How to Create Your Own Posts as a Parish or School

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You can **create original social media posts** directly in Catholic Social Media. This lets you upload your own images or videos, write custom copy, and schedule content to your connected platforms.

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Starting a New Post

- Click **Create Post** from either:
  - The **Planner**, or
  - The **Calendar** view.
- A blank post editor will open.

Adding Media

- Click in the media upload box to choose an **image or video**, or
- Drag and drop a file into the box.
- If the file doesn't meet platform requirements, you'll see a validation message on the next step.

Writing Your Caption

- Enter your caption in the text area (for example, "It's a beautiful morning at St. Sample.").
- Use **parameters** if desired (such as weekday Mass times) to insert preset information.
- Choose whether the post is a:
  - Standard feed post (default), or
  - **Story** (if you want to post as a story instead).

Choosing Post Type and Platforms

- You can create:
  - Single-image posts
  - Multi-image posts
  - Video posts
  - Reels (where available)
- Select the platforms you want to publish to (for example, **Facebook** and **Instagram**).
- Click **Next** to continue.

Validation and Scheduling

- Review the **validation** step to ensure your media fits the selected platforms.
- Confirm the **date and time**:
  - Defaults to the current date and time if you want it to post immediately.
  - Adjust the date and time to schedule it for the future.

Previewing and Publishing

- Click **Preview** to see how your copy and media will appear.
- Choose one of the following:
  - **Save as Draft** to finish later.
  - **Publish** to schedule or post it right away.
- Once published, the post will appear on your **Calendar** and go out to the selected platforms.

Best Practices

- Use clear, concise captions that match your parish or school's voice.
- Include parameters (like Mass times) for consistency and accuracy.
- Double-check platform selections, date, and time before publishing.
- Use the preview step to confirm spelling, formatting, and image quality.
- Mix photos, videos, and multi-image posts to keep your feed engaging.