Labeling in Publish

Using labels on your Publish posts is one of the most effective ways to structure your content, find posts in search, segment your customers, and create flexible reports on your labeled post performance.

Labels are only used internally in Social Media Management, so labels on posts will not be visible to your customers. In this article, learn about our recommended uses for labels in Publish.
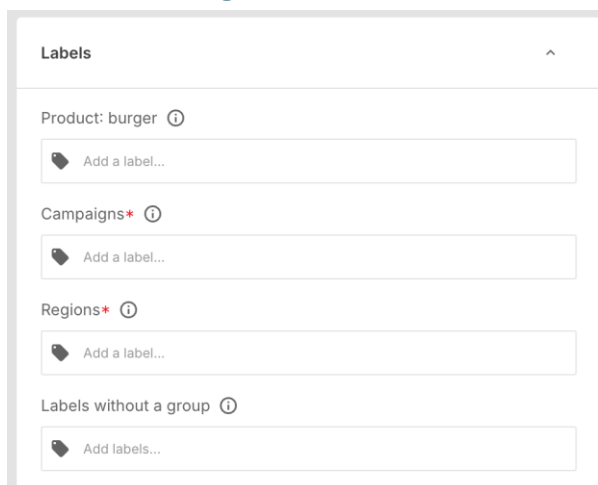
Using labels in Publish

Posts

When you are creating a post in Publish, you can add labels to your posts via the Publish editor. Simply expand the Labels section on the left side of the editor and add one or more

labels.

Tip:

If you have set up label groups in Social Media Management, your organization will see your specified label groups to select from under the Labels panel whenever you create a post. You can choose to make label groups only available to specific teams and/or require your team to select a label from a specific group or groups before publishing a post. Visit our Label Management article to learn more about setting up label groups.

Consider using labels for the following benefits:

- You can easily locate posts by searching for their label(s) using the search bar at the top of most Publish sections, such as in the calendar, the Content Pool, or in the [post state sections](#).

- You can easily report on your posts based on their labels as described [below](#).

- You can review statistics on your label usage in the [Label Management](#) section. For example, it can tell you how often you have created posts around a certain theme, such as your Black Friday sale.

Consider labeling your content based on:

- Topic or theme

- Format (e.g. link, image, or video)

- Time of publication (e.g. evening, July, Easter)

- Organic or paid

- Goal of the post (e.g. engagement, link clicks)

Tip:

Want to take your social media strategy to the next level? Social Media Management's strategic services team provides professional social media consultancy through workshops, audits, and reports. Contact your Account Manager or Customer Success Manager to learn more.

Content Pool

When you add stock to the Content Pool, use labels to group your content together and make it easier for you and your colleagues to find relevant files.

Tip:

If you have set up label groups in Social Media Management, your organization will see your specified label groups to select from under the Manage Labels button whenever you create

stock in the Content Pool. Visit our [Label Management](#) article to learn more about setting
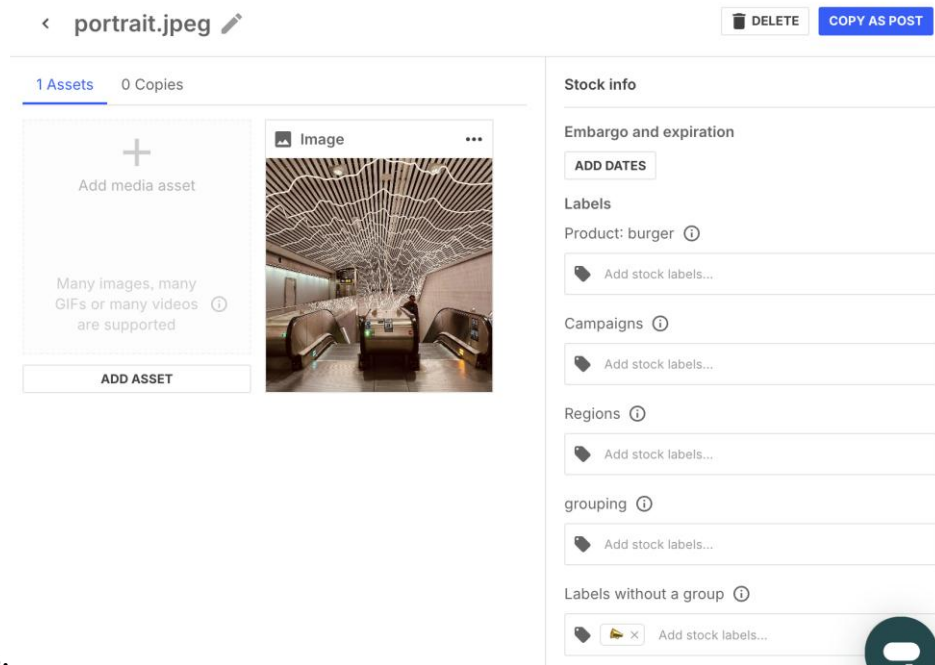
up label groups.

Campaigns

Adding a label to your campaign and enabling the **Apply labels to stock** option will automatically add your chosen labels to all content that is created from the stock of your campaign.

Smart Labels

Smart labels can be used to apply an ad set to a post simply by adding a label. This powerful automation allows you to boost posts with only a few clicks.

Note:

Labels added to your content in Publish will also appear for that content when it appears in Engage. Similarly, if a label is added to a post in Engage, it will carry over to the post in Publish.

Labeling posts in bulk

Save some time adding, removing, or replacing labels on your posts by managing your labels in bulk. You can bulk-manage labels for multiple posts in any state (e.g. draft, scheduled, or published). Please visit our full guide on [Bulk Actions in Publish](#) to learn more.

Making labels mandatory for posts

Mandatory labeling requires you to add at least one label to your posts before they can be published, scheduled, or saved to drafts. Mandatory labeling only applies to outgoing content created in Publish, not incoming content from fans or posts that you published natively. It is also enforced for all users in your organization, regardless of their team or user role.

You can make labels mandatory by setting up label groups in Social Media Management administration. Visit our Label Management article to learn more.

Setting up automated post labeling with Engage

To ensure that you or your team doesn't forget to label a post, you can set up your new Publish posts to be automatically labeled via an automation rule in Engage. When creating an automated labeling rule in Engage, check to apply the rule to your **Own content**. Once the rule is created, any labels indicated in the rule will be applied to your posts once they are published.

Visit our article on Setting Up Automated Labeling to learn more.

Reporting on Publish labels

The best way to report on the success of your posts based on their Publish labels is to create a new Content Performance dashboard in Measure. To get started, you can go to **Measure > Dashboards > Create Dashboard** and select the **Label Performance** dashboard template. Visit our help center article on Measure Dashboard Templates to get an overview.

The Label Performance dashboard allows you to see your top-performing labels over a specific time period along with the content metrics for labeled posts. At any time, you can easily apply a labels filter which will allow you to include or exclude posts with any labels, posts without labels, posts matching certain labels, or posts matching any of your chosen labels.

Measure dashboard metrics can be exported as CSV or PDF files for reporting. Visit our article on Exporting Measure Dashboards to learn more, including some tips on labels analysis.