

How to Create a Post for Third-Party Content Creators

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How to Create a Post as a Third-Party Content Creator

You can now **create and distribute posts** in Catholic Social Media as a third-party content provider. These posts are designed for dioceses and their parishes to use, with built-in tools to optimize content and make it easy for them to schedule and publish.

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Starting a New Post

- Log in to Catholic Social Media.
- Click **Create Post** from either:
 - The **Planner**, or
 - The **Calendar** view.
- A blank post editor will open for you to begin creating content.

Adding Media

- Drag and drop or click to upload:
 - Images
 - Videos
 - Graphics
 - Reels
 - Multi-image posts
- A preview of your uploaded media will appear below the upload area.

Selecting Platforms and Post Type

- At the top, use the platform toggles (**Facebook, Instagram, X/Twitter**) to indicate which platforms you are optimizing the post for.
 - All platforms are toggled on by default.
 - If your caption exceeds 280 characters, toggle **X/Twitter** off so it won't be checked against X's limits.
- Choose the **post type**:
 - Regular feed post (default), or
 - Story post where available.

Writing the Caption

- Enter your caption in the text area.
- Use **personalization parameters** where possible to help parishes and schools localize the content automatically, such as:
 - Organization informal name
 - Weekend Mass times
- Example:
 - “Hey there, {{Organization informal name}} family. Join us for Mass this weekend. Here are our Mass times: {{Weekend Mass times}}.”
 - Parameters will automatically fill with each parish’s information when they use the post.

Using the Editor’s Note

- Add an **Editor’s Note** if you want to provide internal context to dioceses or parishes.
- This note does **not** appear in the public post.
- Use it for:
 - Extra background or instructions
 - Links to related resources or articles
 - Suggestions on how or when to use the content

Scheduling for Dioceses and Parishes

- Choose how the post should appear in the Planner for dioceses and parishes:
 - **On a day** (recommended for most posts):
 - Pick a recommended date (ideally at least two weeks in advance).
 - Optionally set a recommended time.
 - Dioceses and parishes can change the final date and time if needed.
 - **For a month**:
 - Make the post available for one month with no specific recommended date.
 - **Seasonal**:
 - Set a start and end date so the post appears in the Seasonal section for a longer period.
 - **Forever**:
 - Mark the post as evergreen so it remains available until removed.

Tagging Content

- Add one or more **content tags** to your post.
- Tags help you later:
 - Filter content in the Planner.
 - Analyze performance by tag in Analytics.
- You can use multiple tags or none at all, depending on your needs.

Distributing to Dioceses

- Under distribution options, select **Distribute to Dioceses**.
 - Do not select premium or sponsored parish options for standard diocesan distribution.
- If you are working with a pilot group or a subset of dioceses, use **distribution groups** to target only those dioceses.
- If no distribution group is selected, your post will be available to all dioceses by default.

Publishing and Managing Posts

- Choose **Save as Draft** if you want to come back later, or **Publish** to distribute the post.
- Once published:
 - Your content will appear in the **Planner** under your third-party branding.
 - Dioceses will see your posts in their suggested content and can schedule them out to their parishes and schools.

Best Practices

- Work at least two weeks ahead so dioceses and parishes have time to plan.
 - Use personalization parameters whenever possible to make content feel local and relevant.
 - Recommend a specific date for most posts to guide diocesan and parish users.
 - Apply clear, consistent tags to support reporting and analytics later.
 - Use the Editor's Note to give dioceses context and links they may need before publishing.
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