

FAQ: Publish

Can I edit content after it has been published?

No, it is not possible to edit published content in Social Media Management due to API restrictions of the supported networks. You can either delete the content in Social Media Management and create a new version, or edit the post on a network natively.

Will I get notified when a scheduled post is published?

The creator and approver of a scheduled post will receive an email notification when it is published. If a user is a Publish Admin but they did not create or approve the specific post, they will not receive a notification.

Will a deleted user's scheduled posts still be published?

Yes, even if a user is deleted, any posts they had scheduled will still go out on time. You can learn more about what to expect for deleted users here: [Managing Users](#).

What is the Hub app?

Social Media Management has developed the [Hub app](#) to help you publish Instagram posts and access certain Publish features on the go. For more information on creating and publishing Instagram stories, check out our article that describes the [Instagram story publishing flow](#) in detail with step-by-step instructions.

How do I add a GIF to my post?

You can find step-by-step instructions on posting your GIFs in our article on [image and GIF posts](#).

How can I schedule a post to the Facebook queue natively?

While creating your post in the Publish Editor, head over to the Schedule section on the left side. Simply check the box next to the **Add to Facebook queue** option. Find out more in our [Scheduling Posts](#) article.

Can I select a thumbnail for my Instagram video?

When you [upload a video for an Instagram post](#), you can select a thumbnail from 10 images pre-selected from your video. It is not yet possible to upload your own custom thumbnail image.

How do I unschedule a post?

You can unschedule a post by opening it in the Publish Editor and clicking the **X** in the top right of the Schedule section. When you click Back in the top left, your post is saved as a Draft instead of a Scheduled post. See more in our [Scheduling Posts](#) article.

I've just added my channels. Why can't I see all of my content in Publish?

When a social media channel is first connected to Social Media Management, we are able to index a certain amount of historical posts. The number of historical posts that will be visible varies depending on the social network and the module you are using in Social Media Management. You can find an up-to-date overview in our [Historical Data](#) article.

What is the difference between impressions and reach?

Impressions:

The number of times a post from your page has been shown on a timeline.

Reach:

The number of unique people who have seen the post. If a person sees a specific post more than one time it is still counted as one reach.

What is the difference between owned, earned, and paid reach?

- **Owned reach** is the number of unique fans of your Page that saw your content at least once.
- **Earned reach** is the number of unique people who saw your post from a story published by a friend. These stories can include liking, commenting or sharing your post, answering a question or responding to an event (Facebook groups Owned and Earned reach together into Organic reach).
- **Paid reach** is the reach you get through people seeing the promoted version of your post.

How is the total reach of the post calculated? Why doesn't it add up?

Total reach is retrieved directly from Facebook's APIs. It is the number of unique people who saw your post through any of the three ways described above (owned, earned, and paid).

People can see your post from multiple sources though. For example, a fan can see your post both in their timeline and as a promoted post in the sidebar. This only counts as one reach for the Total Reach metric. However, it does count twice when you separate owned,

earned, and paid reach. Therefore, adding those three up might result in a higher number than the Total Reach number Facebook delivers.

How is monthly/weekly total reach calculated?

Total reach for the week or month is the sum total of all reach that your content generated in the time frame selected. For this reason, the total reach you see in the content performance section is not the same as the total reach reported in Facebook's page report. This measures reach of the overall page, including interaction with other parts of the page and older content. If you look for the equivalent of Facebook's page data, please consult the reach numbers using a [Facebook Overview Dashboard](#) in Measure.

Why does the number of shares, likes, and comments differ in Content Performance?

The data in Social Media Management is aggregated.

Is it possible to publish directly to Instagram from Social Media Management?

You can publish single-image posts, video posts, carousel posts, and reels directly from Social Media Management. For stories, the Hub app is required. For more information, check out our article that describes the [Instagram story publishing flow](#) in detail with step-by-step instructions.