



E-GUIDE

How to Post From the Mobile App

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Step 1: Administrative Permissions

Administrative Permission Overview

Before anyone can post in theEMPLOYEEapp's app or intranet, they will need to be given a type of administrative permission. theEMPLOYEEapp has three types of permissions:

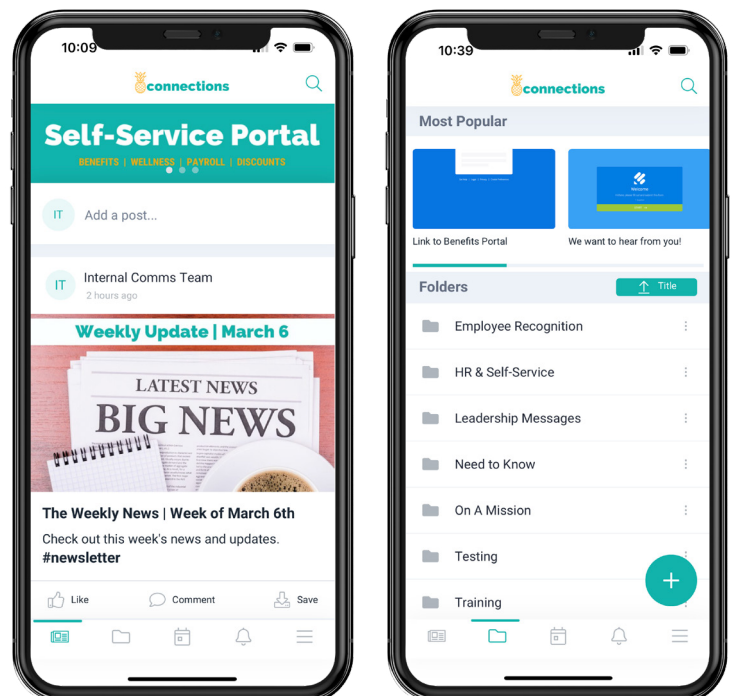
1. **System Administrator:** This is the highest level of permission. System administrators can post in any folder to any group. And if you have multiple profiles, they will have control over all profiles.
2. **Profile Administrator:** These administrators can post to any folder and to any group within the profile(s) they are assigned an admin over.
3. **Content Publisher:** These are individuals who are given permission to post only to specific folders and specific groups that have been assigned to them by a system or profile administrator.

To learn how to set each of these permissions, please [watch our Permissions video](#).

Ways for Admins to Publish

Once a individual or group have been given some level of administrative access, they will have two ways to publish content.

1. **From the News Feed.** A bar will appear at the top of the News Feed that says "Add a post." Clicking on this will open up the content creation card.
2. **From Explore.** Administrators will see a plus icon in the lower right of their screen when they have access to publish in a folder. Clicking this button will also open the content creation card.



Step 2: Starting a Post

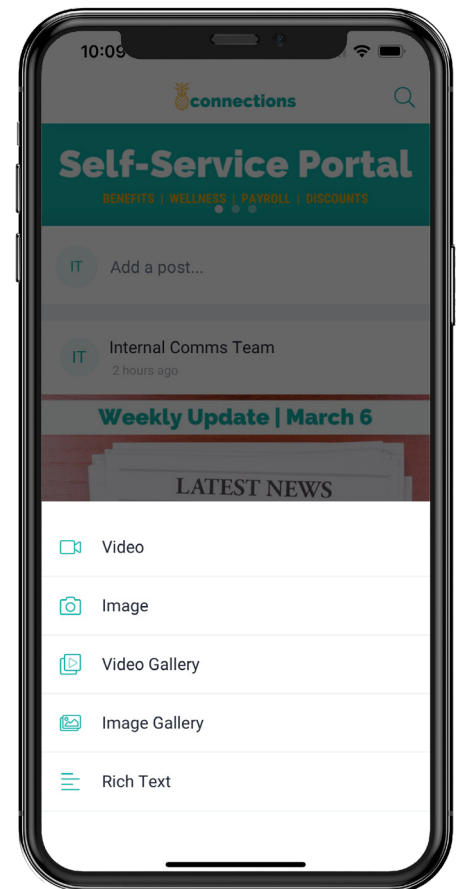
Choosing a Post Type

As soon as you click “Add a Post” or the plus icon, you will be prompted to choose the post type you would like to create.

Your options for mobile posting include:

1. **Video:** Take a video in real-time to post.
2. **Image:** Take a picture in real-time to post.
3. **Video Gallery:** Select a previously recorded video from the gallery on your phone.
4. **Image Gallery:** Select a previously taken picture from the gallery on your phone.
5. **Rich Text:** Write a rich text post.

Please note that there are more post types available (e.g. PDFs, Microsoft documents), but they are only available to be shared from the web-based Content Management System.



Step 3: Writing a Title

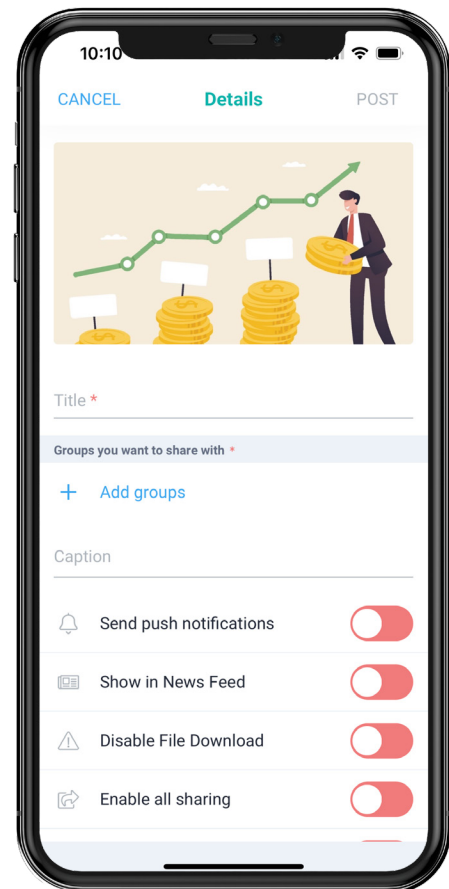
Writing a Title

The first thing you will be prompted to enter when creating a post on your phone is a Title.

Titles are required fields on any post, which is why this field has a red asterisk next to it. All required fields on a post must be filled out before you will be able to post.

Title Best Practices

1. **Be concise.** Titles are limited in their character count (57 max). If a title is too long, it doesn't look good on a user's phone and they are more likely to skim over it.
2. **Be descriptive.** Telling your employees exactly what a piece of content is can be helpful for driving engagement.
3. **Include a CTA.** Whether it's in your title or caption, including a call to action in one of these fields is a good practice to drive employees to take action.



Step 4: Selecting Groups to Target

What Are Groups?

Groups are set up by your organization to allow you to share content only with select individuals. For example, groups might be based on location (e.g. New York employees) or department (e.g. all sales employees).

But groups can be very specific and unique to your company. If you have questions about groups, please let us know.

How to Select Groups:

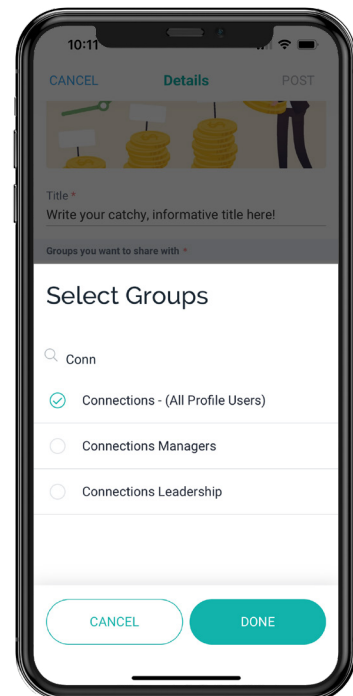
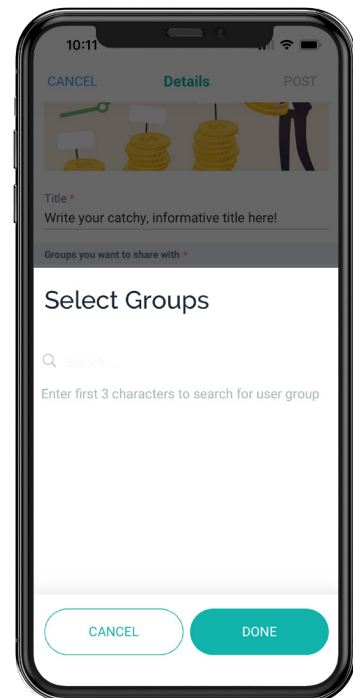
Selecting groups to post to is very easy. When you click “Add Groups” a window will pop up.

Click into the search bar and start typing the name of the group(s) you want to share the content with.

Select your groups as they pop up.

Once you have selected all the groups who should receive the content, click “Done.”

Note: Some content publishers might only have access to post to as few as one group. Those are the only groups they will be able to search for and select.



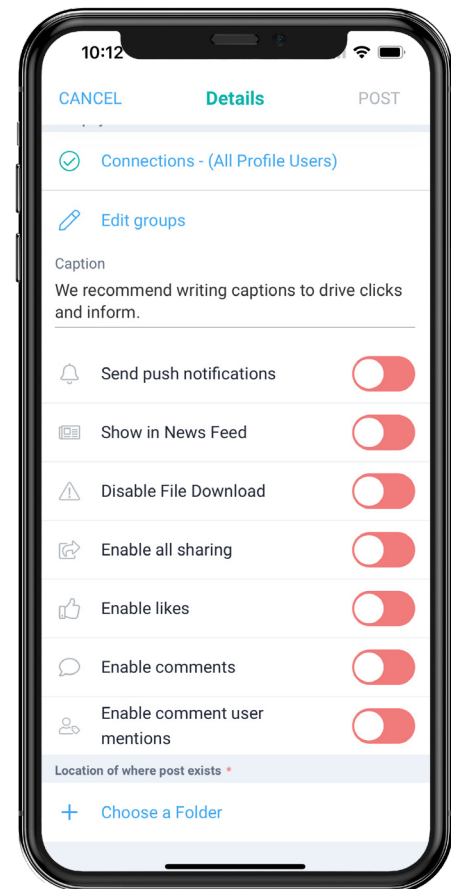
Step 5: Writing a Caption

Writing a Caption

Next, you will be asked to write a caption. Although captions aren't required, we do highly recommend them.

Caption Best Practices

1. **Be descriptive.** Captions, unlike titles, don't need to be very short. We recommend using this space to give important context and details. Think of this as one more chance to entice employees to open the post.
2. **Use hashtags.** Tag your content with relevant hashtags so that users can more easily find your post later.
3. **@Mention Users.** If relevant, make sure you @mention any users in the caption of your post. This is ideal for posts that recognize employees/teams. **Note:** You have to add your group(s) before you can @Mention users because users cannot be tagged if they aren't in the group(s) the content is targeting.

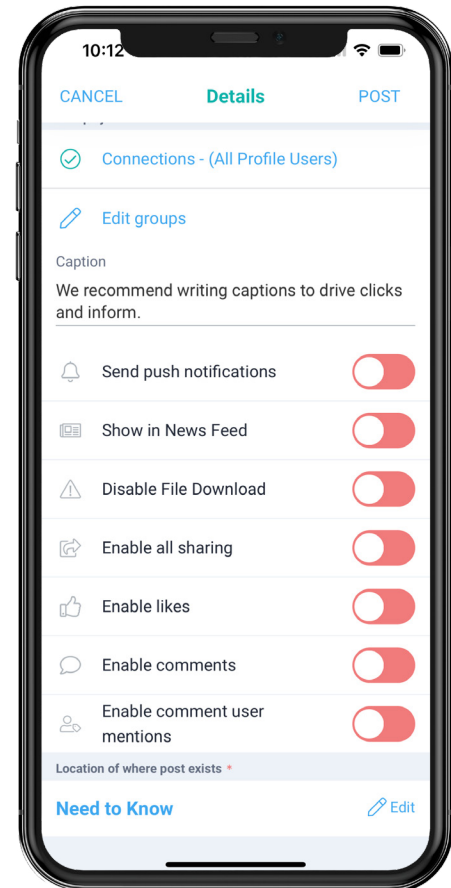


Step 6: Selecting Your Post Options

Post Options

Every post has a set of options that you can choose to enable. Here are what those options are and what they mean:

1. **Send Push Notifications.** We recommend not overdoing push notifications. Only enable this option if the content is urgent or very important.
2. **Show in News Feed.** All content must live in a folder in Explore, but it is optional if you want your post to also be shared to the News Feed. Enabling this will post your content at the top of the feed as the most recent content.
3. **Disable File Download.** Some content might be sensitive, enabling this allows you to prevent users from downloading the content to their mobile device or computer.
4. **Enable All Sharing.** Enabling all sharing lets users have the option to share your post to social media or send it via text/email to someone else. This is great for recognition, exciting company news (e.g. an award), or for posts about open positions you're trying to fill.
5. **Enable Likes.** Enabling this option will give users the ability to like your post (we recommend this).
6. **Enable Comments.** Enabling this option will give users the ability to comment on your post. We recommend this to get employee feedback and give employees a chance to ask questions.
7. **Enable Comment User Mentions.** Enabling comments does not automatically allow users to @ mention someone in a comment. Using this post option gives you that ability. Again, this is great for recognition or if you want users to be able to @mention the person who posted the content and notify them of that comment.



Step 7: Choosing a Content Folder

What Are Content Folders?

Content folders are the organizational structure of the app's content. These are built by each company to make it clear and easy for users to find important information.

For example, you might have an Employee Benefits folder as well as a Weekly Tasks folder. It's completely up to you and your company's needs.

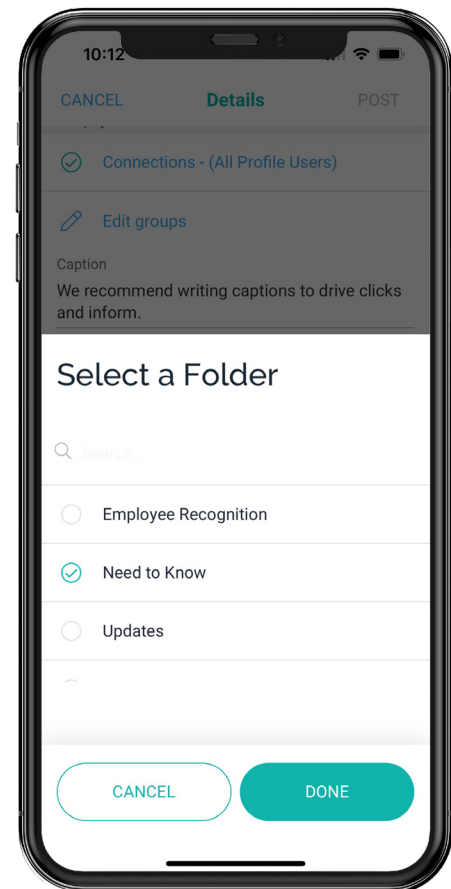
Selecting a Content Folder

Selecting which folder to post your content in is very similar to selecting groups.

When you click "Choose a Folder," a list of all folders you have access to post into will pull up.

If you are a System or Profile admin, you may have a lot of folders to choose from, so you can also search for the folder you're looking for.

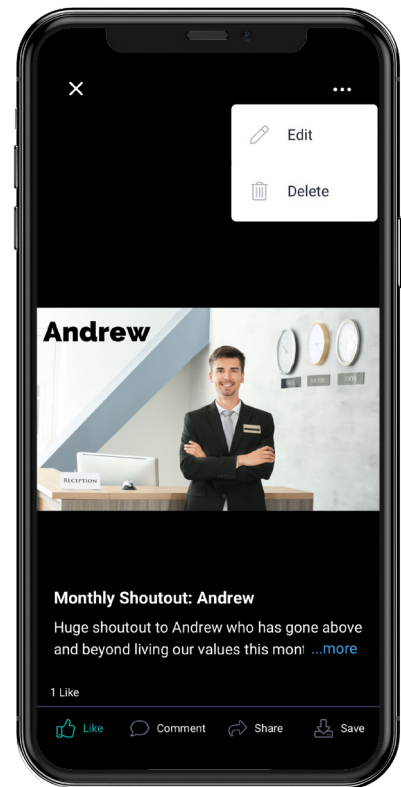
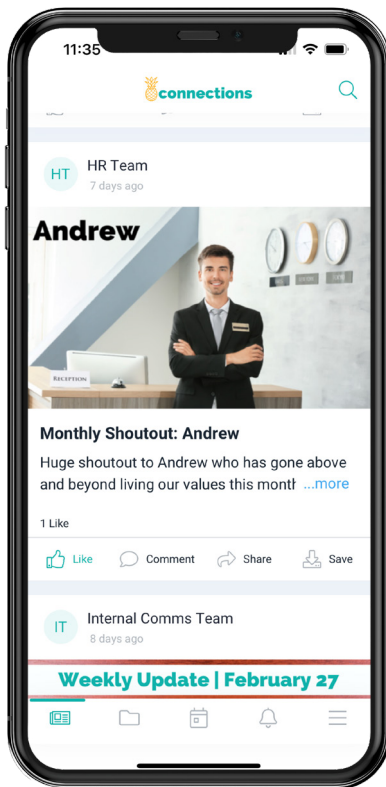
Once you have selected the folder, click "Done."



Step 8: Posting

Now you are ready to hit “Post” in the upper right side of the content creation card. Once you do, your post will go live with all the options you enabled.

Note: If you realize you have made a mistake, you can click into the content, navigate to the three dots in the upper right, and click “Edit.” This will re-open the content creation card and allow you to make changes.



Still Have Questions?

We are here to help! Please [get in touch with us](#) and a member of our team will be able to assist you.