Publish Anywhere

Publishing is the most-used capability within Adobe Social. With Publish Anywhere, Adobe Social’s modular new publishing experience, users can now create and publish high quality, engaging social content quickly and easily from anywhere within the product.

Content creation is not an isolated process. Publish Anywhere gives you the flexibility to create content from any screen in Adobe Social, whether you’re browsing mentions of your brand or reporting on recent post performance.

Publish Anywhere is a portable, easy to use, lightweight publisher with all of the advanced publishing capabilities of the legacy Publisher, plus additional functionality only available in Publish Anywhere.

Click “Create New Post” from the bottom right of any page in Adobe Social to launch Publish Anywhere, and check out the highlights below to explore the new features.
The Basics

Select one or more social properties, audiences and/or page groups by clicking on the Post To field (1); tiles will display for the properties that you have most frequently used in the last 30 days.

Shorten links inline using your configured link shorteners (2) and assign the desired campaign by clicking on the icon (3) to ensure that Adobe Social tracking codes are appended to links in your post.

Add tags you’ve already set up to categorize the post by clicking the icon (4).

Post immediately, or schedule your post to publish at a later date by clicking the icon (5) to use the date picker to indicate date, time, and preferred time zone.
Click on the icon to attach images or video to your post and increase engagement with your followers.

Now supporting all the capabilities of our legacy Publisher, with Publish Anywhere you can:

Publish single image posts to Facebook, Twitter, Google+ and LinkedIn from a file or the web (1).

Publish Facebook photo albums and/or cover photos by clicking the icon to select your asset type (2).

Publish video posts via file upload or URL (3) to Facebook, Twitter, and YouTube.

You can select a still frame from anywhere in the video to use as the video’s thumbnail image for posts to Facebook, Google+ and YouTube (4); thumbnail selection is not supported on Twitter.
Only in Publish Anywhere

Publish Anywhere also brings you new capabilities not available in the Adobe Social Publisher or Content Calendar. To utilize these new features, you will need to create your posts through Publish Anywhere.

Publish **multi-image tweets** (Twitter only) by selecting up to 4 image files at once (1).

Publish **video tweets** by uploading a video from your desktop or a URL (2).

Create a **dark post** (Facebook only) that will not display on your Facebook Timeline but can be accessed with direct links. Use this feature to create the content for a sponsored post in Adobe Social and send the link with the post ID to your ad teams to promote as paid content on your advertising platforms. Posts must be promoted in another tool, such as Adobe Media Optimizer or natively on Facebook.

Set a post to publish as a dark post by clicking the icon to select Dark Facebook Post (3).

Once selected, the icon will appear in the bottom horizontal navigation (4).
Cross-promote content and drive increased reach and audience awareness with other brands, talent, and places with the ability to **@tag any public Page in the Facebook posts** you create. Per Facebook’s API, @mentions are only supported for public Facebook Pages, not personal profiles.

Select one or more Facebook pages, audiences and/or page groups by clicking on the Post To field (1).

Type the “@” symbol followed by the Facebook public Page name and a dropdown will appear of available pages to select to @tag (2).

Once you click on the Page name, the @tag will be replaced in the status update by the Page name and will be highlighted in turquoise (3).
Create more beautiful images with **in-line photo-editing capabilities** through Adobe Social’s integration with Aviary, part of Adobe Creative Cloud—just like in the iOS app.

Click on the 📸 icon to select and attach an image.

Once attached, hover over the image and click on the pencil icon to launch the photo-editing interface, where you can add hashtags, memes, filters, crops, and more.

For more information on Publish Anywhere, please visit our [Adobe Social Product Documentation](#).