

Setting Up Post Publication Notifications in Publish

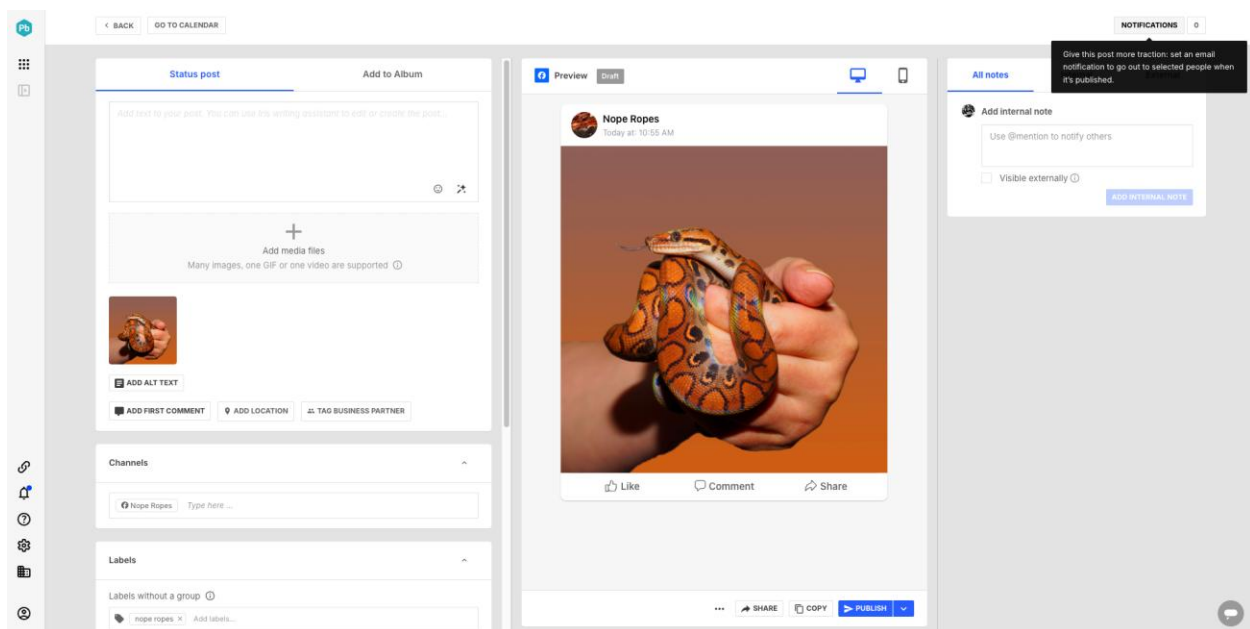
Publish notifications alert both internal and external stakeholders to newly published posts on your channel. Your selected recipients will be sent an automated email upon your post's publication, along with an optional personal message. This can be useful for internal communication between team members, for collaboration with brand affiliates, and for employee advocacy campaigns.

In this article, learn how to create Publish notifications for your own posts.

Note:

The notifications discussed here are separate from the [platform notifications](#) that alert internal Social Media Management users to new approval requests or mentions from their team, as well as the email notifications associated with [posts that have been shared externally](#).

1. First, while creating or editing a post, click the **Notifications** button in the upper right corner of the post creator. This will open a popup window.



2. From here, enter one or more names of Social Media Management users and/or email addresses of external stakeholders. There's no limit to the number of recipients that can be added. You can also add a personal message to accompany the notification.

Notifications ✕

Type names or emails of people you want to get notified

Leave a note to say why this post is awesome

The recipients will receive a link to the post when it's published.

CANCEL **SAVE**

Most relevant ▼


3. Finally, click **Save** to close the popup window. The counter next to the Notifications button will now show the updated number of recipients.

NOTIFICATIONS 8

Preview Draft

Nope Ropes

Today at: 12:08 PM



Like

Comment

Share

...

SHARE

COPY

PUBLISH

▼

All notes Internal External

Add internal note

Use @mention to notify others

☐ Visible externally ⓘ

ADD INTERNAL NOTE

Any user can make changes to the post's selected recipients or notification message up until the moment the post is published, at which point Social Media Management will automatically send out the emails.

In addition to your message, the email will also include information about the published post and a link to the channel so the recipient can go directly to the network and see the new post natively.

Charlotte Davis has shared a post with you



Brandwatch <noreply@brandwatch.com>

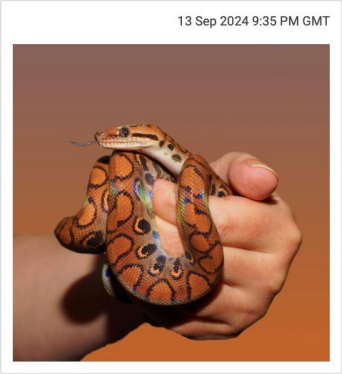
Today at 5:35 PM

To: Charlotte Davis



Charlotte Davis just posted this and thought you'd like to see it.

Post details:



This content was published on the following channel:

Nope Ropes

OPEN PROFILE