

## Sharing Publish Content Externally

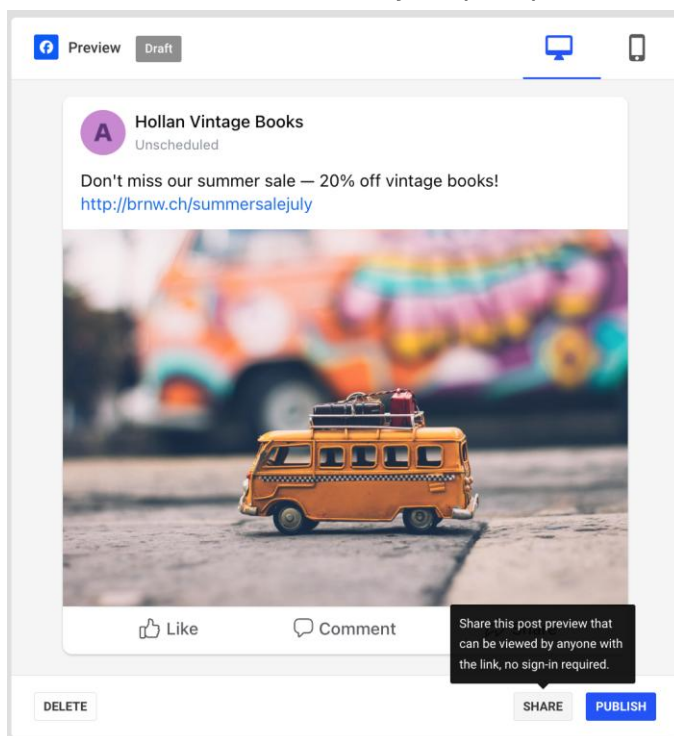
We know how important it is for your team to be able to validate your content before it gets published to your social media channels, and that it may not be possible for your full team to collaborate entirely from within Social Media Management. With shareable preview links in Publish, you can let any third party review your upcoming and published content in a few clicks.

Note:

For US clients, this feature is accessible to Pro/Premium accounts only. If you are a US client with a Standard account and would like to upgrade your package, contact your Customer Success Manager (CSM) or Brandwatch Support.

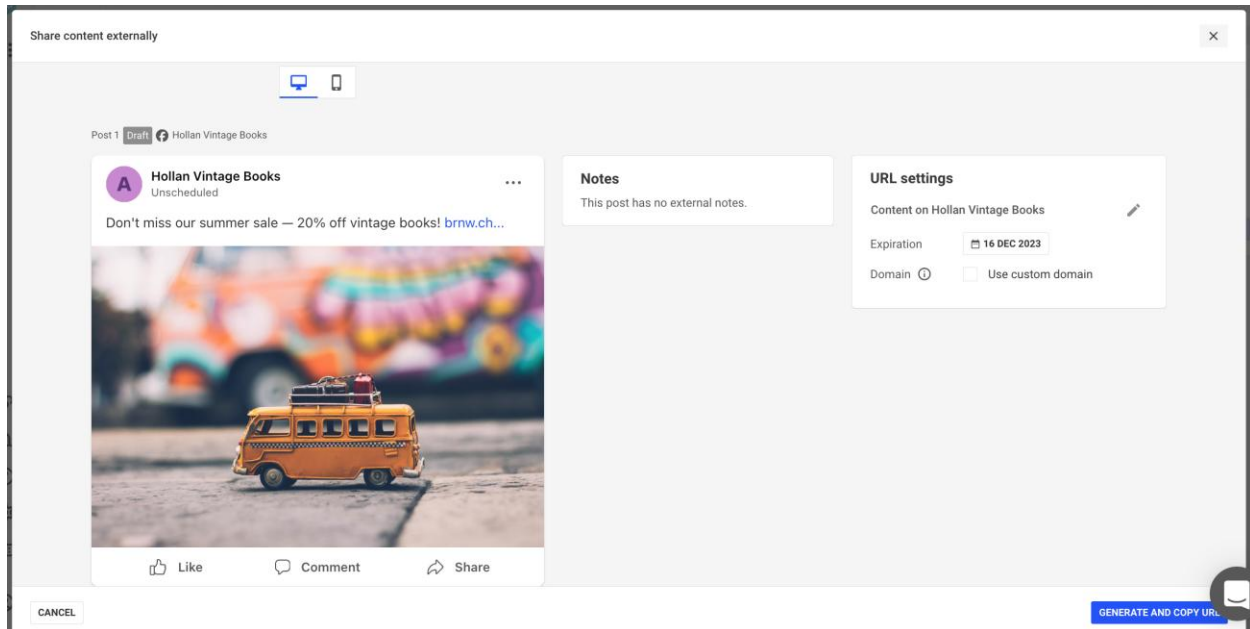
### Sharing a single post

You can quickly and easily share a single post via the Publish editor. Click to open any post in a **Draft**, **Awaiting Approval**, **Scheduled**, or **Published** state in the Publish editor, then click **Share** at the bottom of your post preview.

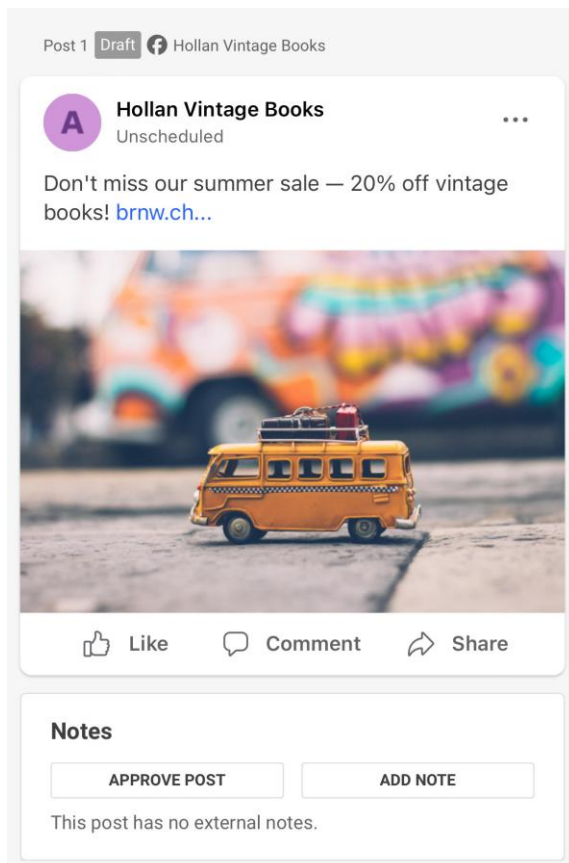


A preview screen of your shareable view of the post will open, displaying the post, any notes on the post, and options to customize the title of your shared page, the expiration date, and domain of your shareable URL. Click **Generate and copy URL** to copy your shareable view URL to your clipboard for sharing with your

stakeholder.



When a third party clicks on your shared link, they will see a mobile-friendly view of your content with any [externally shared notes](#) from your team, along with options to sort your posts if desired and [leave a note or approve the post externally](#).



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## Creating a shareable view from a Content by State list

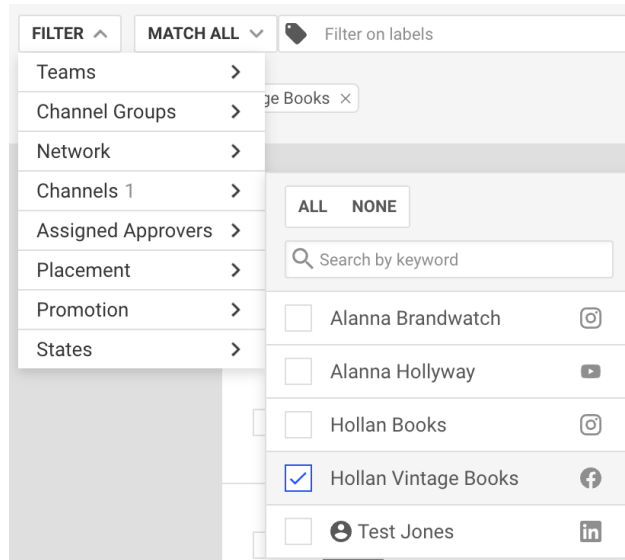
Any Social Media Management user with an Admin, Content Creator, or Editor [user role](#) can share Publish content externally. Follow the below steps to create a shareable view from a [content by state](#) list:

1. Navigate to any of the following sections under **Content** in the left-hand navigation sidebar in Publish: **All, Drafts, Awaiting Approval, Scheduled,** or **Published** (external sharing is only supported for these content states).

CONTENT	
All	
Drafts	4
Awaiting Approval	0
Scheduled	0
Processing	0
Publishing Errors	0
Published	2
Shared Externally	

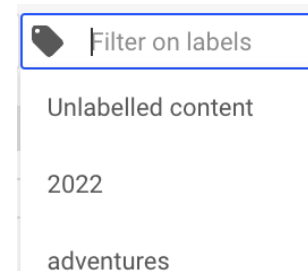
2. Under the Content menu you selected, you can use the filtering options at the top to filter for the specific posts you would like to share.

- The **Filter** dropdown allows you to filter your posts by various parameters, such as Channels or Networks, depending on the specific Content menu you



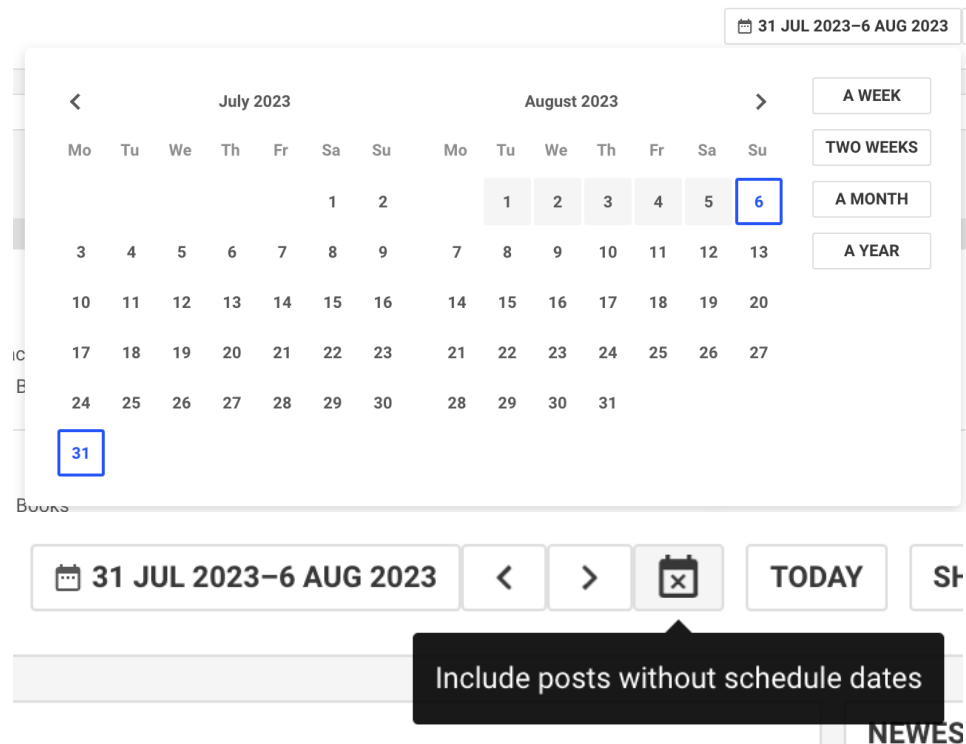
selected.

- The **Filter on labels** bar will allow you to search for unlabeled content or



posts with labels that your team has applied to them.

- The **Match All** or **Match Any** dropdown can further sort your post selection to apply all or any of the selected filters.
- The **Date Range** filters allow you to display posts from a specific date range. If you selected either the All, Drafts, or Awaiting Approval menus, you can also use the icon next to the Date Range filter to include any posts without a scheduled date.



- The **Newest First** dropdown will sort your filtered posts by either Newest First or Oldest First.
3. After you have applied all desired filtering options to your posts, click **Share** in the top-right corner of the screen to generate the shareable view of your posts. Alternatively, you can use the checkboxes next to your posts to select the specific posts you would like to include in your shareable view, then click **Share**.

31 JUL 2023–6 AUG 2023

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TODAY

SHARE

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i

Share post previews that can be viewed by anyone with the link, no sign-in required.

Content: All








1 post selected

CLEAR SELECTION

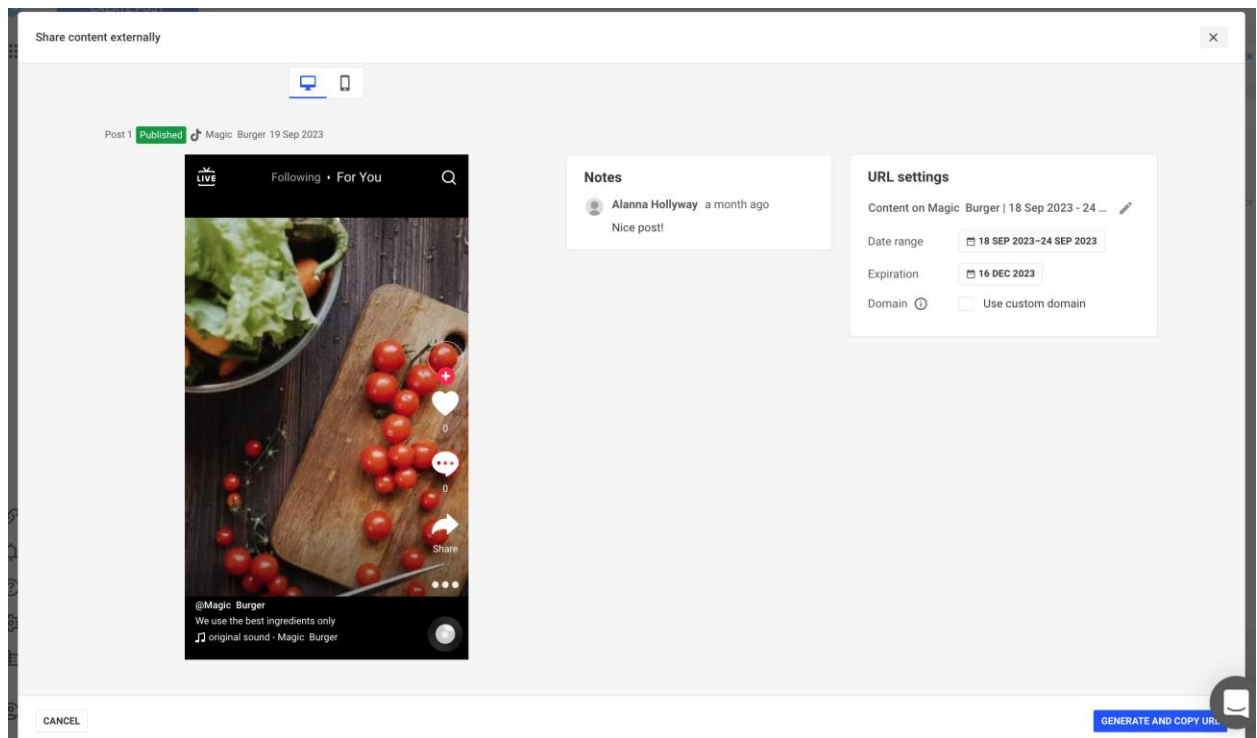
DELETE

MANAGE LABELS

SHARE

	STATUS	DATE	POST	NOTES	AUTHOR	APPROVERS
<input checked="" type="checkbox"/>	Published	1 Aug 16:00	 Find your next beach read before the summer ends! @ Hollan Books	0		
<input type="checkbox"/>	Published	1 Aug 15:57	 Find your next beach read before the summer ends! 🍹 f Hollan Vintage Books	0		 

- The following screen will display both a desktop and mobile preview of your posts and include all of your selected and/or filtered posts as well as any [externally visible notes](#) left on the post previously. In the **URL settings box**, you will see an auto-generated name for your page. Click the **pencil icon** to edit the page name if desired. You may also adjust your page to sort your posts by **Newest first** or **Oldest first**, adjust the selected date range of your shared posts if needed, select a specific expiration date for your page, and use a custom domain if desired.



Once you're ready, click **Generate and Copy URL** in the bottom right and your external sharing link will be copied to your clipboard.

Through the URL, any third party can get instant access to your shareable view without needing to log into Social Media Management. Any one URL can be shared with as many third parties as you'd like. No other areas of your organization's environment or data are accessible through this link.

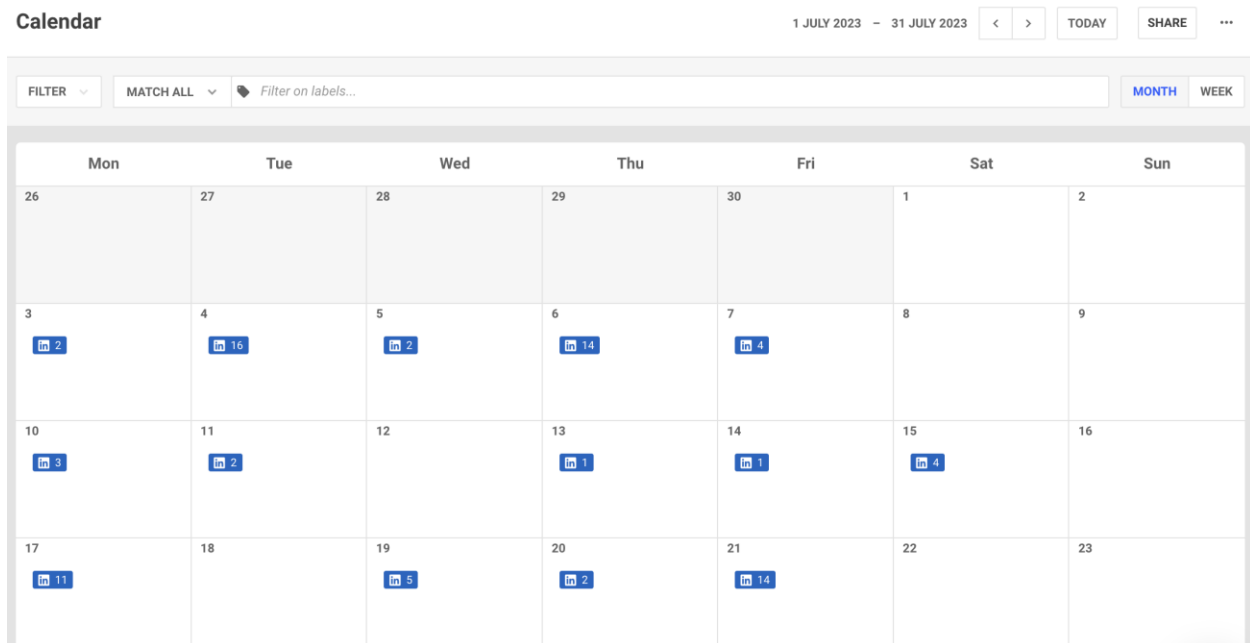
If you did not set a custom expiration date for your URL, it will be valid for four weeks or until you delete the URL and manually remove the access. In the meantime, if you make any changes to the shared content, your shared view will automatically stay updated.

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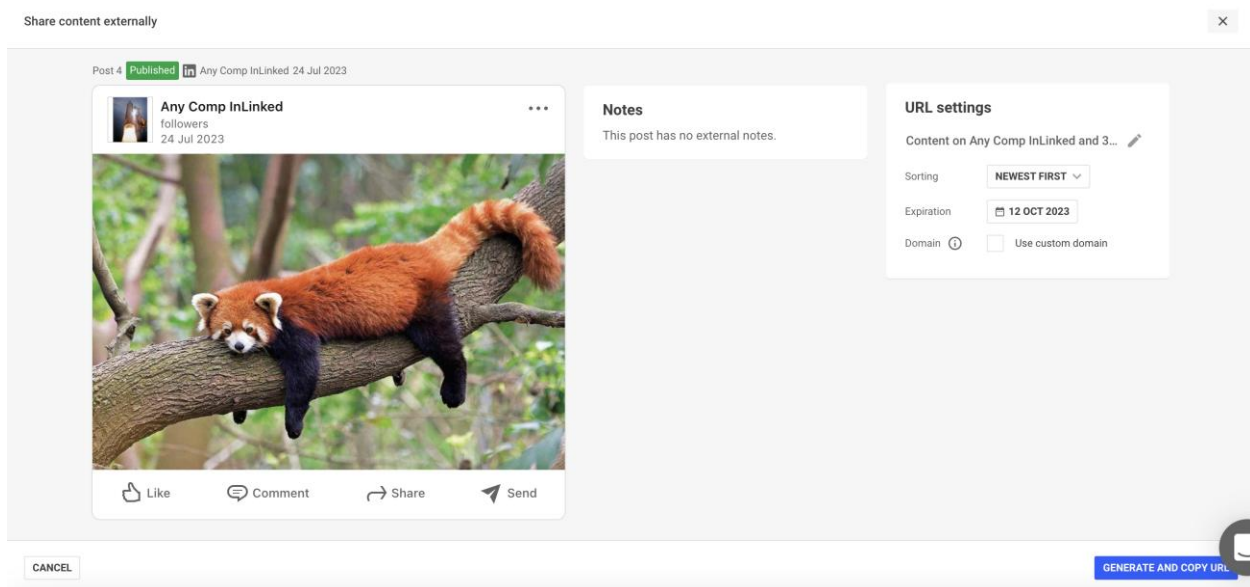
### Creating a shareable view from the Publish calendar

You can also create a shareable view directly from the Publish calendar. The shareable view will automatically pull all posts that are displayed in the calendar date range you have selected. First, adjust the calendar's filters to display the week or month of posts you

would like to share, then click the **Share** in the top right.



After making any adjustments to your shareable view, click **Copy and Generate URL** in the bottom right to copy the link to your clipboard.



Note:

If the week or month you have selected in the calendar does not have any drafted, scheduled, or published posts, no content will display in the shareable view.

External post notes and approval

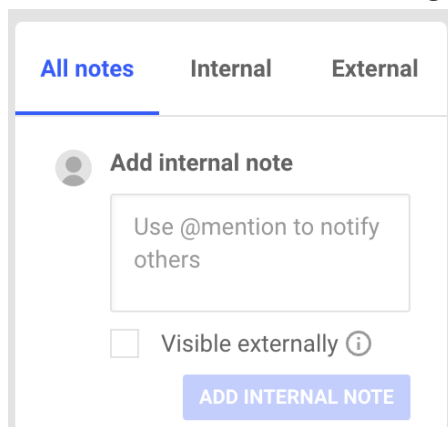


When a third party views your shared URL, they will see a preview of all of the posts you selected to share as well as any notes on posts that your team has selected to share externally.

### Leaving externally visible notes on posts

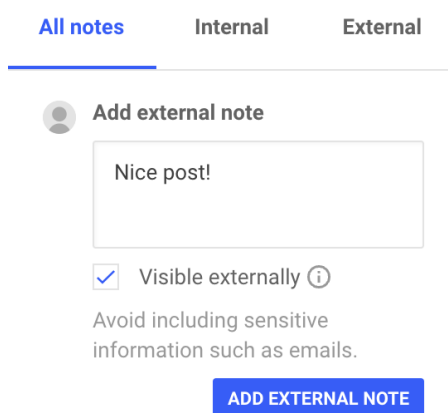
By default, any notes you add on posts in Publish will be internal. If you would like your third party stakeholders to see certain notes on your posts when they review them on your externally shared page, you can add an externally visible note to the post.

1. Within Publish, click any post to open it in detail view.
2. Use the **Notes** section to the right of your post to type a note in the text box.



The screenshot shows the 'Notes' section of the Publish interface. At the top, there are three tabs: 'All notes' (selected), 'Internal', and 'External'. Below the tabs, there is a section titled 'Add internal note' with a user icon. A text box contains the placeholder text 'Use @mention to notify others'. Below the text box is a checkbox labeled 'Visible externally' with an information icon. At the bottom is a blue button labeled 'ADD INTERNAL NOTE'.

3. Check the **Visible externally** checkbox to allow the note to appear on shareable views whenever you share the post externally with third parties. Admin and Team Leader users have the ability to change the visibility of existing notes.




The screenshot shows the 'Notes' section of the Publish interface. At the top, there are three tabs: 'All notes' (selected), 'Internal', and 'External'. Below the tabs, there is a section titled 'Add external note' with a user icon. A text box contains the text 'Nice post!'. Below the text box is a checked checkbox labeled 'Visible externally' with an information icon. Below the checkbox is a warning message: 'Avoid including sensitive information such as emails.' At the bottom is a blue button labeled 'ADD EXTERNAL NOTE'.

- Click **Add External Note** to leave your note, and you will now see it displayed in the Notes thread. Any external notes will be labeled and highlighted in yellow.

**All notes** Internal External


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 **Add internal note**

Use @mention to notify others

☐ Visible externally ⓘ


**ADD INTERNAL NOTE**

 **Alanna Hollyway** External - 11 minutes ago  
Nice post!


When you then share the post externally, the external note will be visible alongside the post for third party viewers to see.

Share content externally


Post 1 Draft in Any Comp InLinked

**Any Comp InLinked**  
followers  
Unscheduled

Join our vegetarian cooking class - available on Monday evenings in our London restaurants 🍴



**Notes**

 **Alanna Hollyway** 6 minutes ago  
Nice post!

**URL settings**

Content on Any Comp InLinked and 3...

Sorting **NEWEST FIRST**

Expiration **11 OCT 2023**

Domain ⓘ ☐ Use custom domain

**CANCEL** **GENERATE AND COPY URL**

### Third party interactions

When reviewing your externally shared page, third party users can leave notes on posts and also leave an approval note on any post using the Notes options to the left of each post.

Before leaving a note or approval, the user will be asked to input their email address and a

Let your colleagues know who you are to leave notes

Email

alanna.hollyway@brandwatch.com

Name (optional)

Alanna Hollyway

☒ Remember me

You must enter an email to leave notes. Your email will be used to identify comments that you left. For information how we use your data, please see our [user privacy statement](#).

CANCEL

SAVE INFORMATION

name to post with.

Afterwards, the user can type in their comment and click **Add note**.

### Notes

This post has no external notes.

Add a note

Looks great!

ADD NOTE

When a user clicks **Approve Post**, the system will leave a templated “Approved” note in the

### Notes

APPROVE POST

ADD NOTE

Alanna Hollyway now

Approved 👍

post notes.

When a third party user leaves a note or an approval on a post, the Social Media Management user who created the shareable view link as well as the user who created the post in Publish will receive an email notification about the note.

Note:

Any external approval notes left by third parties on an externally shared page are not part of Publish's [internal approval flow](#). An internal Social Media Management user will still need to approve/publish an externally approved post.

## Managing your shareable views

Navigate to **Shared Externally** in Publish's left-hand navigation sidebar to find an overview


CONTENT	
<a href="#">All</a>	
Drafts	4
Awaiting Approval	0
Scheduled	0
Processing	0
Publishing Errors	0
Published	0
<a href="#">Shared Externally</a>	

of all your currently and previously shared links.

All currently shared views and all expired views that you have access to will be listed and sorted by their creation date. Admin users will be able to see all shareable views from across your organization, while users with other user roles will only see the shareable views they've created themselves.

If needed, you can copy a URL again using the **Copy** button to the right of each link, or delete a URL using the **trash can icon**. Deleting a URL will immediately remove access to it for any third parties you have shared it with.

Content: Shared Externally

Any content that is shared externally, for feedback or any other workflow, will appear here as individual URLs. Share content externally from Calendar or Content pages. Learn more in our <a href="#">Help Center</a> .				
TITLE	URL	AUTHOR	CREATED	EXPIRES
Post Preview ⓘ	<a href="https://app.falcon.io/#/public...">https://app.falcon.io/#/public...</a>		a few seconds ago	in a month 