Creating and Managing Stock Items in the Content Pool

With the Content Pool, your Team can organize your social media assets, optimize your publishing workflow, and communicate with one another internally. For a general overview of the Content Pool's features and terminology, please see our [Content Pool Introduction.] In the article below, we'll go into greater detail about how to create, edit, and delete stock items in the Content Pool.

Creating a single stock item

To create a single stock item in the Content Pool, please follow the steps below:

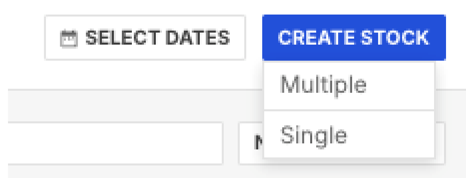
Note:

In addition to the supported image and video files, you can also upload and share resource files for download and editing. Supported resource files include: .PSD, .PSB, .AI, .PDF, .AEP, .PRPRO, and .INDD.

Resource files

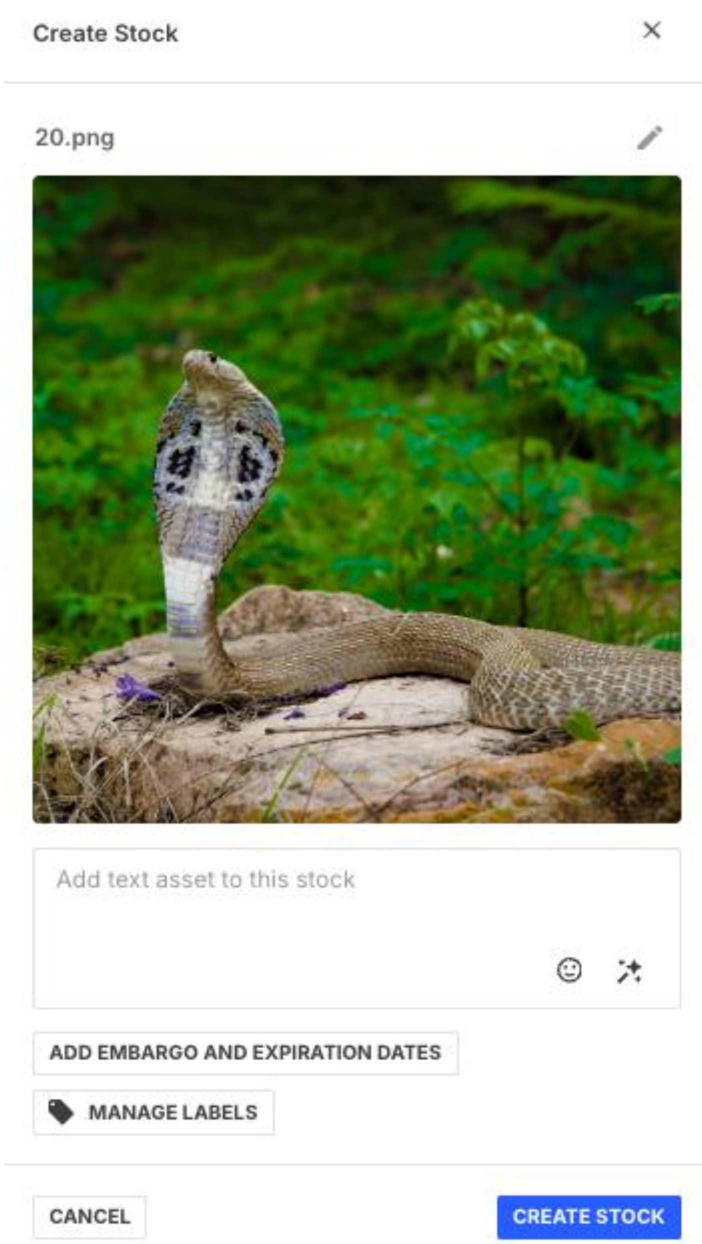
Size	Up to 1 GB
Type	PSD, PSB, AI, PDF, AEP, PRPRO, INDD

1. Click the **Create Stock** button in the upper right corner of the Content Pool.



2. Select **Single** from the dropdown menu.
3. Upload your media file and/or add copy to the text field. If you enter a URL in the text field, Social Media Management will attempt to display the title, description, and thumbnails where possible.
4. Optional: Click the pencil icon above your media to edit its title.
5. Optional: Click **Add embargo and expiration dates** to specify the date range during which the stock item can be used.

6. Optional: Click **Manage labels** to add labels to the stock.
7. Once everything looks good, click **Create Stock**. The stock item is now available for



all Team members.

After you've created your new stock item, you'll automatically be taken to its detailed view.

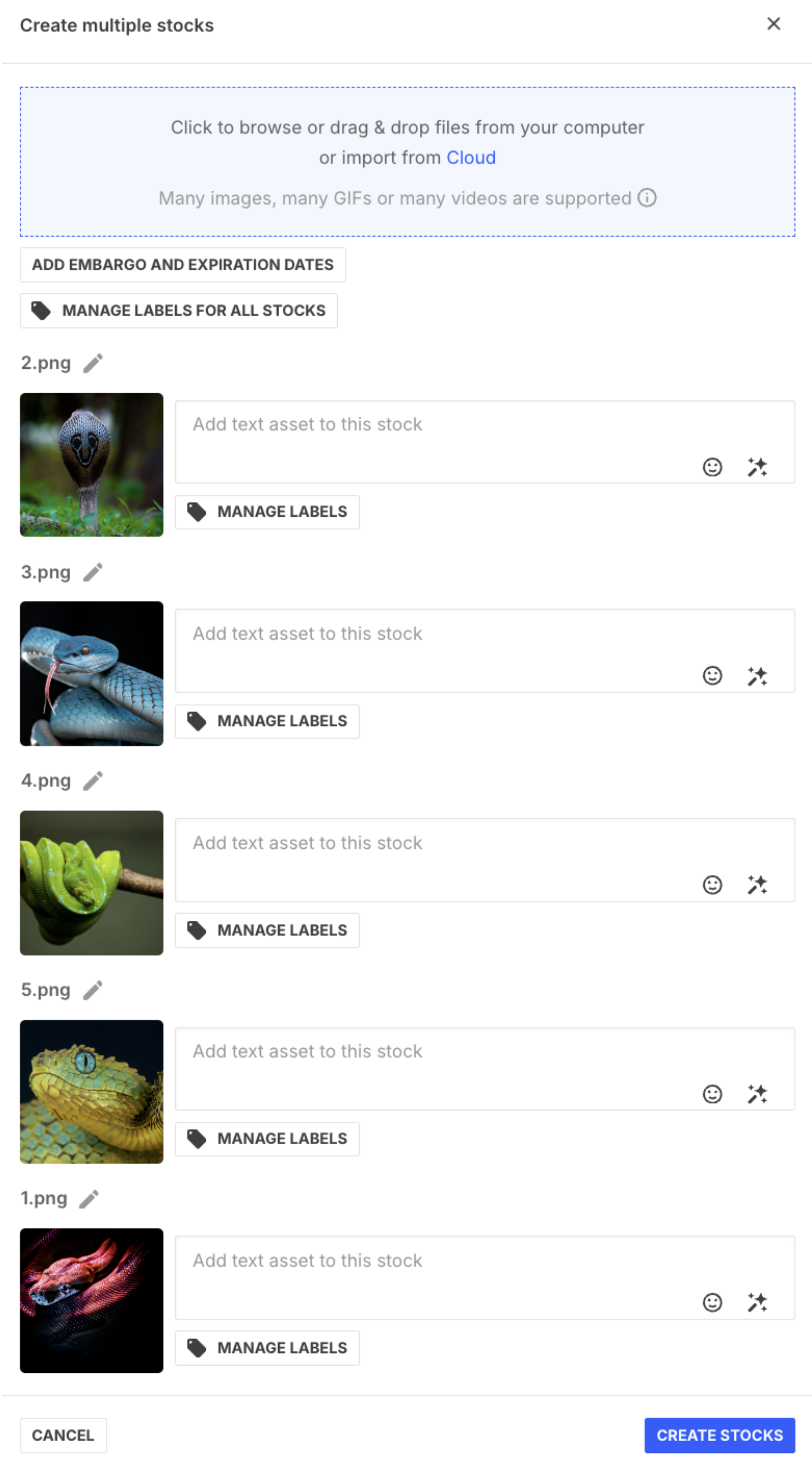
Creating multiple stock items

To bulk upload multiple media files to the Content Pool at once, please follow the steps below.

Note:

You can create multiple stock items at once, but each stock item will be limited to one image or video. For now, it's not possible to create a single stock item with multiple media assets.

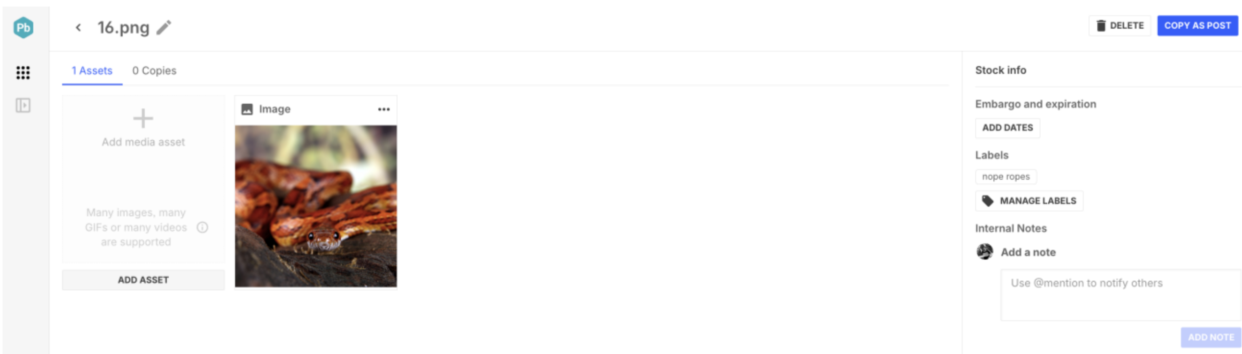
1. Click the **Create Stock** button in the upper right corner of the Content Pool.
2. Select **Multiple** from the dropdown menu.
3. Upload your media files.
4. Optional: Click **Add embargo and expiration dates** to specify the date range during which the stock items can be used.
5. Optional: Click **Manage labels for all stocks** to apply labels in bulk. You can also apply labels separately by clicking **Manage labels** next to any individual stock item.
6. Optional: Click the pencil icon above any stock item to edit its title.
7. Optional: Add text to any stock item in the text field to its right.
8. Once everything looks good, click **Create Stocks**. The stock items are now available to all Team members.



Managing stock items

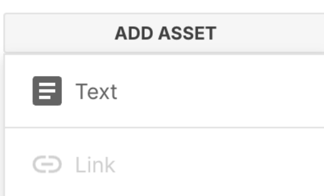
You can click on any existing stock item in the Content Pool to view its details. From here, you can:

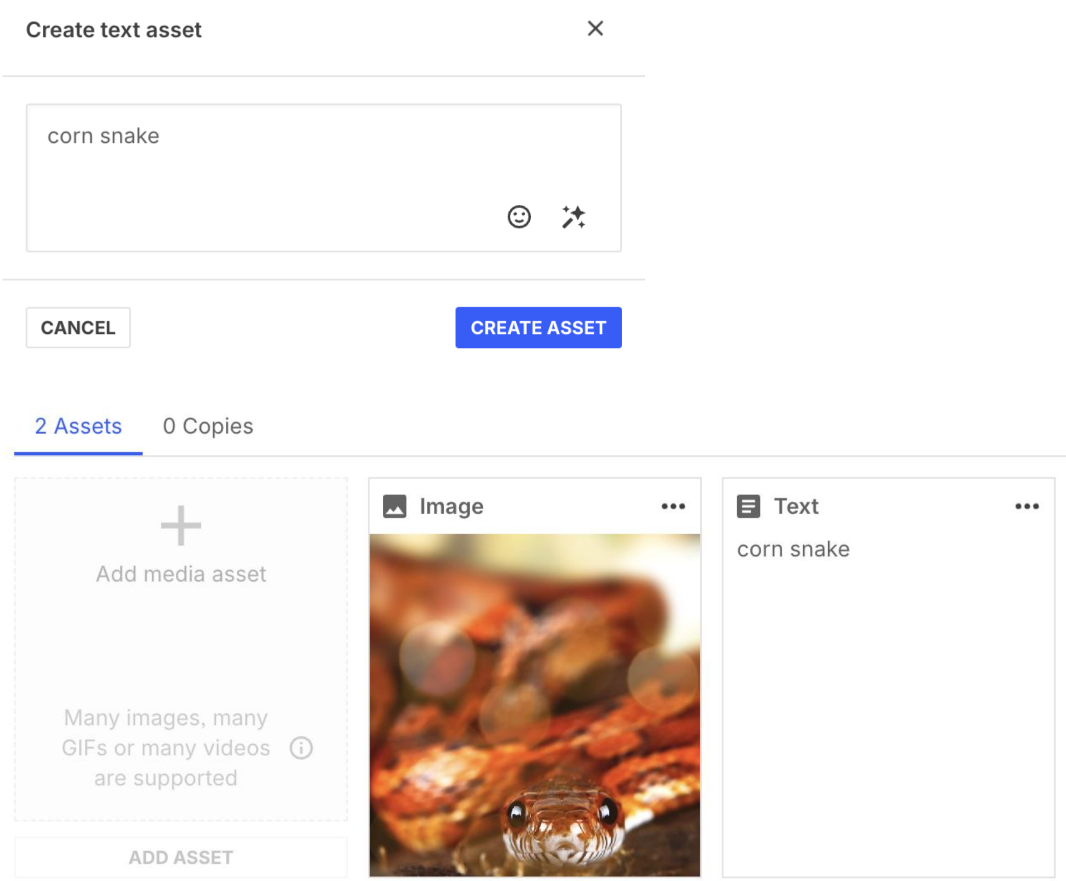
- Rename the stock
- Add assets to the stock
- Edit, download, or delete the stock
- Apply labels, notes, or an embargo/expiration date to the stock
- Copy the stock as a post
- Set an expiration date for the stock



Adding assets to stock items

When viewing a stock, you can click the **Add Asset** button to add text, a link, or a media file. Please bear in mind that there is a limit of one media asset per stock – so if you've already added an image or video, you won't be able to add another.



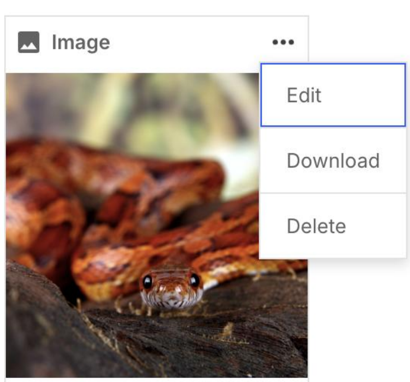


Editing, downloading, and deleting stock items

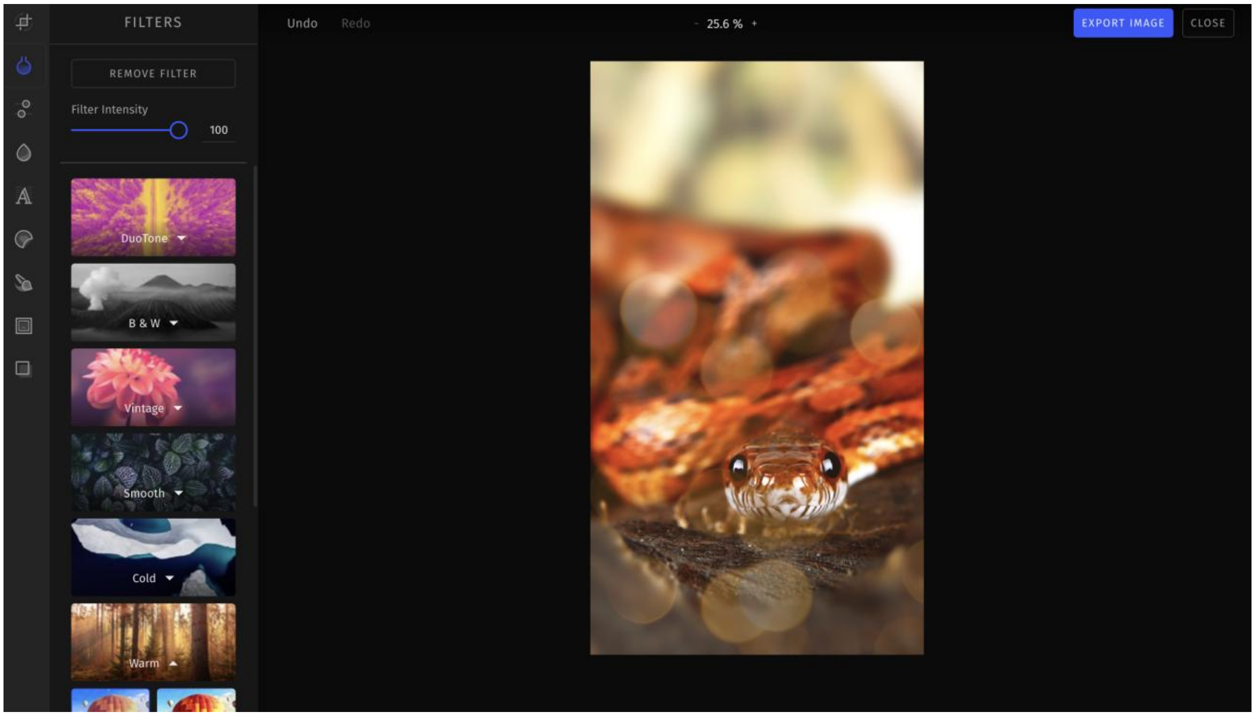
Note:

Editing or deleting a stock item will edit/delete it for all users.

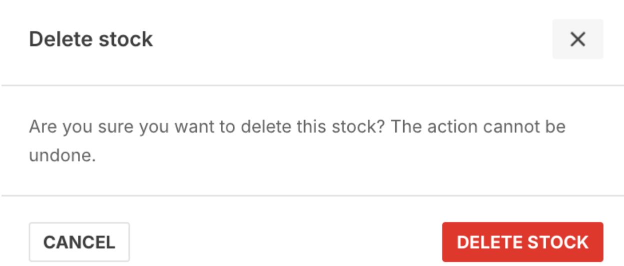
To edit, download, or delete a media file from the Content Pool, first, click on the stock item to open its detailed view; then, click the three dots in the upper right corner of the media to open its dropdown menu.



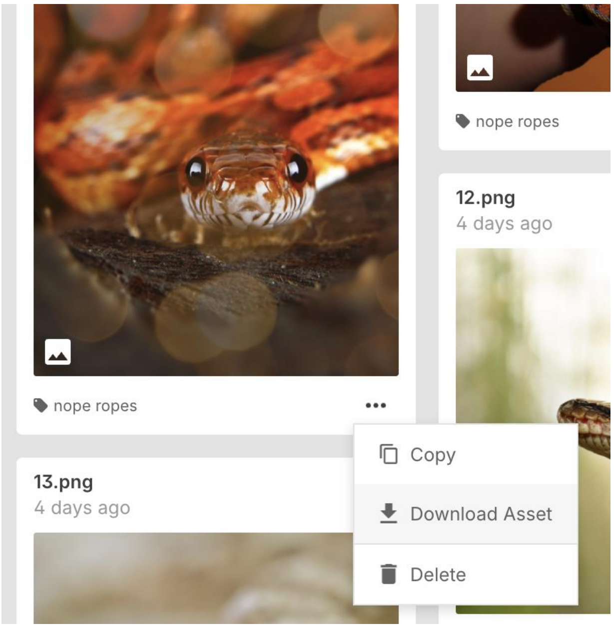
For now, the **Edit** option is only available for images, not videos. Click **Edit** to open the image, then hover over the image and select the pencil icon. This will open the platform's image editor. From here, you can resize or reformat your image for different social media networks.



Select **Download** to save the media file to your device or **Delete** to remove it from the stock. To remove the entire stock, including any other assets, click the **Delete** button in the upper right corner.



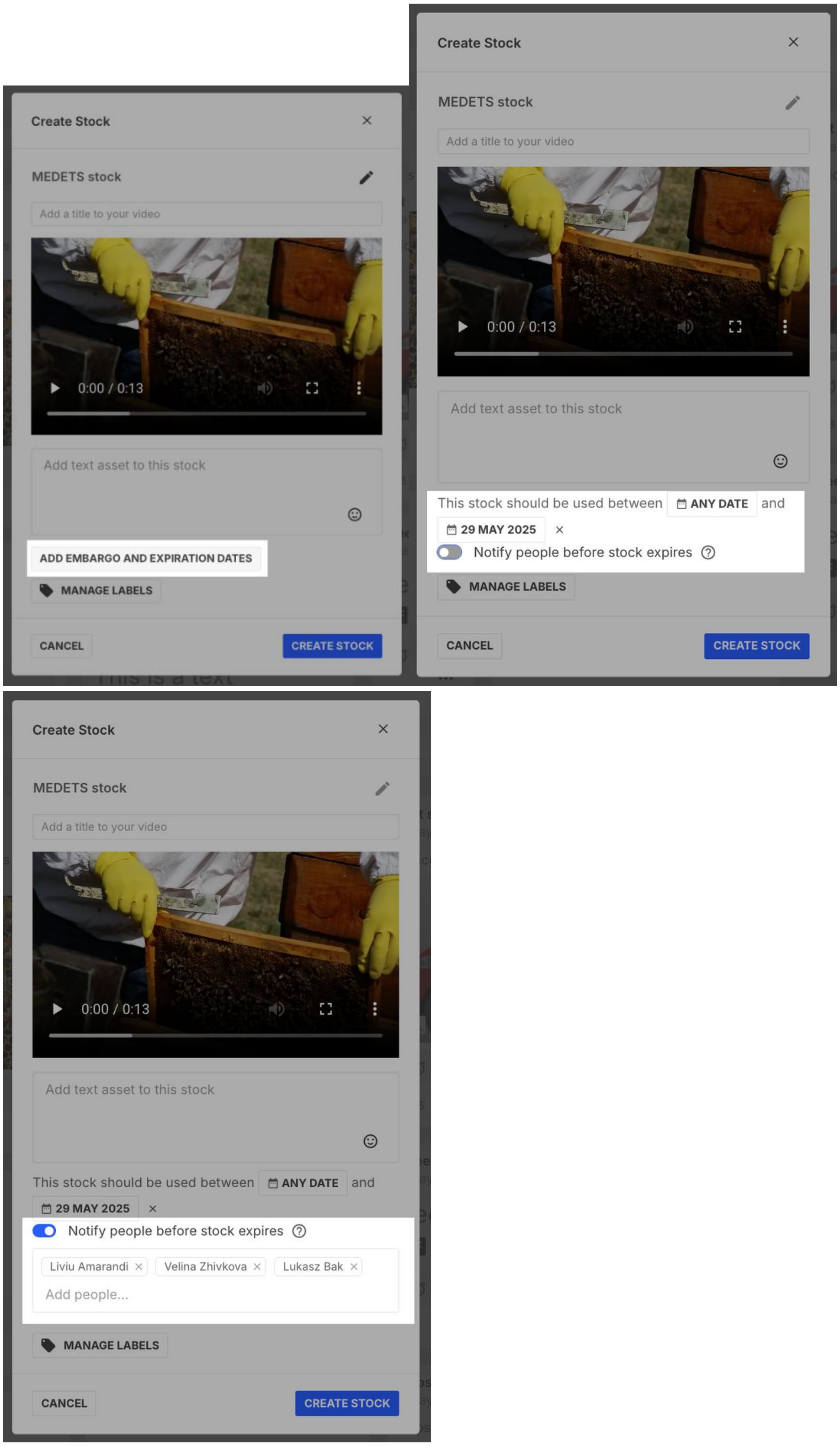
Finally, you can also download or delete a stock item from the main Content Pool page. To do so, click the three dots in the lower right corner of the stock, then select **Download Asset** (downloads the media file only) or **Delete**.



Applying labels, notes, and embargoes or expiration dates to stock items

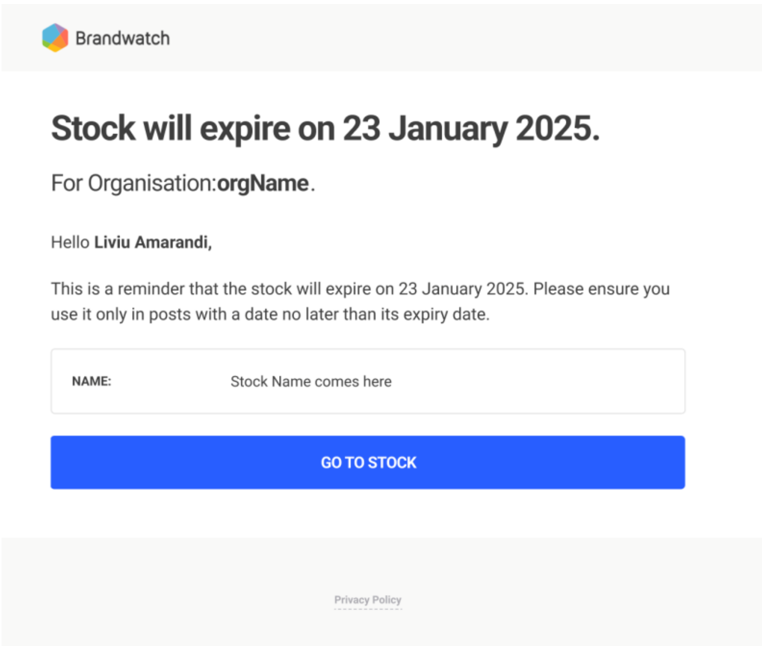
Labels, notes, and embargoes/expiration dates are all tools designed to help your Team more efficiently organize your content. These settings live in the **Stock info** section of a stock's detailed view.

- **Labels** can be used to search for stocks in the Content Pool, and a stock's labels will automatically be applied to any post created with that stock. Labels are internal to Social Media Management and will not be visible to end users.
- **Notes** can be used to leave questions or comments for other members of your Team, or to tag them directly. Notes are also internal to Social Media Management.
- **Embargo and expiration** specify the dates during which a stock item can be used. This is helpful if, for example, your organization has an upcoming announcement and you don't want any of the assets accidentally published before a certain date. You can add users to notify them before the stock's expiration date.


Create Stock
MEDETS stock
Add a title to your video
0:00 / 0:13
Add text asset to this stock
ADD EMBARGO AND EXPIRATION DATES
MANAGE LABELS
CANCEL
CREATE STOCK
Create Stock
MEDETS stock
Add a title to your video
0:00 / 0:13
Add text asset to this stock
This stock should be used between ANY DATE and
29 MAY 2025
Notify people before stock expires
MANAGE LABELS
CANCEL
CREATE STOCK
Create Stock
MEDETS stock
Add a title to your video
0:00 / 0:13
Add text asset to this stock
This stock should be used between ANY DATE and
29 MAY 2025
Notify people before stock expires
Liviu Amarandi
Velina Zhivkova
Lukasz Bak
Add people...
MANAGE LABELS
CANCEL
CREATE STOCK

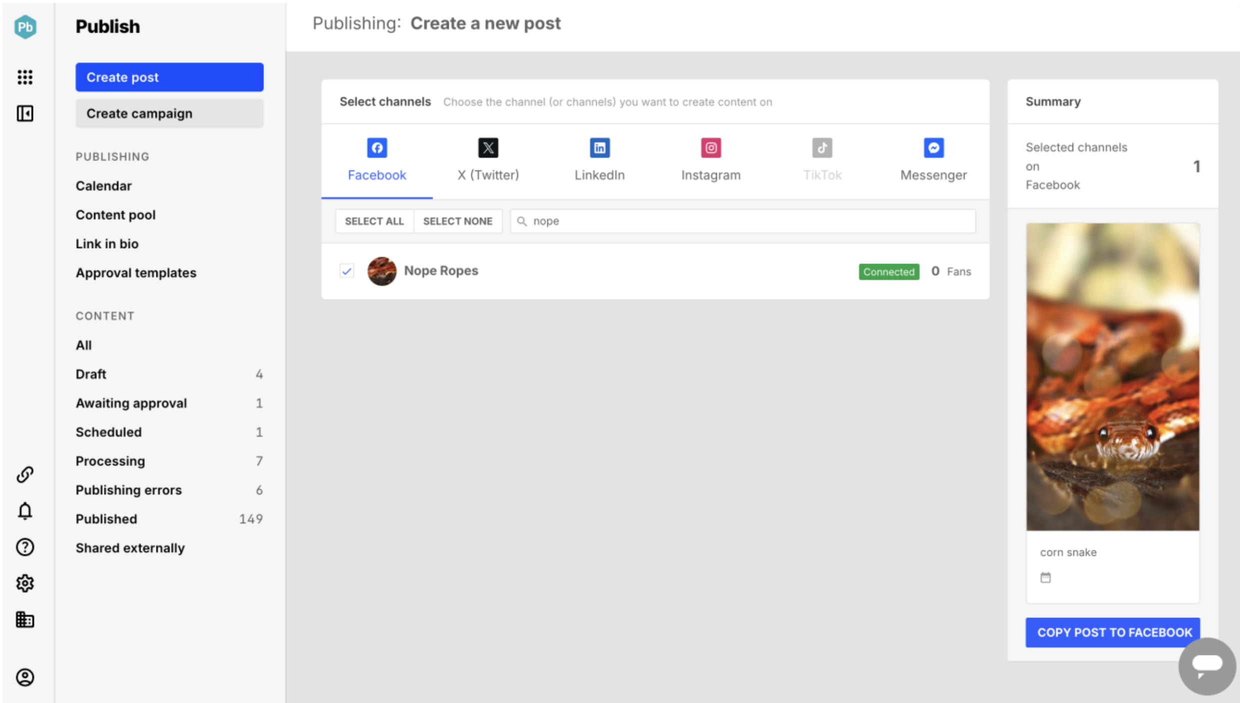
Tip:

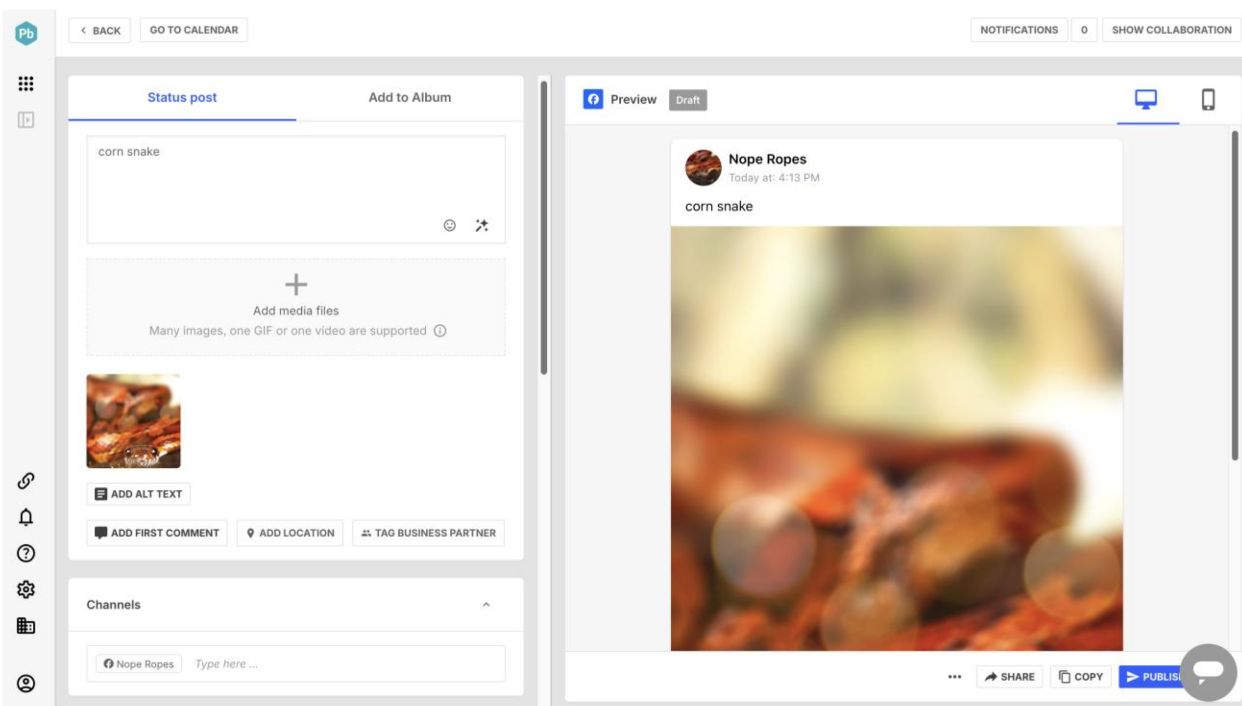
When you apply an expiration date to a stock item, users with access to the stock will receive a notification **30 days before** and **1 day before** the stock expires. They will receive notification both in their Notification Center in SMM and via email.



Copying a stock item as a post

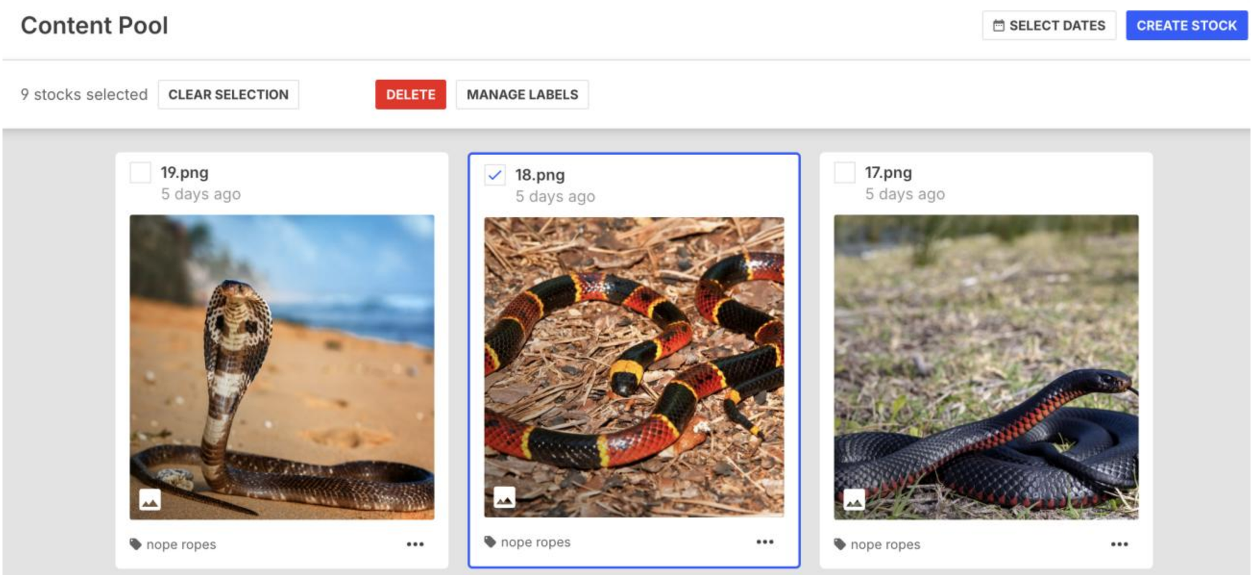
To create a post from a stock item, click on the stock item to open its detailed view, then click the **Copy as post** button in the upper right corner. This redirects you to the publishing workflow. Once you've selected a channel to publish your post, Publish will automatically fill in the draft with your assets. Labels will also be carried over, although internal notes will not.





Bulk actions in the Content Pool

You can delete or label stock items in bulk from the main Content Pool page. Hover over any stock item to select it, then navigate to the top of the page and click either **Delete** or **Manage Labels** to update your selection.


Content Pool
SELECT DATES
CREATE STOCK
9 stocks selected
CLEAR SELECTION
DELETE
MANAGE LABELS
19.png
5 days ago
nope ropes
18.png
5 days ago
nope ropes
17.png
5 days ago
nope ropes