

## Content Approval

We've made your content strategy workflow even easier in Social Media Management. Users with a [Content Creator role](#) can create posts in Publish and assign the content to users with approval and publishing permissions. This workflow is a great way to make sure that your posts get an editorial review before going live.

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Which users need approval to publish content?

**Admins** and **Editors** have permission to publish content directly, although they can still submit their content for approval if they choose. **Content Creators** must submit their posts for approval every time.

Note:

Only global [user roles](#) apply to publishing permissions. Channel-specific user roles do not.

Additionally, the Team Leader add-on will not grant publishing permissions to a user who doesn't already have them.

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Which users have permission to approve content?

Only global **Admins** and **Editors** have permission to approve content. Channel-specific user roles and Team Leader add-ons cannot grant this permission to other users.

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## Submitting content for approval

When submitting content for approval, there are four available options:

- Submitting to a single approver.
- Submitting to multiple approvers, and any of them can approve and publish the post on their own.
- Submitting to multiple approvers, and all, any, or in a specified order need to approve the post before it is published.
- Anyone with approval rights can approve and publish the post.

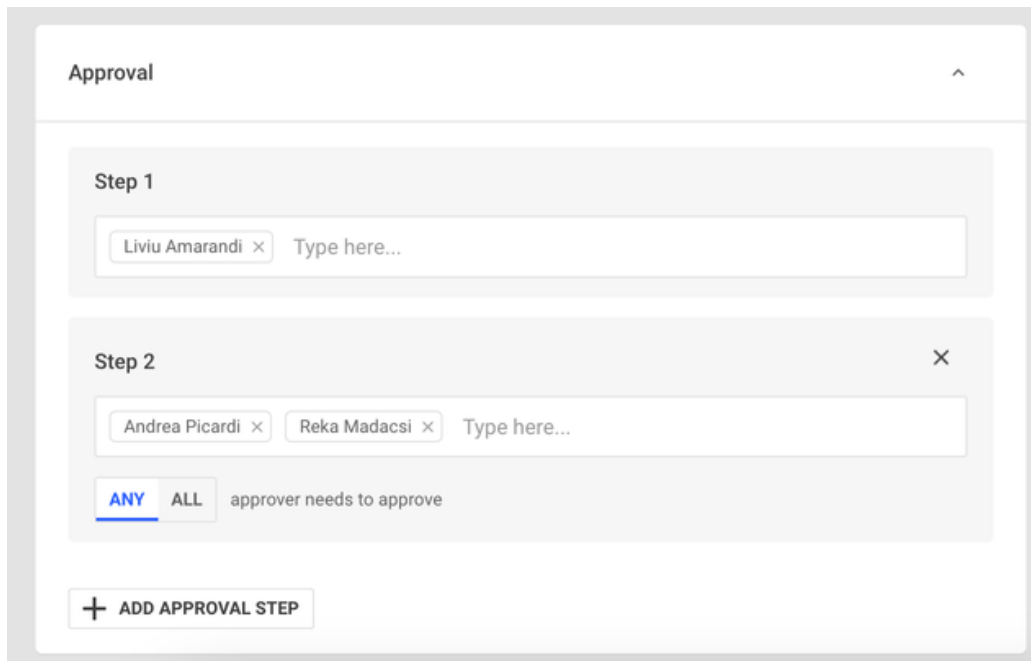
Here's how to send your content for approval:

1. While [creating a post in the Publish editor](#), scroll down in the left-hand section of the editor and click on the **Approval** section.
2. Start by choosing an approver or multiple approvers for your post. If you have created an [approval template](#), you will be able to select it from the dropdown.

Note:

If you opt for **Anyone**, please be aware the multi-step approval flow will not be available.

3. As soon as you've added one approver, you will see the option to add another approval step. You will have the option to choose multiple approvers for each step and specify whether you require the approval of **Any** or **All** of your designated approvers to proceed to the next approval step.

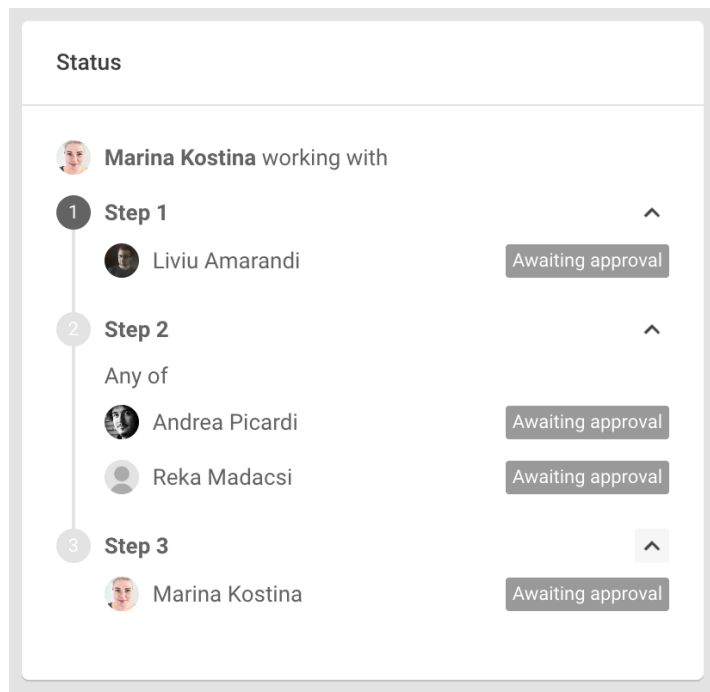


The screenshot shows the 'Approval' section of the Publish editor. It contains two steps of approval. Step 1 has one approver, 'Liviu Amarandi'. Step 2 has two approvers, 'Andrea Picardi' and 'Reka Madacsi'. Below the approvers, there are radio buttons for 'ANY' (selected) and 'ALL', with the text 'approver needs to approve' next to them. At the bottom, there is a button labeled '+ ADD APPROVAL STEP'.

4. Click **Send for Approval** under the post preview.

Your post will now be in the **Awaiting approval** section in Publish. Only the designated approvers from your first approval step will be initially notified once a post is sent for approval. The approvers you selected for subsequent approval steps will receive

notifications to approve once the preceding approvers have approved the post.



Completion is determined by either obtaining approval from all required approvers, or the step being skipped by an administrator or team leader. Both admins and team leaders can

manually skip the current approval step at any time to continue to the next one.

The screenshot shows the Facebook post editor interface. On the left, a preview of a post titled "A completely new another test page" dated "22 Dec 2023 6:44 PM" is shown. The post features a black and white cat sitting next to a potted plant with string lights. Below the preview are buttons for "DELETE", "COPY", "SHARE", and "SKIP APPROVAL STEP". On the right, the "Status" panel displays the approval flow:

- Step 1:** Marina Kostina working with Liviu Amarandi (Awaiting approval)
- Step 2:** Any of Andrea Picardi (Awaiting approval) or Reka Madacsi (Awaiting approval)
- Step 3:** Marina Kostina (Awaiting approval)

Below the status panel, there is a section for "All notes" with tabs for "Internal" and "External". The "Internal" tab is active, showing an "Add internal note" field with a placeholder "Use @mention to notify others" and a checkbox for "Visible externally". An "ADD INTERNAL NOTE" button is at the bottom right of this section.

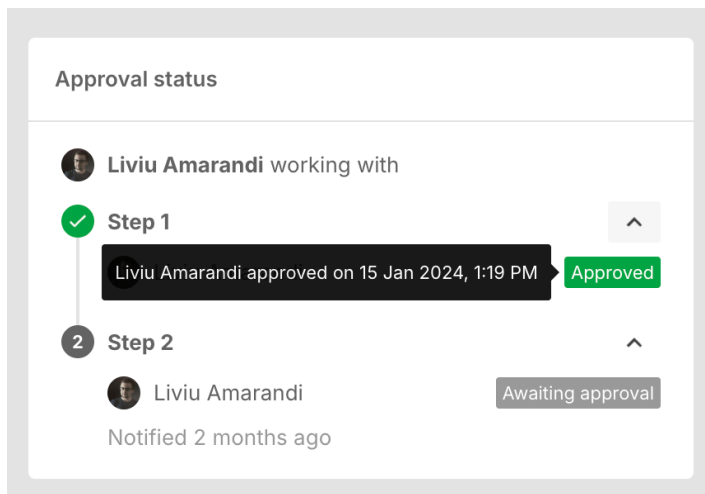
The full approval flow for a post will be displayed in the Content list view in Publish when you hover over the post.

The screenshot shows the Facebook Content list view. A list of posts is displayed, each with a title, a thumbnail, and a status. The first post is titled "test fo rme" and has a status of "Another test page" with "1000 + 1 more" likes. The second post is titled "test" and has a status of "Let's padel" with "100" likes. The third post is titled "test of approval for Boris" and has a status of "Sapaliones". An approval flow popup is shown over the first post, displaying the following steps:

- Step 1:** Boris ... (Skipped by Reka Madacsi)
- Step 2:** Liviu Amara... (Awaiting approval)

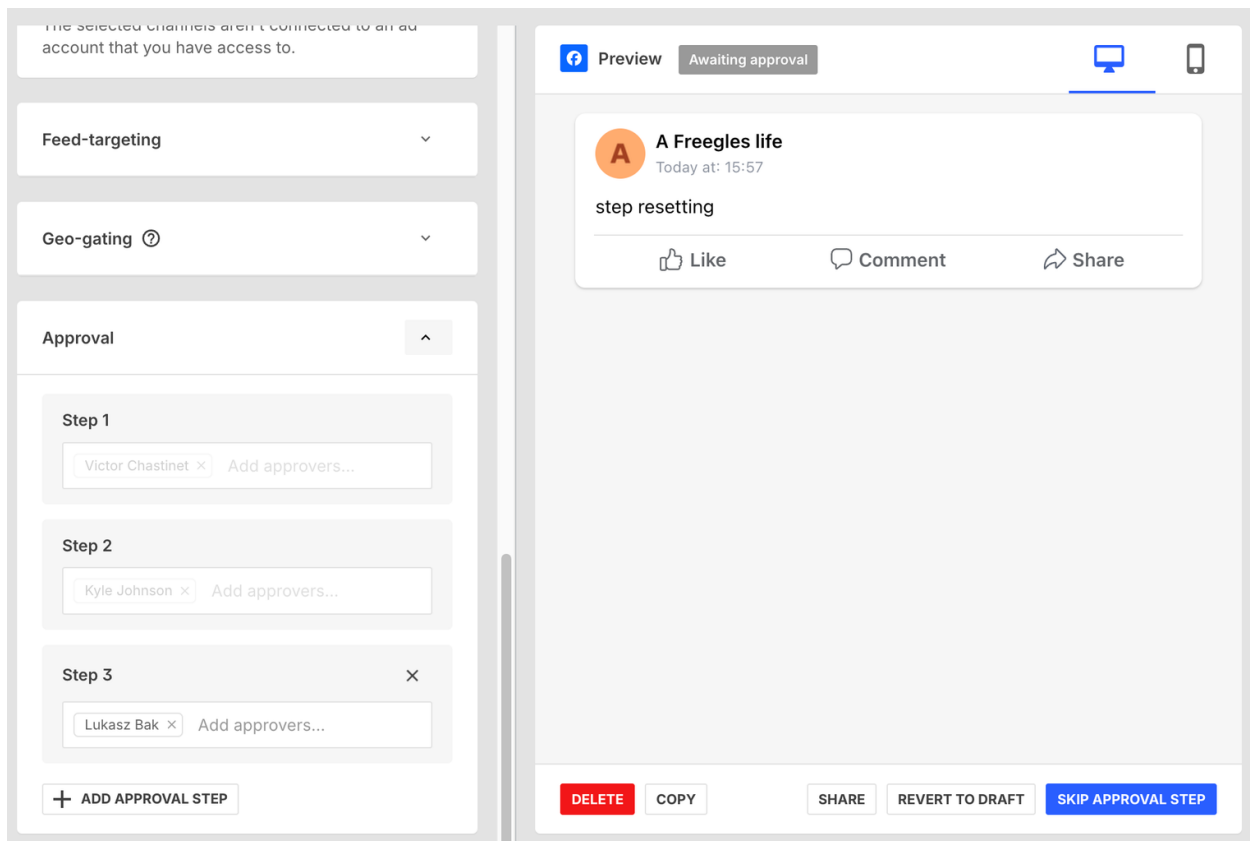
You will be able to check the post's approval steps, their status, and the status for each approver in the post editor. The current approval step will be expanded by default when opening the post, and the other steps can be expanded on demand.

Hovering over an approval will display a timestamp of the date and time it was approved.



Note:

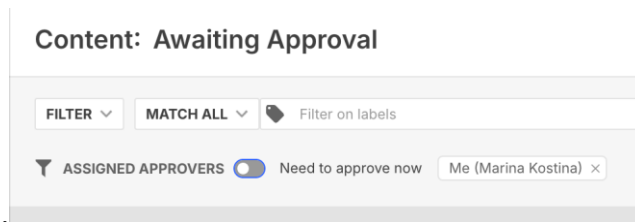
Once an approval flow has begun, no one will be able to make changes to previous steps in the flow that have been completed. However, it is possible to change future steps or add new steps. If a change is needed to the current or past step, the flow should be restarted by reverting the post to draft, changing the flow, and resending for approval.



Tip:

Need to prompt an approver? In the Awaiting approval section of Publish, toggle the Assigned approvers filter to **Need to approve now** to quickly find posts by the current

approver needed.



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## Approving content or asking for changes

As an approver, you'll receive an email for any content waiting to be approved by you.

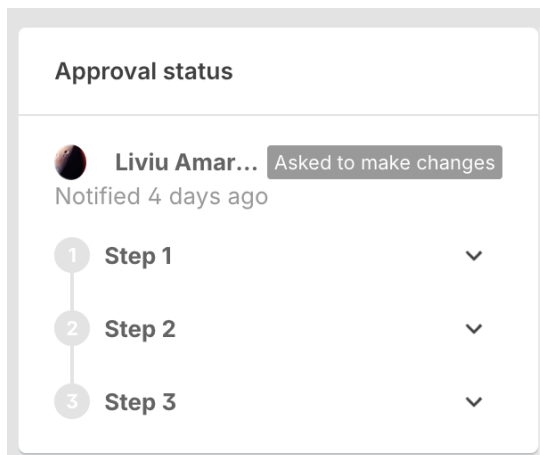
You can only approve (and will only receive approval notifications for) posts that you have been assigned to you as an approver. Admin users and Team Leaders are an exception to this rule; they can skip approval steps and/or approve any content regardless of the assigned approvers.

If a post needs adjustments before it can be approved, you can click **Ask for changes**. This option lets you leave a note for the post creator about which changes are required. After the adjustments, the post can be resubmitted for approval.

You can review content as follows:

1. The link in an approval email will take you straight to the content. Alternatively, you can always find content waiting for approval in the **Awaiting approval** section of Publish. Clicking on any of the content there will take you to the Publish editor.
2. Review the post and decide if it needs changes or if it can be published.
3. Click **Ask for changes**. The **Approve & Publish Now** or **Approve & Schedule** options will be available if you are the last approver in the flow.

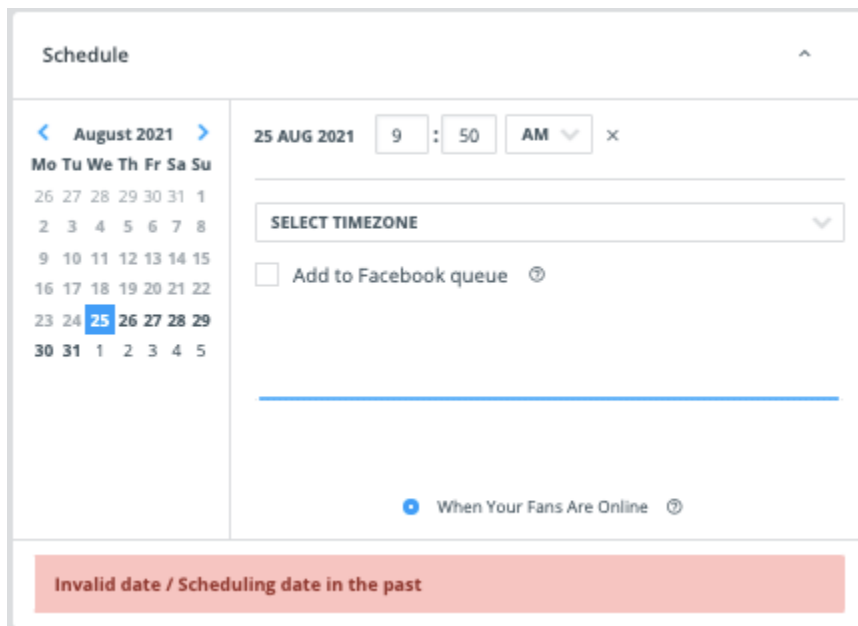
If you have asked for changes, the status will be displayed next to the post author.



What if a post doesn't get approved on time?

If all assigned approvers have not yet approved the post by the time it reaches the scheduled date and time, **the post will not be published**. The post will remain in the Awaiting Approval section of Publish. Neither the creator nor the approver will receive a notification.

When the approver opens the post, they may notice an error in the Schedule module on the left-hand side.



To approve and publish the post, the approver will either need to select a new schedule date and time or [unschedule it](#) by clicking the **X button**. Unscheduling the post will allow the user to publish instantly.

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### Approving content in bulk

Content approvers can also save time viewing and approving each post individually by visiting **Publish > Awaiting Approval** and approving posts in bulk. Please visit our [Bulk Actions in Publish](#) article to learn more.