

Feed Targeting and Gating in Publish

Gating and feed targeting restrictions for Facebook and LinkedIn help your posts target the right audience, driving your engagement and conversions while also ensuring that your posts meet legal and regulatory requirements, such as age restrictions or data privacy laws. Use feed targeting to control which posts are delivered to which audiences' News Feeds, based on criteria such as age range, gender, interests, locations, and more. Use gating to specify if your content should appear exclusively to users in selected locations or age ranges. This article covers all feed targeting and gating options available when creating a Publish post.

Overview of targeting restrictions

There are two types of targeting restrictions available for defining the audiences that your content will appear to:

- **Feed targeting** (available for Facebook and LinkedIn Company Page posts). With feed targeting restrictions enabled, only the users fitting your specified demographics criteria will receive the targeted post in their News Feed. However, all users, including those outside of your specified demographics, **will** still be able to view the post on your channel's post feed. Feed targeting options include age range, gender, interests, locations, relationship status, languages, education level, and graduation year.
- **Gating** (available for Facebook posts). Geo- and age-gating allows you to specify that your content is to appear exclusively to users in your selected countries, cities, or regions, or to specific ages. Users outside the selected locations **will not** be able to view that content at all, even with a link.

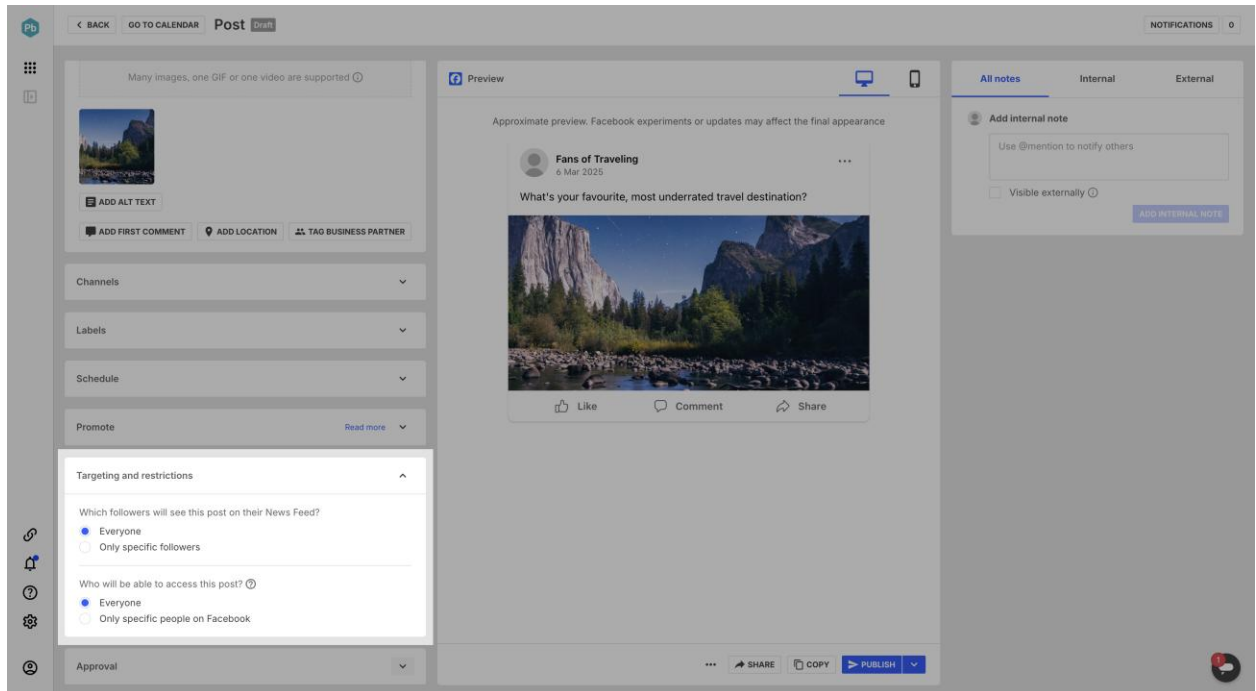
Note:

Feed targeting is not available for LinkedIn personal profile posts. However, it is possible to choose a privacy setting for personal profile posts: Anyone on LinkedIn or Connections only.

Applying feed targeting or gating to a post

1. When creating a new post in Publish, scroll down to the **Targeting and restrictions** panel on the left. By default, **Which followers will see this post in their news feed?** and **Who will be able to access this post?** will be set

to **Everyone**.



2. Adjust your feed targeting restrictions by setting **Which followers will see this post in their news feed?** to **Only specific followers**. You will see the option to restrict the post to appear in followers' News Feeds based on Age range, Gender, and Interests. Click **Add other criteria** to expand all options and further restrict your post by Locations, Relationship status, Languages, Education level, and Graduation

year.

Targeting and restrictions

Which followers will see this post on their News Feed?

☐ Everyone

☒ Only specific followers

Age range

19

 to

35

Gender

EVERYONE

MEN

WOMEN

Interests

Travel

Mountains

Quality of life

Type here...

Locations

Europe (undefined)

Type here...

Relationship status

engaged

married

Type here...

Languages

English (All)

Danish

Type here...

Education

college grad

Type here...

Graduation year

2014

1999

2004

1991

Type here...

Who will be able to access this post?

☒ Everyone

☐ Only specific people on Facebook

- Adjust your gating restrictions by setting **Who will be able to access this post?** to **Only specific people on Facebook**. You will see the option to gate the

post to age ranges or by location.

Targeting and restrictions

Which followers will see this post on their News Feed?

☒ Everyone Limit who can see your post in News Feed, Watch, search results, on your page or via direct link. Learn more in our [help center](#).

☐ Only specific people on Facebook

Who will be able to access this post? [?](#)

☐ Everyone

☒ Only specific people on Facebook

Age

18+ [v](#)

Include locations [?](#)

Europe [x](#) Search and include locations

Exclude locations

Aland Islands [x](#) Faroe Islands [x](#) Search and exclude locations

Note:

Some locations support exclusions. In these cases, you will see an **Exclusions** text box appear if you would like to further exclude specific locations. For example, if you select a continent, you can exclude countries within that continent. Please be aware that not all locations support exclusions.

Targeting and restrictions

Which followers will see this post on their News Feed?

☒ Everyone Limit the visibility of your content to specific locations. **Include locations** such as continents, countries, regions and cities. **Exclude locations** from your included selection. For example, exclude a country from within a selected continent. Learn more in our [help center](#).

☐ Only specific people on Facebook

Who will be able to access this post? [?](#)

☐ Everyone

☒ Only specific people on Facebook

Age

18+ [v](#)

Include locations [?](#)

Europe [x](#) Search and include locations

Exclude locations

Aland Islands [x](#) Faroe Islands [x](#) Search and exclude locations

4. After making your selections, schedule/publish or send your post for approval as usual.

Changing a SMM user's default geo-gating settings

Admin and Team Lead users can set default gating settings for other users in Social Media Management. The users who have default geo-gating activated can only create Facebook content that is gated to audiences within those locations.

1. Click the **Manage settings (gear icon)** in the bottom left of Social Media Management and navigate to **Organization admin**.
2. Navigate to the **Users** and select a user.
3. Under the **General** tab of the user's settings, expand **Show Advanced**.

The screenshot shows the 'Users' management interface. At the top, there's a header with a back arrow, 'USERS', a user profile icon, and the name 'Alanna Hollyway' with the role 'Administrator'. Below this is a tabbed interface with 'General', 'Ad accounts', and 'Authentication types'. The 'General' tab is active. Under 'General', there are fields for 'First name' (Alanna), 'Last name' (Hollyway), 'Email' (alanna.hollyway@brandwatch.com), and 'Administrator' (checked). Below these, the 'Show Advanced' section is expanded, revealing 'Access' settings: 'Access to content pool' (unchecked), 'Access to Influence' (checked), and 'Access to Audience' (checked). There is also an 'Expiration' field set to '14 March 2025' and a 'Geo targeting' dropdown menu set to 'COUNTRIES'. A note at the bottom states: 'Geo-targeting allows you to limit the content published by a user to specifically selected geographical regions'. A 'SAVE CHANGES' button is located at the bottom right.

< USERS	Alanna Hollyway Administrator
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GeneralAd accountsAuthentication types

First nameAlanna

Last nameHollyway

Emailalanna.hollyway@brandwatch.com

Administrator☒

Access

☐ Access to content pool☒ Access to Influence☒ Access to Audience

Expiration

Geo targeting

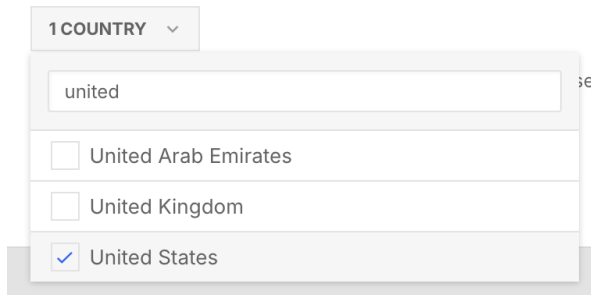
COUNTRIES

▼

Geo-targeting allows you to limit the content published by a user to specifically selected geographical regions

SAVE CHANGES

4. Under **Geo-targeting**, select the countries that the user's content should be gated to.



The screenshot shows a Facebook interface for geo-targeting. At the top, there is a dropdown menu labeled '1 COUNTRY' with a downward arrow. Below this, there is a search bar containing the text 'united'. To the right of the search bar, the text 'se' is visible. Below the search bar, there is a list of countries with checkboxes: 'United Arab Emirates', 'United Kingdom', and 'United States'. The 'United States' option is selected, indicated by a blue checkmark in the checkbox.

5. Click **Save Changes**.

When the user creates a new Facebook post in Publish, they can only geo-gate to the selection of countries you set, or any region or city within those countries.