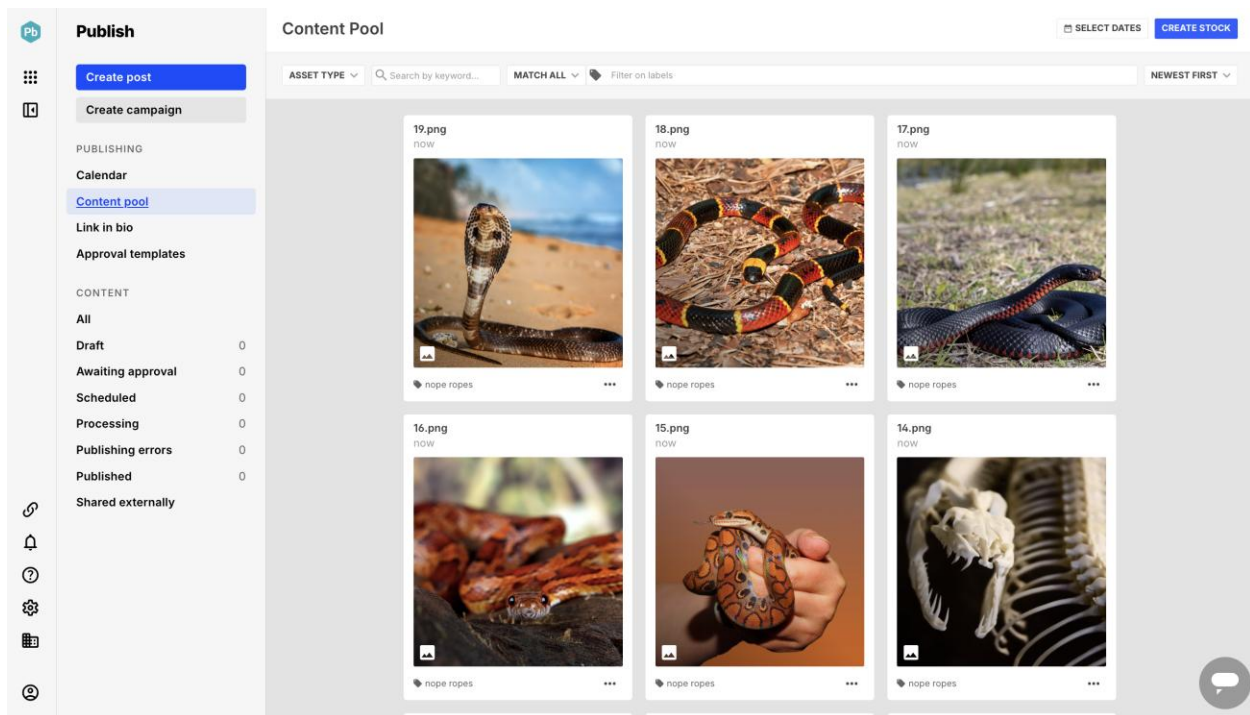


Content Pool Introduction

What is the Content Pool?

The Content Pool is a shared library of image, video, and resource files that your Team can use to create posts. It can also be used to upload or download files in bulk, organize them with labels, and flag them with internal notes.

All users within a Team will have access to the same files, provided they have also been given access to the Content Pool itself. A user's Content Pool permissions can be enabled or disabled by an Admin or Team Leader. When enabled, the Content Pool will be listed under the **Publishing** section of the Publish menu.



Who has access to the Content Pool?

Whether or not a user has access to the Content Pool depends on their [user settings](#), which can be adjusted by an Admin or Team Leader.

If you're an Admin or a Team Leader yourself, you can enable or disable a user's Content Pool access by going to **Settings > Organization admin > Users** and selecting the user's name, which takes you to their General settings. From here, click **Show advanced**, then check or uncheck the box for **Access to content pool**. Any user, regardless of user role, can be given Content Pool permissions.

Access

☒

 Access to content pool

☒

 Access to Influence

☒

 Access to Audience

Expiration

9 July 2024

Geo targeting

COUNTRIES

 ▾

Geo-targeting allows you to limit the content published by a user to specifically selected geographical regions

SAVE CHANGES

What kind of files can I upload to the Content Pool?

The only restriction for uploading media to the Content Pool is that the files cannot exceed 1 GB per video or 25 MB per image. You can upload as many files to the Content Pool as you like.

However, please note that each social media network will have its own set of [requirements for media attachments](#), so even if a file is uploaded successfully to the Content Pool, it may still need to be [resized or reformatted](#) before publishing.

What are stocks and assets?

A **stock** is made up of one or more **assets**, which include images, videos, resources, links, text, and captions. For example, an image and its caption are two separate assets, but they can be combined to create a single stock.

You can filter your stocks by asset type by clicking the dropdown menu in the upper left corner. When viewing a stock's details, you can also add new assets to it.

ASSET TYPE ^

☐ Image

☐ Video

☐ Text

☐ Link

☐ Caption

☐ Resource

MATCH ALL v

User Roles.png

6 days ago

The Five Types of User Roles

	View only	Moderate Engagement	Create content	Publish and approve content	Manage channels and users
Admin	✓	✓	✓	✓	✓
Editor *	✓	✓	✓	✓	
Content Creator *	✓	✓	✓		

Organizational Level

1 Assets

0 Copies

+

Add media asset

Many images, many GIFs or many videos are supported ⓘ

ADD ASSET

Text

Link

Image

How do I upload stock items to the Content Pool?

For a step-by-step guide to uploading your image and video files, please see [Creating and Managing Stock Items in the Content Pool](#). This guide also covers:

- Uploading files to the Content Pool in bulk
- Downloading files from the Content Pool
- Applying labels, notes, embargoes and expiration dates
- Creating posts from stock items