A social media account ("account" in short) in Kentico represents one of the following:

- Facebook page
- Twitter channel (also referred to as user)
- LinkedIn company profile

Before you add an account, Connect Kentico to the social media by means of an app.

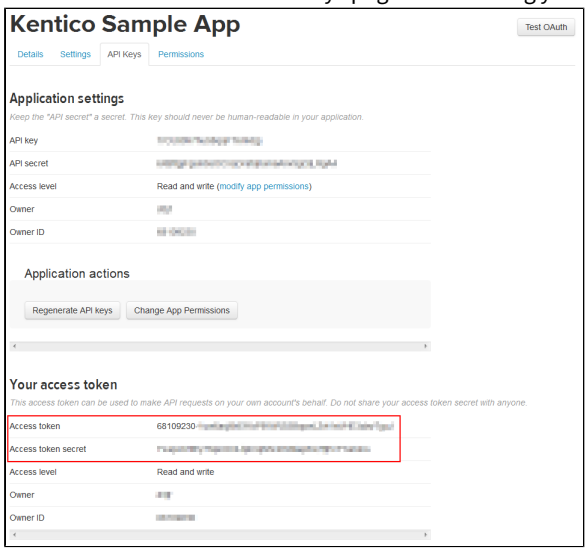
You add accounts and assign them to apps to enable posting to the accounts.

Adding a Facebook page

Important: The Facebook publishing functionality in Kentico 11 no longer works due to changes in the Facebook API and updated security requirements. To use the functionality, upgrade to Kentico 12 (Service Pack) and apply the latest hotfix.

Adding a Twitter channel

1. Open the **Twitter** application and switch to **Channels**.
2. Click **New channel**.
3. Type a **Display name** that will appear in the list of channels.
4. Select a **Twitter app**.
   - If you haven't created an app yet, see Connecting Kentico to social media.
5. Fill in your channel's security details – **Access token** and **Access token secret**.
   - You can find these on the API Keys page when editing your app on Twitter.



6. Click **Save**.

The system saves the channel and shows it in the list of existing accounts connected to Kentico.

Adding a LinkedIn company profile

Note: The Kentico 11 functionality for managing LinkedIn company profiles no longer works after May 1, 2019 (due to changes in the LinkedIn API, see the Developer Program Updates announcement for details). If you wish to use this functionality, you need to upgrade to the latest version of Kentico.

Required permissions for adding social media accounts

To add social media accounts to Kentico, an administrator must grant you with permissions for the Social media module. You need either **Modify** or **Modify accounts**.