

What Types of Content Can I See in the Publish Calendar?

When you connect your channels to Social Media Management, your [indexed channel content](#) will display in the Publish Calendar view. The Publish Calendar has the capability to display many types of content from your channels, regardless of whether or not you created the content in Publish. This article will cover what type of content from your connected channels is supported and viewable on the Publish Calendar.

Tip:

For more information on creating posts and what types of posts you can create using the Publish editor, please visit our article, [Supported Post Types in Publish](#).

Types of content supported by platform

Facebook

The following indexed content from connected Facebook channels will display in the Publish calendar:

- Text posts
- Link posts
- Link carousel posts
- Photo posts
- Video (and animated GIF) posts
- Dynamic ads (will display once the ad becomes active)
- Albums

Note:

If you create and schedule posts on Facebook natively, those scheduled posts will also be visible in the Publish calendar. However, Facebook job posts, polls, Stories, Reels, and live videos—whether scheduled or published—will not be visible in the Publish calendar.

Instagram

The following indexed content from connected Instagram channels will display in the Publish calendar:

- Photo posts

- Video posts
- Carousel posts
- Stories
- Reels
- Dark posts
- Boosted posts

Note:

IGTV video posts will not be visible in the Publish calendar as they have been deprecated by Instagram.

X (Twitter)

The following indexed content from connected X (Twitter) channels will display in the Publish calendar:

- Text posts
- Link posts
- Video (and animated GIF) posts
- Photo posts

Note:

X (Twitter) polls, dark posts, and boosted posts will not be visible in the Publish calendar.

YouTube

Indexed videos from connected YouTube channels will display in the Publish calendar.

LinkedIn

The following indexed content from connected LinkedIn channels will display in the Publish calendar:

- Text posts
- Link posts
- Video posts
- Photo (and animated GIF) posts

- Dark posts

Note:

Due to API limitations, LinkedIn dark posts will display in the Publish calendar based on the date they were created in the LinkedIn campaign manager, rather than the date the post published. LinkedIn job offer posts, help offered posts, file attachments, and polls will not be visible in the Publish calendar.

TikTok

Indexed video posts from TikTok channels will display in the Publish calendar.