# How To Use
# ContentCal

## What is ContentCal?

ContentCal, part of the Adobe family, is on a mission to help all businesses and creators publish content that audiences will love!

ContentCal aims to make content marketing simple and loveable for all businesses. Since launching in 2016, we've continued to grow the team and our customer base and now have over 2,000 happy customers globally, including Royal Mail, NHS, Mini, and Specsavers, Rise at Seven, and a multitude of B2B companies and agencies. Our all-in-one tool brings robust strategies, collaboration, workflows, and the best social media marketing practices to the forefront of marketing teams while streamlining processes and allowing more time for creativity and content production. As a people-focused business that thrives on customer success, our user's needs are at the heart of every decision we make. Direct user feedback has even contributed to the development of some of our best features including Articles for long-form content, Advanced Analytics, and our community management tool Engage. We also provide free educational content for marketers to help our clients upskill and learn along the way.

## Dashboard Overview
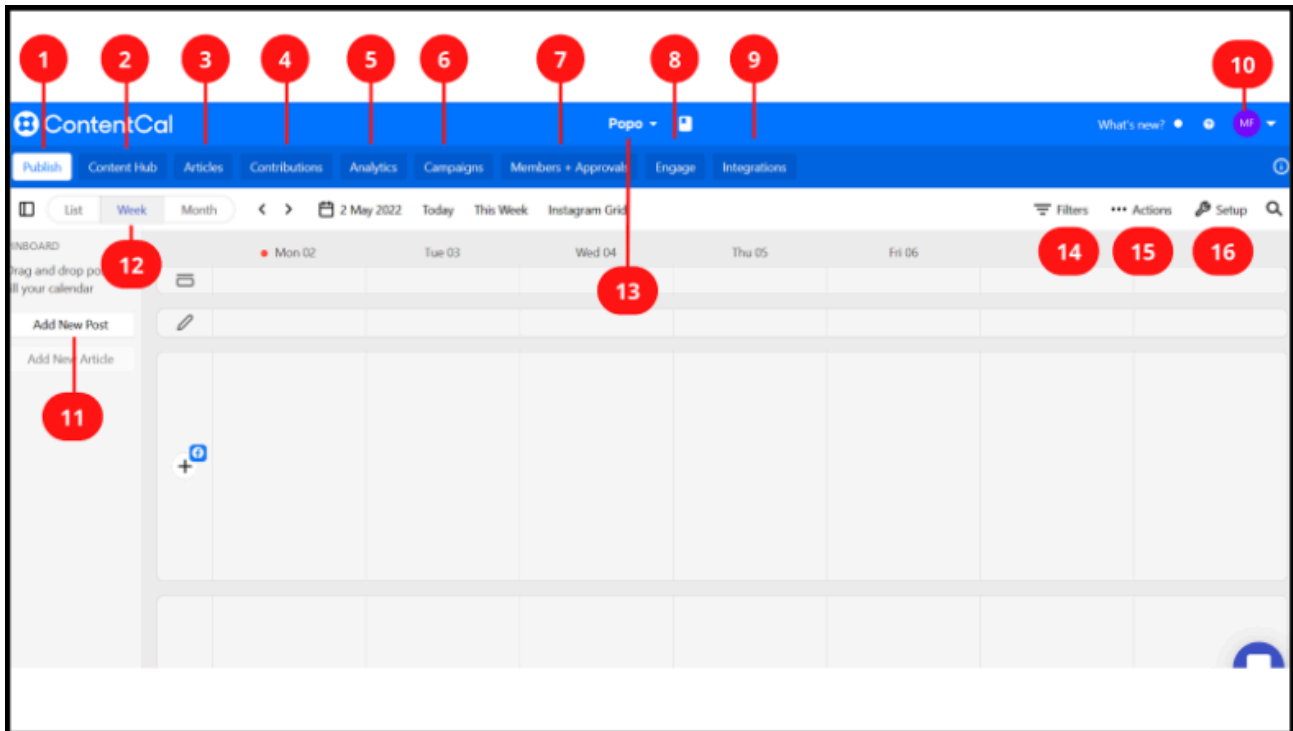


1. **Publish tab**- This is the main tab in terms of publishing content for your social media accounts. Shows the calendar and scheduled posts. You can also add new posts and articles in this tab.
2. **Content Hub tab**- Houses all the content ideas of all the users involved
3. **Articles tab**- Allows you to write your own articles to post
4. **Contributions tab**-
5. **Analytics tab**- Shows your social media data and metrics
6. **Campaigns tab**- Adds a campaign and campaign settings
7. **Members + Approvals tab**-
8. **Engage tab**- Shows engagements from your social media accounts
9. **Integrations tab**- Access integrations of your choice
10. **Account tab**- Settings for your account
11. **Add New Post**- This lets you create a new post
12. **Calendar View**- Changes the view to a list, week, or month
13. **Calendar**- This lets you switch between the calendars you have set up
14. **Filter**- Filters posts by tag, category, or social media platform
15. **Actions**- Pauses all the content scheduled or lets you export your data as a CSV file
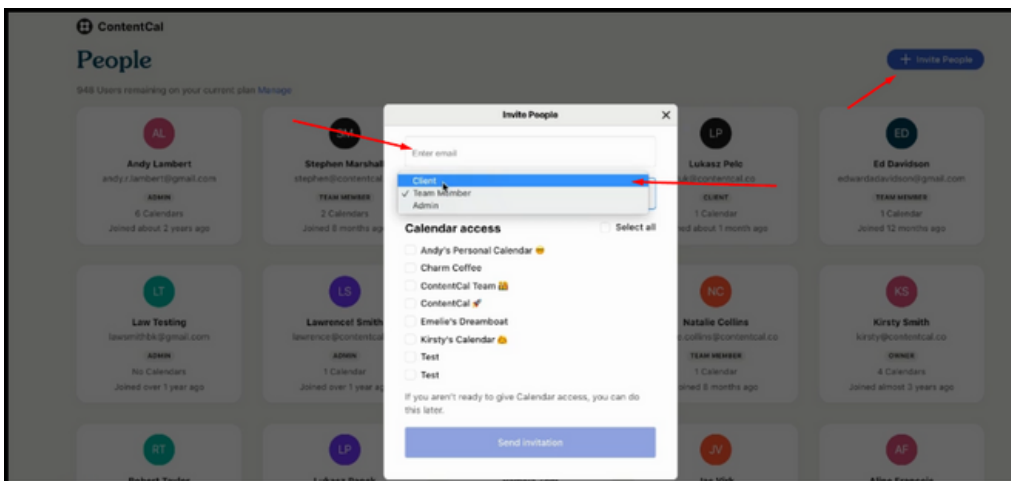16. **Setup**- Has all the options for your social media platforms

# HOW TO QUICKLY GET STARTED ON ContentCal

**01** **Create a New Calendar**
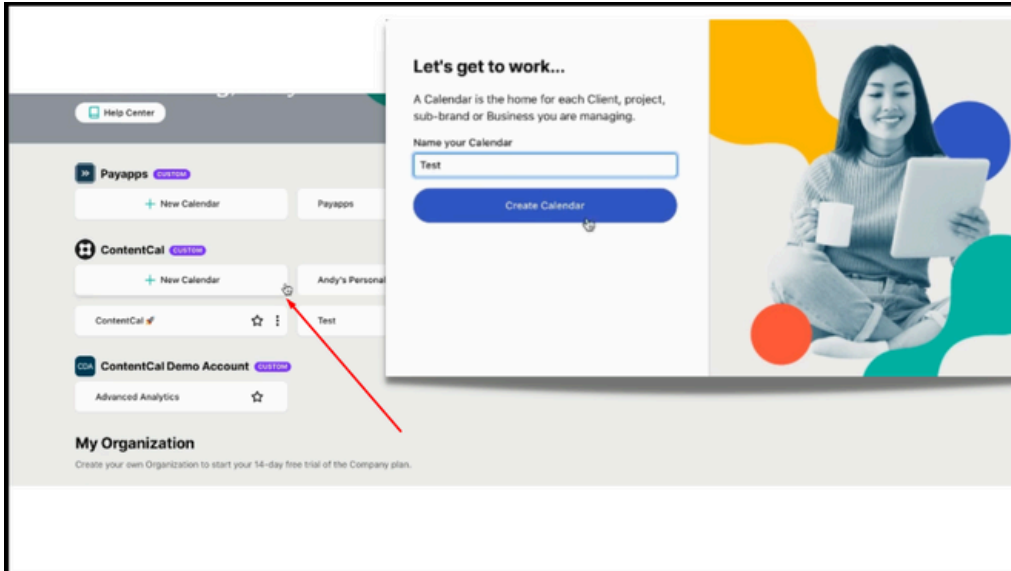


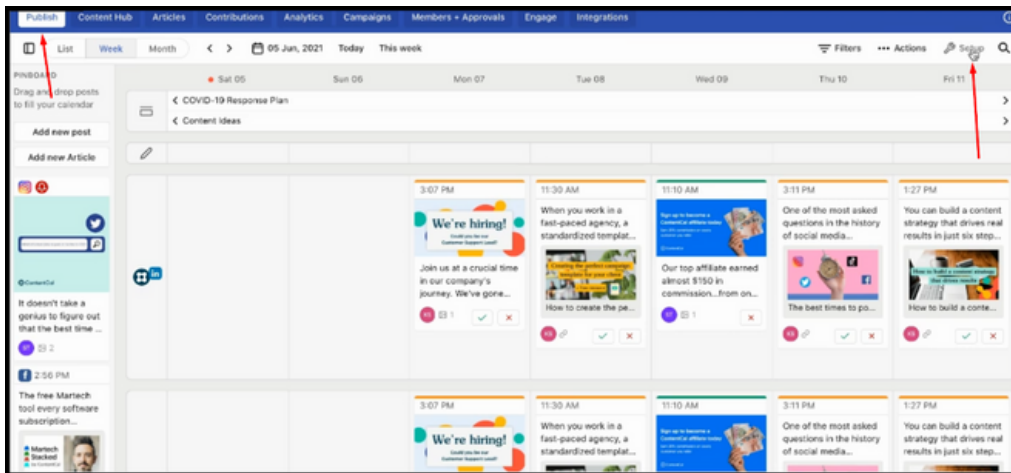Click on create **NEW CALENDAR** and add the name of your choice.

**02** **Invite People**



Click on the Invite People button. Enter their email address and then choose their role. Either client, team member, or admin.

## 03 Connect Social Channels and Setup Options



In the **_PUBLISH AREA_**, go to **_SETUP_**. Here you can add as many accounts as you like. You can also plan your channels here, and add link-shortening tools like Bitly. Retain the ability to edit link previews on Facebook. Add category tags to color code your content strategies. Hashtag presets. Snippets allow you to take anything from your content and save it as a preset. Save preset times for ease of scheduling.

## 04 Create a Post
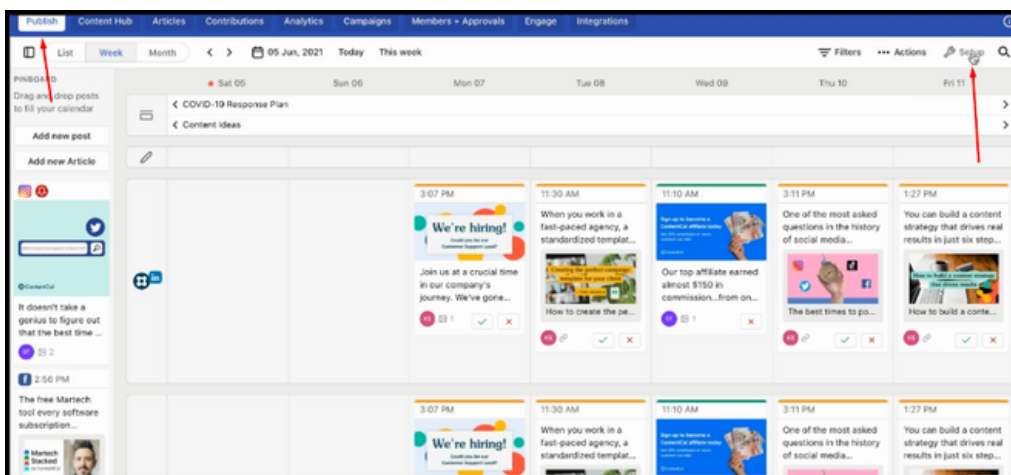


In the **_PUBLISH AREA_**. Click **_ADD NEW POST_**. After that, you can then pick the social media channel you wish to have your content posted on. Then choose your publish date and time. When you're done, click **_ADD POST_** to confirm.

## PROS AND CONS

*PROS*
- All in one
- Beneficial for internal and external management
- Availability of resources to help you along the way
- Extremely organized

*CONS*
- Limited analytics

## RESOURCE LINKS

YouTube Tutorial/Walkthrough: *https://www.youtube.com/watch?v=l9m3q3JT7vE&t=32s*

Pricing: *https://www.contentcal.com/plans-and-pricing/*

Official YouTube Channel: *https://www.youtube.com/c/ContentCal*

ContentCal Masterclass: *https://www.youtube.com/watch?v=1Kci39gx2XA*

**SCAN CALENDAR** →

**BOOK A STRATEGY CALL**

**Jeff J Hunter**
*Founder VA Staffer*
*Pre-Trained, Pre-Vetted Executive Assistants*