

Who needs to approve the posts that trigger this rule?

1	<div style="border: 1px solid #ccc; padding: 2px;"> User A ▼ </div> ✕
2	<div style="border: 1px solid #ccc; padding: 2px;"> User B ▼ </div> ✕
3	<div style="border: 1px solid #ccc; padding: 2px;"> User C ▼ </div> ✕

[Add Approver](#)

▼ **Advanced Logic** ?

1 OR 2 OR 3 [edit](#)




Request Approval from 2 of 3 Approvers

Approval rule to request approval from either User A and User B or User A and User C or User B and User C.

- Create an Approval Rule with three approvers.
- Adjust the Advanced Logic from **1 AND 2 AND 3** to **(1 AND 2) OR (1 AND 3) OR (2 AND 3)**

Approvers

Who needs to approve the posts that trigger this rule?

1	 User A	x
2	 User B	x
3	 User C	x

[Add Approver](#)

▼ **Advanced Logic** ?
 (1 AND 2) OR (1 AND 3) OR (2 AND 3) [edit](#)

Request Approval from an Approver First Then Another

Create and order approval rules so User A approves then User B approves.

- Create two approval rules:
 - Add **User A** as the approver in Rule 1.
 - Name Rule 1 something like *Request Approval from User A First*.
 - Add **User B** as the approver in Rule 2.
 - Name Rule 2 something like *Request Approval from User B after User A approves first*.
- Place the rules in order from the Approval Rule index.

Workspace Settings

Summary

Users

Social Accounts

Topic Profiles

Publish Labels

Bitly Tracking

Approval Rules
5 Items

[+ Add New](#)

1	☰ Request Approval from User A First 1 conditions • 1 approvers	>
2	☰ Request Approval from User B After User A Approves 1 conditions • 1 approvers	>

SEE ALSO:

[Create Approval Rules in Social Studio](#)

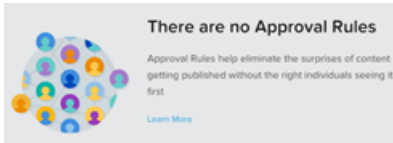
[Set the Order of Approval Rules in Social Studio](#)

Create Approval Rules in Social Studio

If you are a workspace admin or super user of Marketing Cloud Social Studio, create new publish approval rules. Configure the approval rules to meet the workflow requirements for content publishing for your organization. You can also configure as many approval levels as necessary.

No Approval Rules

If the Workspace contains no approval rules, a message appears prompting you learn more.



Create a New Publish Rule

1. Navigate to **Publish Rules** in Workspace Settings.
2. Click **New**.
3. Enter a name for the rule.



Tip: Be descriptive with the name and include an abbreviated summary of what the rule does. If you have created many approval rules, you can see the rule's purpose in the name.

4. To trigger the rule, specify the criteria.
 - a. For the first condition, select from the Select Condition Type menu in the block labeled 1.
 - b. To add another condition that triggers the rule and specify the parameters, click **Add Condition**



Note: Approval Rules must contain at least one condition.

- c. Continue adding conditions until all approval rule requirements are met.
5. To display advanced logic that can be applied to the conditions, click **Advanced Logic**.
You can use advanced logic to customize how criteria are executed. For example, use *1 or (2 and 3)* meaning that condition 2 and condition 3 must be met together or just condition 1 to trigger the approval rule. If condition 1 is met, then conditions 2 and 3 are not considered.
6. To display a box where you enter the advanced logic parameters, click **edit**.
7. To make it the default, click **Set to Default**.
8. Specify the approvers for the rule.
 - a. In the first approver block, click the **Please Select An Approver** dropdown.
 - b. Scroll through the list and select the appropriate approver.
 - c. If the rule requires another approver, click **Add Approver**
 - d. Add the approver by following the same steps.
 - e. Continue adding approvers under the conditions you require for approval are met.
9. To display advanced logic that can be applied to the approvers, click **Advanced Logic**.
Use advanced logic to customize who provides approvals. For example, *1 AND 2* meaning that Approver 1 AND Approver 2 required for approval.

10. To display a box where you can enter the advanced logic parameters, click **edit**.
11. To make it the default, click **Set to Default**.
12. Click **Save**. The approval rule appears in the list of approval rules for the workspace. If there are multiple approval rules, it appears at the bottom.

SEE ALSO:

[Approval Rule Reference](#)

[Rule Condition Reference for Facebook Promotion Rules in Social Studio](#)

Set the Order of Approval Rules in Social Studio

After you define approval rules in Marketing Cloud Social Studio, prioritize them by dragging a rule above or below other rules. The rules shown in the list are in the order that they run.

1. Click and hold the three horizontal lines in the rule block.
2. Drag it above or below another rule.
3. Release the mouse button. A confirmation message appears and the list reorganizes.

Approval Rule Reference

Approval Rules in Social Studio can work in parallel, at the same time, or sequentially, one after another. If the conditions in a previous rule are met, sequential rules can be used where one rule is triggered.

Types of Approval Rules

Type of Rule	Description	Example
Parallel	<p>Use if multiple approvers are required in 1 rule.</p> <ul style="list-style-type: none"> • Request approval from User A AND if User A approves, request approval from User B <p>OR</p> <ul style="list-style-type: none"> • Request approval from User A OR User B. Either person can approve the post for publication. 	<p>If Approval Rule is triggered, User A approves it. If User A approves it, the post goes to User B for their approval. After User B approves the post, it is published.</p>
Sequential	<p>Use when 1 rule is executed after another rule executes. Rules execute according to their number in the list.</p> <ul style="list-style-type: none"> • For the first rule, if a post is by a specific author or the social account is Facebook, then specific people approve consecutively. • For the second rule, if the post's social account is Facebook and the language 	<p>Rule 1: If the author is User A or the social account of the post is Facebook, then User B AND User C approve the post before publishing.</p> <p>Rule 2: If the social account is Facebook and the language is not English, User D AND User E approve the post before it's published.</p>

Type of Rule	Description	Example
	is not English, then specific people approve consecutively (both different than in the first rule). When the first rule is done, the second rule runs.	

Get Notified When Posts Need Approval

If you approve post content in Marketing Cloud Social Studio before it is published, Social Studio notifies you that your approval is required. You can receive the notifications for post approvals with email notifications or push notifications when logged in to Social Studio Mobile. You can't approve or reject the post from the email.

1. To approve a post, first launch Social Studio, open the post, and click **Approve this Post**.
2. To approve it, click **Approve Post**. To reject and send the post back to the post author, click **Reject Post**.
3. If rejecting the post, you can also enter a text note with the rejection. The note can guide the author with suggested changes or corrections that are needed before approval. These notes are visible in the notification email sent to the author and in the post's audit trail.
4. If the post is rejected, Social Studio sends an email to the post author and appears in the Post Activity for that post .



Tip: If you are a post creator, post approver, or admin, you can edit a post one time during the approval process. Any posts pending approval are locked to everyone else.



Note: Scheduled Posts that meet approval criteria appear on the workspace calendar with the Requires Approval flag. Posts aren't published until there is a final approved.

If the post is approved and published, the post author does not receive an email.

Approval Push Notification

While logged in and using Social Studio Mobile, posts requiring your approval are delivered through a push notification to your iPhone, iPad, or Android. From the Push notification, approve the post by pressing **Approve**. You can see the post within Social Studio Mobile before approving.

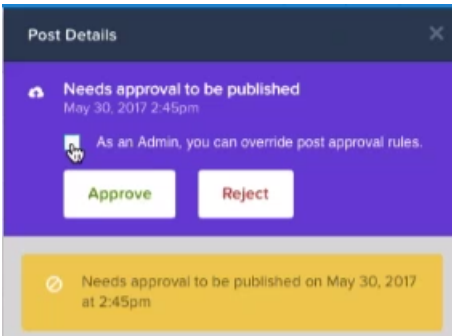
Override the Approval of a Social Studio Post

If you're a Social Studio workspace Admin or Super User, you can override and approve, or override and reject posts pending approval. This override helps streamline approvals for teams with long or complex approval rules and help accelerate approvals for time-sensitive posts.

When the post is overridden, a note is made in the audit trail of who overrode the approval or rejection and when it was done.

You can quickly approve posts that are pending action from other approvers who are on vacation or have left the company.

1. To approve, select a scheduled post that is subject to an approval rule.
2. Select **As an Admin, you can override post approval rules**.



3. To override the other approvers in the approval rule and publish the post at the scheduled time and date, click **Override & Approve**.

My Tasks and Notifications

The My Tasks view in Social Studio shows if posts part of an approval rule need reviewed.

My Tasks

Shows the approvals that the logged in user can approve or reject.

Notifications

A user's notifications include:

- Posts requiring you to review, approve, or reject. Approve or reject directly from the list. After the last person in an approval chain approves the post, it can be published. The approval rule determines whether you are the last approver.
- Publishing of authored posts
- Changes to shared content the user authored
- Sharing of new shared content from other members of the same workspaces the user is a member of. The name of the workspace appears in the notification
- In App Notifications:
 - Report is ready for download
 - Content Shared with Workspace
 - Post Failed to Publish on Network
 - Social account needs to be reauthorized
 - You were mentioned on a post
 - Threshold Alert was met
- Email Notifications:
 - Post Failed to Publish on Network
 - Post Approval Rejected/Approved
 - Scheduled Posts Need
 - Report is ready for download

- You were mentioned on a post

SEE ALSO:

[Manage Notifications in Social Studio](#)

Promotion Approval Rules in Social Studio

Use Social Studio promotion approval rules to manage and govern promoted posts. The rules govern who can see promoted posts before they are published. Promotion approval rules can have multiple approvers and can be tailored to execute only for designated users or social accounts. You can use Facebook Gating as conditions, and you can arrange approval rules to execute in any order. Contact your account manager if promotion approval rules are unavailable.

Social Studio notifies the approver in the same way as for post approvals.

A workspace admin or superuser can override and either approve or reject a promotion approval. Social Studio records the override in the audit trail for the post. You can either approve, reject, approve as admin, or reject as admin.

[Approval Notification](#)

With Post Promotion Approval Rules, the users named in the rule receive a task in their Social Studio My Tasks and an email notification. When a Facebook post is submitted for promotion approval, the approver receives a notification through My Tasks and by email.

[Create a Promotion Approval Rule in Social Studio](#)

You can add a promotion approval rule for promoted Facebook posts. Create different rules for certain criteria conditions and approvers.

[Set Promotion Approval Rule Priority in Social Studio](#)

You can prioritize defined Marketing Cloud Social Studio promotion approval rules by dragging a rule above or below the other rules in the list.

Approval Notification

With Post Promotion Approval Rules, the users named in the rule receive a task in their Social Studio My Tasks and an email notification. When a Facebook post is submitted for promotion approval, the approver receives a notification through My Tasks and by email.

Approve or Reject from an Email

 **Note:** The approver can't approve or reject the post from the email.

1. To launch Social Studio and open the post, click **Approve this Post**.
2. To approve it, click **Approve Post** or to reject it and send it back to the post author click **Reject Post**.
3. If rejecting the post, you can enter a text note offering guidance or suggested changes. These notes are visible in the notification email sent to the author and in the post's audit trail.

If the post is rejected, an email is sent to the author and appears in the Post Activity for that post in My Tasks.


Post creators, post approvers, and admins can edit a post once in workflow. Any posts pending approval are locked to others.

Posts that are scheduled for publishing and meet approval rule criteria appear on the workspace calendar with the **Requires Approval** flag. Posts aren't published until the final post approver approves the post.

If the post is approved and published, the post author does not receive an email.

Create a Promotion Approval Rule in Social Studio

You can add a promotion approval rule for promoted Facebook posts. Create different rules for certain criteria conditions and approvers.

1. In Social Studio Admin, select **Approval Rules** and then **Promotion Rules** in workspace settings.
2. Click **New** and add a name for the new rule.
 -  **Tip:** Be descriptive with the name and include an abbreviated summary of what the rule does. If you have created many approval rules, you can see the rule's purpose in the name.
3. To trigger the rule, specify the criteria.
 - a. In the first condition, which is required, select whether a rule checks for a submitter, ad account, social account, or label.
 - b. Choose whether the condition matches or doesn't match and enter the specific entry.
 - c. Repeat to add another condition.
4. Define the Social Studio users who approve posts for this rule.
5. Define the approvers in this rule in the first approver field and entering the name. If more are required, enter the start of their name and select the match.
6. You can also use advanced logic to further customize the rule's behavior.
7. Click **Save**.

SEE ALSO:

[Rule Condition Reference for Facebook Promotion Rules in Social Studio](#)

Set Promotion Approval Rule Priority in Social Studio

You can prioritize defined Marketing Cloud Social Studio promotion approval rules by dragging a rule above or below the other rules in the list.

1. Click and hold the three horizontal lines in the rule block.
2. Drag the row to either above or below another rule.
3. Release the mouse button.

You see a message that the order has been updated. The rule list gets reorganized automatically.



View or Edit Approvals in Calendar

In the Social Studio Calendar, view all posts requiring your approval in the My Tasks section.

In the Calendar, set the status to **Pending** approval, and you can view all the posts needing approval.













Click a Post to view post details in the Post Inspector.

Click **View details page** to do the following:

- To edit the post copy, click .
- View post details
- Provide feedback
- Click .

Rule Condition Reference for Facebook Promotion Rules in Social Studio

To customize the rule to meet specific criteria, use these rule conditions when creating or editing a Marketing Cloud Social Studio Facebook Post Promotion Rule . Most of these rule conditions apply to both Post Approval Rules and Post Promotion Rules.

Rule Condition	Post Approval Rule	Post Promotion Rule	Description	Value
Submitter			Select whether the condition matches or doesn't match the name selected in the Please Select A Submitter dropdown.	is is not
Ad Account			Select whether the condition contains or does not contain the selected Ad Account.	Is Is Not
Social Account			Select whether the condition Contains or Does Not Contain the social account selected in the Please Select A Social Account dropdown. Only social accounts attached to the workspace appear in the menu	Contains Does Not Contain
Facebook Gating Country			Select whether the condition Contains or Does Not Contain the country chosen in the Facebook Gating Country menu.	Contains Does Not Contain
LinkedIn Targeted Country		n/a	Select whether the condition Contains or Does Not Contain the country chosen in the LinkedIn Targeted Country dropdown.	Contains Does Not Contain
Twitter Targeted Country	n/a	n/a	This condition is no longer supported by Twitter and has been removed from Social Studio. Post Approval Rules or Promotion Rules containing this condition works but Social Studio ignores it. You can't change this condition when editing the rule. You are prompted to either pick another condition or remove the condition before you can save the rule.	n/a
Facebook Gating Language			Select whether the condition Contains or Does Not Contain the language chosen in the Facebook Gating Language menu.	Contains Does Not Contain
Label			Select whether the condition Contains or Does Not Contain the specified Label. Enter one or more labels.	Contains Does Not Contain

Rule Condition	Post Approval Rule	Post Promotion Rule	Description	Value
				Null

SEE ALSO:

[Target LinkedIn Posts](#)

Einstein Vision in Social Studio Analyze

Einstein Vision for Social Studio provides a collection of pre-built image classifiers for Social Marketers. Image classifiers enable marketers to determine attributes about the photos. The classifiers detect which brands are present, where the photo is taken, and what other items are present.

Einstein¹ Vision is also known as computer vision. This powerful AI doesn't look at the text accompanying the image, but at image itself. Contact your account executive to enable Einstein Vision for your tenant.

After Einstein Vision is enabled, select the topic profiles and the classifiers to use and email marketingcloudsupport@salesforce.com.

Your data starts to enrich from the time of enablement. Historical data is not enriched. You can access Einstein Vision results in Analyze workbenches, which currently apply to Twitter datasets.

Here are a few Einstein Vision use cases:

- Influencer Tracking and Sponsorship Analytics - Use to answer questions such as: Are Celebrities, people of interest, or influencers tweeting pictures with my logo? Is my logo showing up in pics at events or places?
- Scene Classification - Use to answer questions such as: Where does my logo or certain objects show up in images? What is the background? For example, is it a beach, store front, or patio?
- Food Classification - Use to answer questions such as: Which food images are people sharing in their Tweets? Are the images associated with your logo? Are the images associated with your competitors?

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Additional Resources:

[Einstein Vision Image Classifiers in Social Studio](#)

Einstein Vision in Marketing Cloud Social Studio comes includes four image classifiers that you can use with your topic profiles. Think of an image classifier as a subject matter expert—someone who is familiar with the topic. The better the input provided to the classifier, the better the output returned from Einstein Vision. Upon activation, Einstein Vision begins classifying incoming image-based logos, scenes, foods, or objects that it recognizes. Images in posts before activation aren't classified.

[View Einstein Vision Credits and Image Classifiers](#)

You can view the Einstein Vision credits and applicable Image Classifiers for topic profiles enable for Einstein Vision in Marketing Cloud Social Studio. The topic profile list shows the number of Einstein Vision credits you're allotted and have been used already. Insight credits can't be rolled over and aren't a monthly allotment. If you use them all, you must purchase more credits. Contact your account executive.

SEE ALSO:

[Einstein Vision Card in Social Studio Analyze](#)


Einstein Vision Image Classifiers in Social Studio

Einstein Vision in Marketing Cloud Social Studio comes includes four image classifiers that you can use with your topic profiles. Think of an image classifier as a subject matter expert—someone who is familiar with the topic. The better the input provided to the classifier, the better the output returned from Einstein Vision. Upon activation, Einstein Vision begins classifying incoming image-based logos, scenes, foods, or objects that it recognizes. Images in posts before activation aren't classified.

When enabled, Einstein¹ applies these image classifiers to incoming images.

When an image is received, the classifiers attempt to classify the image as correctly as possible. Accuracy depends on how the classifier is trained, initially and later. If no classification is found, Social Studio places the incorrect identified and classified images into an unknown category. When you find images that must be classified differently, contact Social Studio support. The images aren't reclassified immediately. The more corrections received on these incorrect images, the better the AI training becomes for future images and improves training.

For example, if you use the food classifier for a truck image, the classifier examines the image and tries to closely match food images to the truck image.

 **Note:** Configure topic profiles to limit images that match an Einstein Vision classifier. Limit the images to those images that the classifier is designed to classify. Applying classifiers to board topic profile configurations results in false positives.

Logo

The Logo classifier knows approximately two million logos. The classifier determines if there is any logo that it knows about in the image. If the classifier can't identify the logo, it returns a not found status. Use the logo classifier in broad-based searches and expect fewer false positives than with the other classifiers.

This classifier performs well on social data and can answer questions like these examples.

- In what posts is my brand appearing when I'm not mentioned?
- Which influencers or celebrities are posting my brand?
- Where are the negative posts with my competitors are shown in the photo?

Scene

The Scene classifier recognizes 60 scenes, such as beaches, baseball fields, patios, and prisons. Use this classifier to answer questions like these examples.

- Where is my brand appearing?
- Who is on the beach? (insert any scene)
- What is the most popular scene in a given a topic?

Food

The Food classifier recognizes 200 foods, such as pancakes, beer, salmon, and gyoza. Use this classifier to answer questions like these examples.

- What are the most popular foods in different countries?
- What terms are used to describe various foods?
- What is the most popular food for a topic?

Object

The Object classifier recognizes 1,000 objects, such as menus, coffee mugs, score boards, and water bottles. Use this classifier to answer questions like these examples.

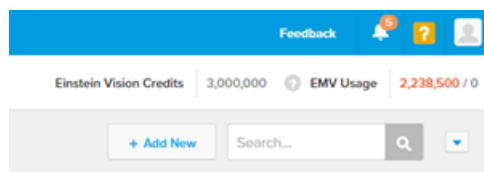
- Who exhibits an intention to drink coffee?
- What things do people use with my brand?
- What are the most popular objects in a given topic?

¹Rights of ALBERT EINSTEIN are used with permission of The Hebrew University of Jerusalem. Represented exclusively by Greenlight.

View Einstein Vision Credits and Image Classifiers

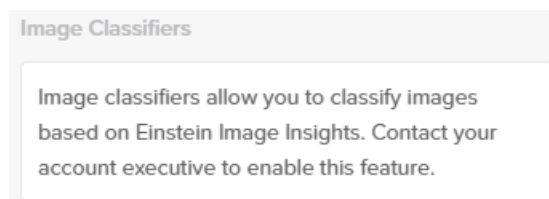
You can view the Einstein Vision credits and applicable Image Classifiers for topic profiles enable for Einstein Vision in Marketing Cloud Social Studio. The topic profile list shows the number of Einstein Vision credits you're allotted and have been used already. Insight credits can't be rolled over and aren't a monthly allotment. If you use them all, you must purchase more credits. Contact your account executive.

View Einstein¹ Vision credits and the topic profiles enabled for Einstein Vision from the list in the Social Studio Admin Portal.



1. Access Social Studio Admin.
2. Choose a topic profile.

In the topic profile inspector, view the image classifiers for the topic profile in the Image Classifiers block.



Note: Salesforce provisions specified Insights Services upon receipt of an email to support@salesforce.com with the required provisioning information. Sufficient Insights Credits are required to cover the monthly mentions in the respective topic profile. For more information on Insights Credits and required provisioning information, see the [Insights Credits FAQ](#).

¹Rights of ALBERT EINSTEIN are used with permission of The Hebrew University of Jerusalem. Represented exclusively by Greenlight.

Social Studio FAQs

Get the answers to frequently asked questions about Social Studio.

[How Do I Configure Topic Profiles for the Best Social Listening COVID-19 Results?](#)

Lately, overall social post volume around COVID-19 is high. Hone in on posts discussing the virus and your brand for the most actionable results using topic profiles in Marketing Cloud Command Center and Social Studio.

[How Can I Use Social Studio to Help Monitor COVID-19 Discussions and What Insights Can I Discover?](#)

You can use Marketing Cloud Social Studio to monitor and gain insights into COVID-19 discussions using topic profiles and social listening dashboards. Create your COVID-19 topic profile first in Social Studio and then create a social listening dashboard using that topic profile.

[How Can I Hone in on Specific Post Types Related to COVID-19 in Response to Posts and Comments?](#)

To manage incoming posts from your social accounts or social listening, use Marketing Cloud Social Studio Engage columns. To further help you focus on posts, use certain keywords relating to your organization and COVID-19.

[How Does the EU Copyright Directive Apply to Marketing Cloud Social Products?](#)

Under Article 15 of the EU Copyright Directive, Marketing Cloud Social products must remove post content for mainstream news, aggregator, and non-YouTube video content. The EU Copyright Directive is designed to give authors, artists, and publishers fairer remuneration for the use of their work online. The directive also protects works that are copyrighted.

[I Am Unable to Publish Posts to a Particular Facebook Page. What Is Preventing This?](#)

Ensure that the following is enabled to publish to a Facebook page:

[Can You Edit Posts That Have Already Been Published in Social Studio? And If So, How Do They Appear? Will They Say Edited as They Do When Publishing Natively to Facebook?](#)

You cannot edit a post that has been published.

[What Is the File Size Limit of Uploading Media to a Post?](#)

Depending on the size of the media, image or video) and the social network posting to, the requirements are different. See Image and Video Requirements.

[How Do I Know If My Post Failed to Publish?](#)

If the post failed to publish, the author receives an email notification of the failure. There is no pop-up indicator in Social Studio to the author that the post failed.

[Do the Metrics Include Both Content Published Through Social Studio and Content Published from the Same Account Outside of Social Studio?](#)

Yes, it includes both.

[How Much Do Content Apps Cost?](#)

Our partners price, package, and sell content apps. Partners can choose to market their App in their best interest. Contact your relationship manager for more information.

[How Do I Get Apps Provisioned to My Environment?](#)

Contact your relationship manager to get them installed to your Social Studio environment.

[What Date and Time Formats Can I Use in a Web Analytics Profile?](#)

You can customize the date and time in a web analytics profile parameter by using defined characters and delimiters.

[Can I Build My Own Content Application?](#)

Talk to your relationship manager about building and integrating your custom applications into Social Studio.

[I Tried Copying Text from a Microsoft Word Document Into a Post but it Doesn't Appear Correctly. How Do I Copy and Paste the Text Into a Post and Get Just the Text?](#)

To strip the formatting from a Microsoft Word document, paste the text into a text editor. Copy the text from the text editor and paste it into the post

[How Many of the Historical Posts Does Social Studio Retrieve When a Facebook Account Is Added to Social Studio the First Time?](#)

Social Studio imports and stores the last 30 days of content. Social Studio imports content back to when all networks, except LinkedIn, were registered in Social Studio and added to a workspace. For LinkedIn, only 20 days of data are returned. To get content into Social Studio, register the social account with a valid access token. Add the social account to a workspace where you'd like the historical data to be saved.

[Can I Create Engage Columns to Monitor and Engage with Salesforce Trailblazer Community Activity in Social Studio?](#)

Yes. You can set up a source group for the Trailhead Community in Marketing Cloud Social Studio. Next, create a topic profile using that source group then create an Engage column using that topic profile.

[How Many Tabs Can I Have in Engage Per Workspace?](#)

A maximum of 30 tabs in a workspace.

[How Many Columns Can I Have in an Engage Tab?](#)

There is no limit on the number of columns in an Engage tab.

[How Often Do the Engage Columns Refresh to Bring in Any New Posts?](#)

Managed content refreshes every 30 seconds. Topic profile content refreshes every 30 seconds.

[What Workspace Permission Level Do I Need to Follow or Unfollow a Twitter Author?](#)

All workspace members (Admin, Contributor, or Limited Member) in a Workspace can follow or unfollow a Twitter author.

[How Do I Exclude Retweets from a Topic Profile to Filter Them Out When Using the Topic Profile in an Engage Column?](#)

Add **Retweeted by** or RT as an Exclude keyword to the relevant keyword groups in the topic profile.

[How Does Sentiment Work for a Post?](#)

A post's sentiment, which is the overall tone of the post, is classified into 3 categories: Negative, Neutral, and Positive. The words in the post are assigned a pre-determined score value. These values are added and the resulting score is compared to an overall sentiment category range.

[Can I Assign a Post to a Workspace Instead of a User? I Want to Assign a Post from One Team to Another in a Different Workspace.](#)

Posts cannot be assigned to a specific workspace. To achieve similar result, use a post label.

[What Is a Twitter Author Influencer Score and How Is It Calculated?](#)

The author influencer score is only used in Twitter. The score is a global measure of influence, on a scale of 0–100, which can be used to compare all Twitter Authors. An author's influencer score is the result of a proprietary algorithm. The algorithm considers many aspects of the author's posting history and performance. Other aspects include the number of followers, frequency of posts and actions that followers take on the Author's posts (Likes, retweets) and others. Other measures and ratios are considered to decrease direct manipulation of influence scores.

[How Many Social Accounts Can I Add to a Social Account Summary or a Mixed Account Summary Dashboard?](#)

You can add up to 50 Social Accounts to a Social Account Summary dashboard or a Mixed Account Summary dashboard. These limits are a total of Social Accounts types, such as Facebook, Twitter, LinkedIn, YouTube, Google+, and Instagram, both Personal and Business.

[How Many Cards Can Be Added to a Social Account Summary or a Mixed Account Summary Dashboard?](#)

You can add up to 30 cards per dashboard.

[How Many Topic Profiles Can I Add to a Social Listening Dashboard?](#)

You can add 1 Topic Profile to a Social Listening dashboard which must be shared with the workspace before the data can be shared. With Mixed Account Dashboards, you can add new Dashboard Cards using different Topic Profiles. For example, you can create a dashboard of just topic profile feed cards, called Social Listening Feed Cards. The new dashboard consists of Feed Cards for each topic profile. The same could be done for other dashboard card types.

[Can Other Members of My Workspace See the Dashboards I Created?](#)

By default, no. Workspace members cannot see dashboards created by other workspace members of the same workspace. Each workspace member creates their own dashboards. If you have the proper permissions, you can share dashboards you create with other members of the workspace.

[When You Add a Social Account to a Social Account Summary Dashboard or a Mixed Account Summary Dashboard, How Much Historical Data Is Available?](#)

When you register an owned social account with Social Studio, the network requests 30 days of historical data. LinkedIn has a different limitation, which is 20 days or the last 50 posts.

[How Can I Change the CSV Exported Filename After Specifying the Date Range?](#)

The steps for changing the filename are different depending on the browser used.

[How Many Datasets Can I Create in a Workbench?](#)

You can create an unlimited number of datasets in a workbench. Multiple datasets in a workbench appear as separate items.

[How Many Cards Can Be in a Dataset?](#)

You can create an unlimited number of dataset cards in a dataset.

[Can Other Social Studio Users See the Workbenches and Datasets I Create?](#)

No, only you can see the workbenches and datasets that you create.

[What Does the Percentage Indicate in a Social Studio Analyze Dataset Card?](#)

Some dataset cards show a percentage next to the data value with an increase (up arrow) or decrease (down arrow) trend. These values indicate the change between the current and previous time periods set in the workbench. For example, if the workbench is set for 30 days, the percentage and trends are the change in values compared to the previous 30-day period.

[What Type of Posts Appear in an Engagement Summary Dashboard in Social Studio?](#)

Engagement Summary dashboards in Marketing Cloud Social Studio only show non-brand posts. The dashboard type filters out posts sent from the brand and shows only inbound posts.

[Will Adding an Instagram Business Account Count Towards the Available Entitlements as Another Social Account?](#)

No. The pair of Instagram Personal and Business accounts for a social property is counted as a single entitlement. For example, if there are two Instagram accounts, Northern Trail Outfitters and Northern Trail Outfitters - Business, both are considered as one single entitlement.

[How Can I Get the Instagram Business Features?](#)

For an organization without paired registered Instagram Personal and Business accounts, these advanced features are already enabled. These accounts are automatically available in the workspaces and social automation datasources. For an organization currently using a paired Instagram Personal and corresponding Business account, contact your Admin and Super users to get these features enabled. Admin and Super users can find these instructions in the Admin section of Social Studio. After the feature is enabled, register your Instagram Business accounts to get started. These accounts are automatically available in the workspaces and social automation datasources.

[Do I Need Both Personal and Business Accounts in My Engage Columns?](#)

Yes, for any new engagement or comments on your Instagram content, add both personal and business accounts. Metrics on content created on Instagram before Instagram Business feature activation are available on your Instagram Personal account.

[Do I Need Both Personal and Business Accounts in Analyze Reports?](#)

Yes, for a complete report of data on your Instagram account, add both personal and business accounts. Comments on content created on Instagram before Instagram Business feature activation is available on your Instagram Personal account.

How Do I Configure Topic Profiles for the Best Social Listening COVID-19 Results?

Lately, overall social post volume around COVID-19 is high. Hone in on posts discussing the virus and your brand for the most actionable results using topic profiles in Marketing Cloud Command Center and Social Studio.

1. In Social Studio, access the Admin section and click **Topic Profiles**.
2. Create a topic profile and customize it for COVID-19 as follows:

- a. In Contains Keywords, add phrases related to Covid-19 such as:
 - coronavirus
 - COVID-19
 - corona virus
 - b. In And Contains, add phrases related to your brand name, location, or branded #hashtag. Also, to focus and hone in on the most impactful results, consider adding the cities of interest for your brand.
 - c. In Does Not Contain, add any phrases that you don't want to see in your results. As you view and refine your results in Social Studio or Command Center, modify as needed.
3. Save and activate your topic profile.
 4. In Command Center, open the screens using the topic profile. COVID-19 results appear. In Social Studio, create a social listening dashboard using the topic profile.

If you're monitoring multiple locations with individual topic profiles, duplicate a topic profile by [exporting existing keyword groups](#) on page 296, then [importing them](#) on page 297 to a new topic profile.

SEE ALSO:

- [Considerations for Using Topic Profiles in Command Center](#)
- [Export Keyword Groups in Social Studio](#)
- [Import Multiple Keywords to a Topic Profile in Social Studio](#)
- [Considerations for Using Topic Profiles in Command Center](#)
- [Export Keyword Groups in Social Studio](#)
- [Import Multiple Keywords to a Topic Profile in Social Studio](#)

How Can I Use Social Studio to Help Monitor COVID-19 Discussions and What Insights Can I Discover?

You can use Marketing Cloud Social Studio to monitor and gain insights into COVID-19 discussions using topic profiles and social listening dashboards. Create your COVID-19 topic profile first in Social Studio and then create a social listening dashboard using that topic profile.

Use these dashboard cards to help with uncovering actionable insights:

- **Influencers:** on page 411 to understand who is driving conversation for your topic, and who you could potentially partner with to communicate your messages, use this card.
- **Media Type Trend:** on page 418 To learn what issues, questions and concerns are driving peaks in conversation, use this card.
- **Top Words:** on page 428 To learn the phrases most frequently being used in recent discussion, use this card. Look for unusual words, or words you wouldn't normally expect to see, as common sources of insights.
- **Sentiment Trend:** on page 424 To visualize positive and negative discussion over time, which can be frequent sources of insight, use this card. You can investigate any peaks in positive or negative sentiment or any instances where negative sentiment rises above positive sentiment.

SEE ALSO:

- [Create a Dashboard in Social Studio](#)
- [Social Listening Summary Dashboard in Social Studio Analyze](#)
- [Track Posts with a Topic Profile in Social Studio](#)

How Can I Hone in on Specific Post Types Related to COVID-19 in Response to Posts and Comments?

To manage incoming posts from your social accounts or social listening, use Marketing Cloud Social Studio Engage columns. To further help you focus on posts, use certain keywords relating to your organization and COVID-19.

1. In Social Studio, select Engage and [create a column](#) on page 364.
2. Filter the column by keyword to show only the posts containing the specific keywords that are important to you.

SEE ALSO:

[Add or Remove an Engage Column in Social Studio](#)

[Filter an Engage Column in Social Studio](#)

[See the Social Studio Posts You Want with Column Filters](#)

How Does the EU Copyright Directive Apply to Marketing Cloud Social Products?

Under Article 15 of the EU Copyright Directive, Marketing Cloud Social products must remove post content for mainstream news, aggregator, and non-YouTube video content. The EU Copyright Directive is designed to give authors, artists, and publishers fairer remuneration for the use of their work online. The directive also protects works that are copyrighted.

Initially, the EU Copyright Directive affects all posts for these media types. The Social API is changed to restrict the social applications from getting the data for all posts, not just posts from EU countries. Users can still store content and search by keyword in Salesforce. The posts that have the affected media types show as "Content Not Available" in Social Studio. Social Studio continues to show author information, post title, and link to the native post.

For broad listening data, the posts are restricted to show the avatar, title, and a link out to the original content. The affected media types are mainstream news, aggregator, or videos except videos on YouTube. The test area shows "Content not Available".

I Am Unable to Publish Posts to a Particular Facebook Page. What Is Preventing This?

Ensure that the following is enabled to publish to a Facebook page:

- Page visibility must be published.
- Select **News Feed Audience** and **Visibility for Posts**.
- Page user must have an Admin or Editor scope when adding the accounts to Social Studio.

Can You Edit Posts That Have Already Been Published in Social Studio? And If So, How Do They Appear? Will They Say Edited as They Do When Publishing Natively to Facebook?

You cannot edit a post that has been published.

The post appears differently on the calendar depending on its status:

- Posts in the past, which appear faded, or scheduled to publish, appearing in bold.
- If the post has a small icon that matches the post status legend on the side, its status is:
 - Scheduled
 - Published
 - [Pending Approval](#) on page 495

- Draft or Rejected
- [Failed](#) on page 326
- [Dark Posts](#) on page 382 - also called Unpublished Page Posts
- Deleted

What Is the File Size Limit of Uploading Media to a Post?

Depending on the size of the media, image or video) and the social network posting to, the requirements are different. See [Image and Video Requirements](#).

SEE ALSO:

[Review Image, Video, and Facebook Feed Options for Social Studio Posts](#)

How Do I Know If My Post Failed to Publish?

If the post failed to publish, the author receives an email notification of the failure. There is no pop-up indicator in Social Studio to the author that the post failed.

Do the Metrics Include Both Content Published Through Social Studio and Content Published from the Same Account Outside of Social Studio?

Yes, it includes both.

How Much Do Content Apps Cost?

Our partners price, package, and sell content apps. Partners can choose to market their App in their best interest. Contact your relationship manager for more information.

How Do I Get Apps Provisioned to My Environment?

Contact your relationship manager to get them installed to your Social Studio environment.

What Date and Time Formats Can I Use in a Web Analytics Profile?

You can customize the date and time in a web analytics profile parameter by using defined characters and delimiters.

You can use the following characters and formats to customize the appearance of the date and time.

Character	Description	Format
d	Day of the month without leading zeros	1–31
D	Day of the month, two digits with leading zeros	01 to 31
m	Numeric representation of a month without leading zeros	1–12
M	Numeric representation of a month with leading zeros	01 to 12
y	Two-digit representation of a year	82 or 03

Character	Description	Format
Y	Four-digit representation of a year	1982 or 2003
h	24-hour format without leading zeros	0–23
H	24-hour format with leading zeros	00 to 23
g	12-hour format without leading zeros	1–12
G	12-hour format with leading zeros	01 to 12
i	Minutes with leading zeros	00 to 59
s	Seconds with leading zeros	00 to 59
""	Delimiter, no space	
" "	Delimiter, white space	
:	Delimiter, colon	
-	Delimiter, dash	
_	Delimiter, underscore	
/	Delimiter, backslash	
\	Delimiter, slash	
	Delimiter, pipe	
.	Delimiter, period	

Examples

- d-m-Y = 3-12-2015
- DMY H.i.s = 03122015 09.22.38
- M/D/y h:i:s = 03/12/15 9:22:38

Can I Build My Own Content Application?

Talk to your relationship manager about building and integrating your custom applications into Social Studio.

I Tried Copying Text from a Microsoft Word Document Into a Post but it Doesn't Appear Correctly. How Do I Copy and Paste the Text Into a Post and Get Just the Text?

To strip the formatting from a Microsoft Word document, paste the text into a text editor. Copy the text from the text editor and paste it into the post

How Many of the Historical Posts Does Social Studio Retrieve When a Facebook Account Is Added to Social Studio the First Time?

Social Studio imports and stores the last 30 days of content. Social Studio imports content back to when all networks, except LinkedIn, were registered in Social Studio and added to a workspace. For LinkedIn, only 20 days of data are returned. To get content into Social Studio, register the social account with a valid access token. Add the social account to a workspace where you'd like the historical data to be saved.

Can I Create Engage Columns to Monitor and Engage with Salesforce Trailblazer Community Activity in Social Studio?

Yes. You can set up a source group for the Trailhead Community in Marketing Cloud Social Studio. Next, create a topic profile using that source group then create an Engage column using that topic profile.

SEE ALSO:

[Add Source Groups to Topic Profiles](#)

[Manage Engage Columns in Social Studio](#)

[Explore Source Groups in Social Studio](#)

[Topic Profiles in Social Studio](#)

How Many Tabs Can I Have in Engage Per Workspace?

A maximum of 30 tabs in a workspace.

SEE ALSO:

[Group Columns with Tabs in Social Studio to Suit Your Engagement Needs](#)

How Many Columns Can I Have in an Engage Tab?

There is no limit on the number of columns in an Engage tab.

SEE ALSO:

[Manage Engage Columns in Social Studio](#)

How Often Do the Engage Columns Refresh to Bring in Any New Posts?

Managed content refreshes every 30 seconds. Topic profile content refreshes every 30 seconds.

SEE ALSO:

[Monitor Your Social Media Activity in Social Studio](#)

What Workspace Permission Level Do I Need to Follow or Unfollow a Twitter Author?

All workspace members (Admin, Contributor, or Limited Member) in a Workspace can follow or unfollow a Twitter author.

SEE ALSO:

[Workspace Role Permissions in Social Studio](#)

How Do I Exclude Retweets from a Topic Profile to Filter Them Out When Using the Topic Profile in an Engage Column?

Add **Retweeted by** or RT as an Exclude keyword to the relevant keyword groups in the topic profile.

SEE ALSO:

[Add Keywords to a Topic Profile in Social Studio](#)

[Edit a Topic Profile in Social Studio](#)

[Topic Profiles in Social Studio](#)

[See the Social Studio Posts You Want with Column Filters](#)

How Does Sentiment Work for a Post?

A post's sentiment, which is the overall tone of the post, is classified into 3 categories: Negative, Neutral, and Positive. The words in the post are assigned a pre-determined score value. These values are added and the resulting score is compared to an overall sentiment category range.

SEE ALSO:

[Sentiment Model](#)

Can I Assign a Post to a Workspace Instead of a User? I Want to Assign a Post from One Team to Another in a Different Workspace.

Posts cannot be assigned to a specific workspace. To achieve similar result, use a post label.

1. Create a label in each workspace.
2. Apply the label to the relevant posts.
3. Create a column in each workspace, filtered by that label. The posts can be reviewed and reassigned accordingly.

SEE ALSO:

[Labels Block for Posts in Social Studio](#)

[Publish Labels](#)

What Is a Twitter Author Influencer Score and How Is It Calculated?

The author influencer score is only used in Twitter. The score is a global measure of influence, on a scale of 0–100, which can be used to compare all Twitter Authors. An author's influencer score is the result of a proprietary algorithm. The algorithm considers many aspects of the author's posting history and performance. Other aspects include the number of followers, frequency of posts and actions that followers take on the Author's posts (Likes, retweets) and others. Other measures and ratios are considered to decrease direct manipulation of influence scores.

How Many Social Accounts Can I Add to a Social Account Summary or a Mixed Account Summary Dashboard?

You can add up to 50 Social Accounts to a Social Account Summary dashboard or a Mixed Account Summary dashboard. These limits are a total of Social Accounts types, such as Facebook, Twitter, LinkedIn, YouTube, Google+, and Instagram, both Personal and Business. As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

SEE ALSO:

[Analyze Dashboard Types in Social Studio](#)

How Many Cards Can Be Added to a Social Account Summary or a Mixed Account Summary Dashboard?

You can add up to 30 cards per dashboard.

SEE ALSO:

[Manage Dashboards in Social Studio Analyze](#)

How Many Topic Profiles Can I Add to a Social Listening Dashboard?

You can add 1 Topic Profile to a Social Listening dashboard which must be shared with the workspace before the data can be shared. With Mixed Account Dashboards, you can add new Dashboard Cards using different Topic Profiles. For example, you can create a dashboard of just topic profile feed cards, called Social Listening Feed Cards. The new dashboard consists of Feed Cards for each topic profile. The same could be done for other dashboard card types.

SEE ALSO:

[Add or Edit Dashboard Sources](#)

[Create a Dashboard in Social Studio](#)

[Manage Dashboards in Social Studio Analyze](#)

Can Other Members of My Workspace See the Dashboards I Created?

By default, no. Workspace members cannot see dashboards created by other workspace members of the same workspace. Each workspace member creates their own dashboards. If you have the proper permissions, you can share dashboards you create with other members of the workspace.

SEE ALSO:

[Workspace Role Permissions in Social Studio](#)

[Share a Dashboard in a Social Studio Workspace](#)

When You Add a Social Account to a Social Account Summary Dashboard or a Mixed Account Summary Dashboard, How Much Historical Data Is Available?

When you register an owned social account with Social Studio, the network requests 30 days of historical data. LinkedIn has a different limitation, which is 20 days or the last 50 posts.

SEE ALSO:

[Analyze Dashboards in Social Studio](#)

[Analyze Dashboard Types in Social Studio](#)

How Can I Change the CSV Exported Filename After Specifying the Date Range?

The steps for changing the filename are different depending on the browser used.

Depending on the browser used, the steps are different:

- [Chrome](#)
- [Firefox](#)
- Internet Explorer: [Version 9](#) and [Version 10](#)
- [Safari](#)

SEE ALSO:

External Link: [Steps for Chrome Browser](#)

External Link: [Steps for Firefox Browser](#)

External Link: [Steps for Internet Explorer, Version 9 Browser](#)

External Link: [Steps for Internet Explorer, Version 10 Browser](#)

External Link: [Steps for Safari Browser](#)

How Many Datasets Can I Create in a Workbench?

You can create an unlimited number of datasets in a workbench. Multiple datasets in a workbench appear as separate items.

SEE ALSO:

[Datasets](#)

How Many Cards Can Be in a Dataset?

You can create an unlimited number of dataset cards in a dataset.

SEE ALSO:

[Add More Workbench Dataset Cards](#)

Can Other Social Studio Users See the Workbenches and Datasets I Create?

No, only you can see the workbenches and datasets that you create.

SEE ALSO:

[Analyze Workbenches in Social Studio Datasets](#)

What Does the Percentage Indicate in a Social Studio Analyze Dataset Card?

Some dataset cards show a percentage next to the data value with an increase (up arrow) or decrease (down arrow) trend. These values indicate the change between the current and previous time periods set in the workbench. For example, if the workbench is set for 30 days, the percentage and trends are the change in values compared to the previous 30-day period.

SEE ALSO:

[Change the Workbench Dataset Date Range Datasets](#)

What Type of Posts Appear in an Engagement Summary Dashboard in Social Studio?

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Will Adding an Instagram Business Account Count Towards the Available Entitlements as Another Social Account?

No. The pair of Instagram Personal and Business accounts for a social property is counted as a single entitlement. For example, if there are two Instagram accounts, Northern Trail Outfitters and Northern Trail Outfitters - Business, both are considered as one single entitlement.

SEE ALSO:

[Connect a New Social Account to a Social Studio Workspace](#)

How Can I Get the Instagram Business Features?

For an organization without paired registered Instagram Personal and Business accounts, these advanced features are already enabled. These accounts are automatically available in the workspaces and social automation datasources. For an organization currently using a paired Instagram Personal and corresponding Business account, contact your Admin and Super users to get these features enabled. Admin and Super users can find these instructions in the Admin section of Social Studio. After the feature is enabled, register your Instagram Business accounts to get started. These accounts are automatically available in the workspaces and social automation datasources.

SEE ALSO:

[Register an Instagram Business Account in Social Studio](#)

Do I Need Both Personal and Business Accounts in My Engage Columns?

Yes, for any new engagement or comments on your Instagram content, add both personal and business accounts. Metrics on content created on Instagram before Instagram Business feature activation are available on your Instagram Personal account

SEE ALSO:

[Connect a New Social Account to a Social Studio Workspace](#)

[Create an Instagram Business Post or Story in Social Studio](#)

[Register an Instagram Business Account in Social Studio](#)

Do I Need Both Personal and Business Accounts in Analyze Reports?

Yes, for a complete report of data on your Instagram account, add both personal and business accounts. Comments on content created on Instagram before Instagram Business feature activation is available on your Instagram Personal account.

SEE ALSO:

[Connect a New Social Account to a Social Studio Workspace](#)

[Create an Instagram Business Post or Story in Social Studio](#)

[Register an Instagram Business Account in Social Studio](#)

Social Studio Glossary

Learn the definitions for commonly used terms in Marketing Cloud Social Studio.

@mention

A link to an already published Facebook page that, when clicked, jumps to that page.

Account Reports

These reports enable the performance analysis of the following for social accounts:

- Facebook Page Impressions - Includes page-level metrics for selected social accounts. Social Studio reports metrics by day, week, and 28-day periods and includes statistics for Fans, Feedback, Engaged Users, Paid Impressions, Total Page Views, and Consumptions.

- Facebook Demographics - Includes user demographics for selected social accounts. Social Studio reports metrics by day, week, and 28-day periods. Items included in this report are Page Storytellers by City and Unique Page Impressions by City, Country, and Age and Gender.
- Twitter Account Report - Includes account-level metrics for selected social accounts. Social Studio reports metrics by day.

Admin

A workspace role enabling you to manage users, social accounts, permissions, settings, labels, and publish content to all social accounts within the workspace. An admin can also create an Approval Rule within the workspaces where they're an Admin.

Admin-Only User Role

The [Admin-only User Role](#) on page 219 is a specific user role that only has access to administration functions within Social Studio. An admin-only role can only access the Admin screen upon login. They have no access to workspaces, social accounts, publishing, engagement, or the analytic functions (see [Organization-Wide Permissions Chart](#) on page 219).

Analyze

A Social Studio module designed for monitoring the discussions of owned social accounts and broader conversations. You can understand what is being said, the overall tone of social discussions, and how well topics and trends are performing. Using dashboards, you can monitor various aspects of social account or topic profile performance and activity. Use workbenches, data from social accounts, and topic profiles to analyze and examine specific data in more detail.

Approval Rules

A method in Social Studio that provides custom workflow parameters where posts can be reviewed and approved before publishing. The rules can be customized to include multiple approvers in a specific order.

An approval rule can be built using the following conditions:

- Author
- Social Account
- Facebook Country Gating
- Facebook Language Gating

Author Influencer Score

A global measure of influence, on a scale of 0 through 100, which can be used to compare all Twitter authors. The score weighs heavily towards reach and frequency. It also considers other measures and ratios to decrease blatant manipulation.

Author Labels

Author Labels provide context for community management teams to understand at a glance with who authored the posts. Add author labels manually in an Engage column or use rules in Social Studio Automate. You can also create Engage columns filtered by Author Labels. To sort and display posts from Influencers or VIPs first, ignore known trolls or detractors, and manage custom lists, use Author Label filters.

Author Notes

Author notes can be used to record a note on the Twitter author. Add author notes manually in an [Engage column](#) on page 363 or through the Post Inspector in a [Twitter Analyze Dashboard Feed Card](#).

Basic User

This organization-wide user can view other users in the organization but can only change their own personal information such as email address and password.

A Basic User can:

- Manage their own personal information.
- Manage view and change any posts they created and any posts that other users shared, in the workspaces where they're a member.
- View and interact with posts in workspaces where there are workspace members.
- Access the [Sentiment Model](#) if granted permission by a Super-User or an Admin-only.

Calendar

The core component of Publish allowing workspace members to view, schedule, create, and delete, depending on permission level, posts using many time frame views.

Column

A collection of posts, such as from a Facebook page newsfeed, or tweets from social accounts attached to a workspace. You can configure a column by many customized views. Multiple columns showing the posts from the same accounts can exist side by side with different filtering parameters. Columns can be created based on topic profiles.

Column Filtering

A powerful feature that enables you to filter Engage Columns by media type, status, priority, assignment, and keyword.

Content Notes

Text that can be added to a workspace's calendar and can be used as reminders and other information. They appear on the calendar in yellow. Any workspace member can add content notes that are viewable by the other workspace members.

Content Performance Reporting

Track and measure the performance of posts to analyze their effectiveness and if established targets or milestones are being accomplished.

Contributor

The contributor workspace role enables you to publish and reply to all the social accounts within a workspace. Publishing and replying depends on the access granted by the workspace admin. A contributor can't modify the social accounts or a user in a workspace but can approve posts.

Dashboard

A series of cards or panels used to monitor your brands, social accounts, competitors, and other social data. With dashboards, you can see at a glance the performance of posts, topics, and sentiment trends plus emerging keywords. Dashboards can exist to monitor Facebook, Twitter, LinkedIn, Google+, and Instagram accounts. You can have up to a maximum of 50 accounts per dashboard and one topic profile per dashboard.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Estimated Monthly Volume (EMV)

An estimate of mentions a topic profile would generate in the next 30 days. This value, rounded to the nearest 100, is recalculated daily or when you edit the topic profile and save the changes. If the keyword or filters are changed, the EMV can increase or decrease. The EMV can also change if there's an organic change like a product recall, public relations campaign, or other events.

Engage

A Social Studio component designed to enable the monitoring of content from a workspace's social accounts. To see what others are replying to, commenting on, and sharing, use Engage. Posts can be assigned to other workspace members for processing and follow up.

Engagement Macros

These macros work in Engage and enable you to work more efficiently by selecting one Macro button and simultaneously applying many actions to multiple posts. A Super User or a Full User can create Engagement Macros from the Organization Admin section, with the [proper Permission levels](#) on page 219. Full Users can only create and edit their own macros and Super Users can create and edit any macro.

Engage Macro Examples to illustrate how macros can be used.

- Assigning multiple post entries with a certain hashtag to a certain person AND
 - changing the status to **Reviewed, determining best response** AND
 - setting the priority to High AND
 - assigning a specific post label AND
 - changing the classification to **Customer Lead**
- Assigning multiple post entries to a certain person AND
 - changing the status to **New content, not reviewed** AND
 - adding a specific Post Label AND
 - adding a specific note to close post upon responding
- Changing a post's status to **Commented, closed** AND assigning specific post labels
- Assigning one or multiple post entries to a certain person AND
 - changing the status to **Recommend follow-up** AND
 - changing the priority to High AND
 - adding a specific Post Label AND
 - changing the Sentiment to **Negative**

Engage Tab Templates

[Engage Tab Templates](#) on page 213 are a core set of [Engage columns](#) on page 363 that you can help ensure consistency across your organization.

Feed Targeting

The process of targeting posts in the Newsfeed so a post is visible to all visitors on the Timeline. Targeting posts to match various marketing segments is a great way to improve a post's engagement. Target posts by any combination of criteria in [Use Facebook Feed Targeting](#) on page 319.

Filters

Methods to sort out and hide posts that meet certain criteria. Filters are used in Publish for [calendaring](#) on page 340 and in Engage for Column Filtering. They're also used in Performance Reports.

Full User

This organization-wide user role can create most types of resources and is the default user role when new users are added. A full user can:

- Add Workspaces
- Add Social Accounts
- Create, view, and edit your own settings, but not others
- Set up and edit Macros within workspaces

As a full user, you're restricted to editing and deleting content you own, and not that of others.

Gating

Gating targets the post in the Newsfeed and Timeline. Gating is useful for local campaigns and for brands with a single Global Page solution. Gating a post makes it viewable to users within specific countries or who speak specific languages. After the posts are published, a gated post only appears in the newsfeed and on the page to users within the chosen demographic. Specify gating by countries, and then further specification to cities or regions can be defined, or language.

Labels

Social Studio uses labels to classify and organize posts that a user creates in Publish or monitors in Engage and Analyze.

Publish Labels	<p>Add labels as you create the post to help organize posts, such as campaigns versus daily updates. Using relevant labels to your posts helps you analyze specific kinds of posts within analytics when segmenting by a label. With Publish Labels, you can filter and show only specific tweets and posts.</p> <p>A workspace can have an unlimited number of Publish labels and there's no maximum length. A publish label can only be added to a post from the workspace where the label was created. Publish labels can be viewed on a post from within any Workspace, and can be removed from a post from within any Workspace. Publish labels aren't visible or usable in Engage or Analyze.</p>
Engage Post Labels	<p>Add posts labels from within an Engage column or Analyze Dashboard feed card to help organize posts, such as campaigns versus daily updates. Assigning relevant labels to posts helps you analyze specific kinds of posts</p>

within analytics when segmenting by a label. With Engage Post Labels, you can organize and sort posts and tweets to show only specific tweets and posts.

There's no limit on the number of Engage labels per post or the label length. Post labels do carry over to other workspace.

Engage Author Labels See [Author Labels](#) on page 523

Limited Member

A workspace role enabling you to only view the content within a workspace, including the calendar and post performance. You can change only your own personal information and content shared with you from other workspace members. You must be granted permission to publish messages and replies to all, some, or none of the social accounts with a workspace. A limited member can also be a post approver.

Macros

Common steps or actions combined into an executable sequence that can be repeated on demand.

There are Engagement macros and Publish Macros.

Mass Action

The process of applying the same action to selected posts. Changing the post response, status, priority, assignment or applying post labels are examples of mass actions.

Mention

A method to direct the response to an individual person or a group to keep them informed when the content is relevant to them. For Twitter, a mention is a tweet that contains another user's @username anywhere in the body of the Tweet.

Multi Select

Selection of multiple posts within an Engage column or across Engage columns. The selected posts can be next to each other or in other columns.

My Tasks

A special view within Publish that lists the posts awaiting approval for publication. These tasks only appear if an Approval rule specifies the user as an approver.

Performance Reports

The reports display a summary view and collapsible view of interaction performance by the network for the past seven days. Performance reports are classified into two categories: Post Reports and Account Reports.

They can measure the performance of social accounts regardless of their workspace

Post Inspector

A window that displays the specifics of a post. The Post Inspector works differently in Publish, Engage, and Analyze.

Social Studio Module	Post Inspector can
Publish	Show a full preview of the post, who created the post, when it was published, relevant associated metadata and full analytics.
Engage	Allow specific engagement actions depending on the post's social network, execution of predefined macros and addition of notes.
Analyze	Shows a read-only view of social account post through the Feed Card on a Social Account Summary Dashboard.

Post Labels

See [Labels](#) on page 526

Post Reports

These reports include metrics for posts published during a specified period. Metrics are reported for the lifetime of the post.

As of March 7, 2019, Google shutdown Google+ APIs. As a result, Social Studio removed all compose and engage functions for Google+ content. No action is necessary, but after March 7, 2019, you can't publish new Google+ content or reply to Google+ content older than March 7, 2019. Prior Google+ content still appears in Social Studio for historical purposes.

Post Report Type	Social Account	Shows metrics for
Post Impressions and Engagement	Facebook	Likes, Reach, Shares, Feedback, Comments, and Link Clicks.
Tweet Engagement	Twitter	Retweets, Replies, Links, Clicks, and Favorites
Video Engagement	YouTube	Video Views, Likes, Dislikes, Comments, and Link Clicks
Post Engagement	LinkedIn	Likes, Comments, and Link Clicks
	Google+	+1 s, Reshares, Comments, and Link Clicks
	Instagram	Likes and Comments
	Pinterest	Likes, Comments, and Repins

Clicking the summary report by type shows the performance of all social accounts of that type in that workspace. To further filter for individual post examination performance, use the report. You can also export as a Common Separated Value file for further manipulation in a spreadsheet program.

Post States

Each post in Social Studio has eight states:

Post State	Description
Scheduled	The post isn't published but scheduled for future publication.
Published	The post is successfully published and can't be changed
Pending Approval	The post is pending approval by one or more approvers and isn't published until all approvals are met.
Rejected	One or more approvers rejected the post.
Failed	The post didn't successfully publish to any of their social accounts. You can modify the post and resubmit for publication.
Draft	The post is a draft and hasn't been published.
Unpublished Page Posts	Posts used to ensure that media buyers can access approved content ahead of time for paid advertising campaigns. Also you can assure the approved content is consistent with other published posts. See also Unpublished Page Posts.
Deleted	Posts that have been deleted.

Precision

A measurement used in [sentiment](#) that gathers all the posts and determines how many of those posts are on target.

Promotion Rules

Promotion Approval rules are a way for admins to manage and govern ad spending. Admins can use the rules to ensure that others approve the amount spent on the ads before publication. Promotion Approval rules can have multiple approvers before it's publication. They can be tailored to execute only if a certain user creates a post or if a post is made to a specific social account. Even Facebook gating can be used as conditions in an approval rule. If necessary, multiple rules can be executed in a particular order.

The approval path is triggered based on conditions such as:

- Author
- Ad Account
- Social Account
- Total Budget
- Facebook Country Gating
- Facebook Language Gating
- Labels

Publish

A Social Studio component designed for creating and publishing content, at scale, across multiple channels, almost in real time. A calendar is the main focus, enabling workspace members to create and schedule posts.

Publish Macros

These macros only work in the Publish module and enable you to work more efficiently when processing posts from the Publish calendar. They don't support tracking of web analytics for hyperlinks.

Publishing macros exist in a workspace and can't be applied across workspaces. To use a publishing macro in another workspace or multiple workspaces, create the publishing macro in the workspaces.

These macros enable you to apply workflow such as:

- Apply the same post labels on a consistent basis or to multiple posts at the same time.
- Publish to multiple social accounts.
- Target-specific audiences to specific regions by publishing content to Facebook pages only in that region.
- Set up macros that target specific regions to quickly publish localized content to Facebook pages in the area.
- Reduce errors and improve reporting results by setting up macros for ease of use by team members.

Roles-Based Access Control (RBAC)

A flexible methodology to ensure that only the correct people can accomplish the appropriate tasks.

Recall

A measurement used in [sentiment](#) to determine how many were gathered.

Reports

Social Studio offers different levels of reporting to track the performance of social accounts and individual posts. See Performance Reports.

Role

A group of permissions. Each user in Social Studio can have a different role in the organization. The user roles are Admin-only, Super User, Full User, or Basic User. A user can have a different role in one or more workspaces, which can be Admin, Contributor, or Limited Member.

- Organization and User Roles contain permissions for the management of resources across the entire tenant or organization. These roles contain permissions for what a user can access, add, and update.
- Workspace Roles drive access to workspaces and social accounts. Roles grant permission to access social network data or to use social accounts within a specific workspace.

The permissions for a role can be changed without having to modify each user's individual permissions in the system.

Sentiment

The [sentiment](#) of the post such as:

- Positive
- Neutral
- Negative

Admin-only, Super-Users and Full Users can access the Sentiment Model and customize it. Basic Users can only access and customize the Sentiment Model if granted access by a Super-User or Admin-only.

Share of Voice

The ability to group keyword groups by brand, competitor, and industry group type and see a pie chart percentage.

Shared Content

[Shared Content](#) on page 350 is intended for content creators or users of Social Studio to create and share content with other users and among other workspaces.

Shared Content enables workspace members to share content with other members for reuse. Top performing posts can be saved as shared content for reuse by other members. Shared content items can be monitored. The posts are saved in a Share folder and comments can be attached to the content by the author.

Source Filter

Also called a source group. A list of social sites or Twitter handles to be included or excluded in your topic profile results.

Summary Reports

These reports show the overall performance of the social accounts, by type, over the last seven days. To see the performance, you can see them by all posts (both Facebook and Twitter). Also you can see only Facebook posts or only Twitter posts in that workspace.

Super User

This organization-wide user role has full create, view, edit, and disable or delete permissions on all system resources. They can also do the following:

- Add new users to the Social Studio
- View and edit users including:
 - Information about their role, status, email, and username
 - Assign users to workspaces
 - Change user workspace permissions
 - Force password resets
 - Edit all user records in the system
 - Grant Sentiment Model access to Basic Users
- Add, view, and edit all workspaces
- Set up, edit, or delete all macros in the organization.

Tabs

Used in Social Studio Engage to organize Engage Columns.

Targeting

See Feed Targeting

Tasks

Tasks are notifications that appear to those workspace members with approval permission for posts created by other workspace members.

Tenant

The top-level structure within Social Studio. Workspaces exist within the tenant or organization.

Topic Profiles

A topic profile is a social media search, created in the [Radian6 Analysis Dashboard](#) or Social Studio. It consists of keywords and filters. Topic profiles collect social media posts into Radian6 or Social Studio. After a topic profile is imported to the Social Studio, the social media posts can be applied to Engage columns. Engage columns allow for workflow management and engagement from your own social media accounts.

Unpublished Page Posts

Ads that show in the newsfeed but not on the timeline. Unpublished page posts can use all targeting options available to ads, such as by interests or custom audiences. These posts and the user comments can be viewed and acted on from within an Engage column.

[To filter a column](#) on page 363 on Unpublished Page Posts, in a Facebook column only, use Unpublished Posts for Media Type.

Word Cloud

A visual representation for text data. Typically used to depict keyword metadata, or tags, on websites. Also used to visualize free form text, which is shown with font size or color. This format is useful for quickly perceiving the most prominent terms and determining the terms relative prominence.

Workspaces

Areas that exist within a tenant that contain workspace members and social accounts. Use workspaces to organize teams and to plan, publish, and engage with content. Create workspaces and organize them by the following:

- all social accounts for a global calendar view
- business unit
- product line
- product line plus region
- region
- social team
- outside agency that manages social campaigns

Workspace members and social accounts can belong to more than one workspace. Different layers of access can be provided to different users for social accounts

Workspace Member

A user within a workspace who can be a member of multiple workspaces but have differing levels of access from workspace to workspace.

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