

Everything You Need to Know as a Third-Party Content Creator

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Introduction

Catholic Social Media now supports third-party content creator logins, making it easier for partners and creators to create and distribute content to thousands of parishes and dioceses across the country. This guide walks you through the setup process, account management, content creation, and post distribution.

1. Accepting Your Invitation and Setting Up Your Account

When you receive an invitation to join as a third-party content provider, follow these steps:

1. **Open the Invitation Email** – The email will state that the Catholic Social Media team has invited you to join as a third-party content provider.
2. **Click on the Setup Link** – Click the “Click Here” link in the email.
3. **Set Your Password** – Enter your desired password twice and click **Update Password**.
4. **Verify Your Name and Email** – Your partner name and email will be pre-filled. Select how you heard about Catholic Social Media.
5. **Click Next** – This completes your initial account setup.

2. Navigating Your Dashboard

Once logged in, you'll be taken to your content management environment. Key sections include:

- **Planner** – Visualize and create your scheduled content.
- **Calendar View** – Shows planned content and allows direct content creation.
- **Profile & User Management** – Click on your profile to see users and invite new members.
- **Manage Distribution Groups** – Create groups of dioceses or parishes for targeted content distribution.

3. Creating a Post

To create a new post:

1. **Click on "Create Post"** – This opens the editing module.
2. **Upload Media** – On the left-hand side, select your image, video, or other creative assets. For more on specific image and video guidelines, [click here](#).
3. **Write Your Caption** – You can utilize:
 - Hashtags (which hyperlink automatically)
 - Links (which also hyperlink automatically)
 - Tags (mention accounts using @username)
 - **Personalization Parameters** – Insert parameters to automatically customize posts with parish or school names. For more on personalization parameters, [click here](#).

Post Optimization

By default, content is optimized for **Facebook, Instagram, and Twitter**, but you can:

- Toggle off platforms that don't fit your post's format.
- Create story-specific content for Instagram and Facebook.
- Add **Editor's Notes** for additional context or links.

4. Scheduling and Distributing Your Content

Setting Post Availability

You can choose when your post will be available:

- **On a Day** – Recommended for most posts.
- **For a Month** – Available for 30 days.

- **For a Season** – Choose a custom start and end date.
- **Forever** – Available indefinitely until removed.

Selecting the Publishing Time

- **Choose a Date** – Set the recommended posting date.
- **Set a Time (Optional)** – Defaults to system time unless specified.

Validating and Tagging Content

- The system verifies that your post meets platform requirements.
- **Use Content Tags** for tracking and analytics.

Finalizing Your Post

- **Select Distribution Group** – Choose whether your post is for dioceses or parishes.
- **Save as Draft or Publish** – Finalize your content accordingly.

5. Managing Your Content

Once published, your content appears in:

- **Planner** – Organized by distribution and visibility.
- **Calendar** – Displays upcoming scheduled posts.
- **Drafts & History** – Review past or unfinished posts.

6. Getting Help

- **Knowledge Base** – Search for tutorials and guidance.
- **Live Chat Support** – Click the chat icon for real-time assistance.
- **Email Support** – Reach us at .

Conclusion

This system streamlines content creation and distribution for Catholic creators to parishes and dioceses. By following

these steps, you'll be able to efficiently manage and distribute your content to thousands of parishes and dioceses, ensuring greater engagement and consistency in your communication strategy.

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