

# Understanding Content IDs in Posts

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You can now **view and use Content IDs** in Catholic Social Media. Each published post has both a **Post ID** (your unique version of the post) and a **Content ID** (the shared identifier for the overall piece of content). This helps parishes, schools, and dioceses track and reference posts more clearly.

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## Where to Find Content IDs

- Go to the **Calendar View**.
- Click on any published post.
- You will see both a **Post ID** and a **Content ID** displayed.

## How IDs Work

- **Post ID:** This is your parish's or organization's **unique** version of a post.
- **Content ID:** This is the identifier for the **overall piece of content**, even if multiple parishes or schools publish variations of it.
- If another parish tweaks the copy but uses the same content, it will still share the same **Content ID**, while **your version has its own Post ID**.

## Why Content IDs Matter

1. Makes it easier to **reference specific posts** when contacting support.
2. Helps **clarify** which version of a post you are working with.
3. Provides a way to **track shared content** across parishes, schools, and dioceses.

## Best Practices

- Note the **Content ID** when submitting **support requests** for faster assistance.
- Use **Post IDs** internally if you need to **distinguish between multiple versions** of the same content.
- Keep a record of Content IDs for important campaigns (such as appeals) to simplify follow-up or reporting.