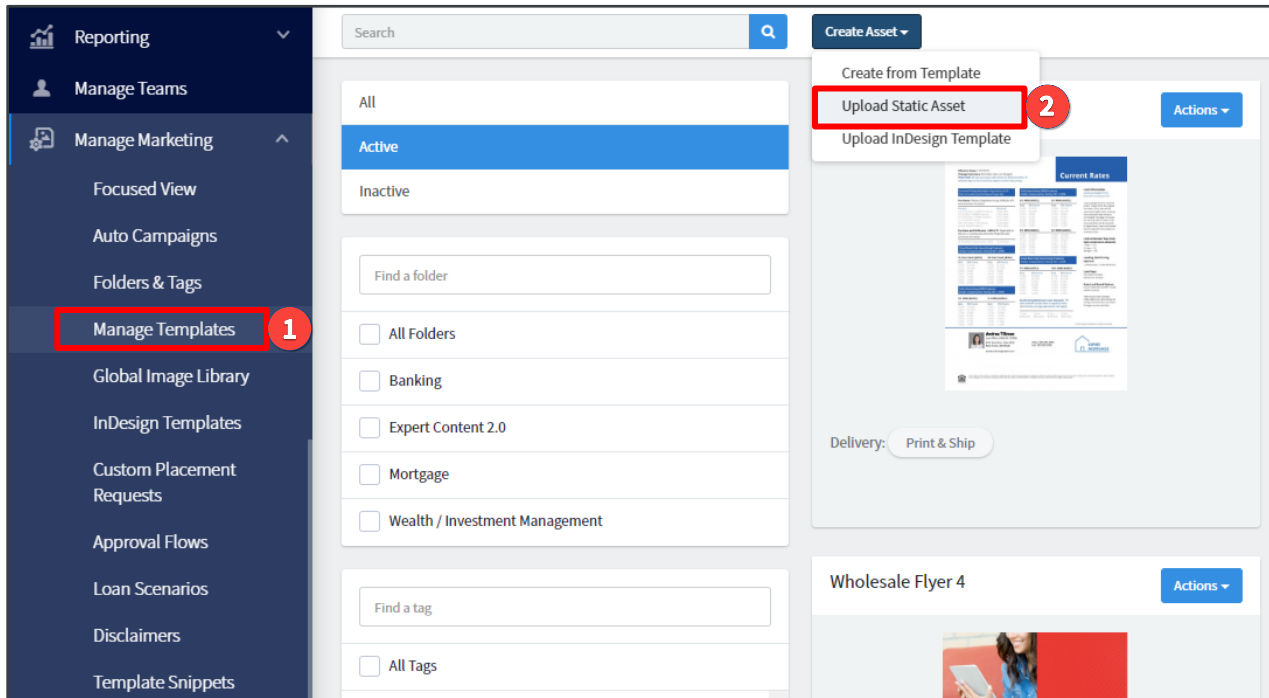




# Static Content Uploader

The static content uploader is a tool you can use to add pre-made static content to your Total Expert marketing library. Content uploaded here is specifically meant to be shared via social media. This allows you to use Total Expert's compliance and tracking tools for social media posts as you would with print or email marketing.

1. Navigate to **Manage Marketing** → **Manage Templates**.
2. At the top of the page, click the **Create Asset** button and select **Upload Static Asset** from the drop-down list.



3. Select the type of content that you will be uploading from the **Media Type** drop-down menu.

## Tip

For a general-purpose social media piece, select the **Social Media Graphics** option, rather than creating separate pieces for each social media type. This helps keep your content library from becoming overcrowded.

## Note

Once you save the piece, you can modify it later; however you *cannot* change the Media Type. Ensure you have selected the intended type before saving.

4. Enter a name in the **Media Name** field. This is the text that will appear as the title for the item in the list of saved pieces.
5. The options available in the Required Assets section depend on what you selected as the Media Type. For most options (including Social Media Graphics), you are prompted to upload a **Shareable Image**. This is the file that will actually be posted when the content is used in a social media post. It cannot exceed 5 MB.

**Note**

Some Media Type options require something other than a Shareable Image, such as a PowerPoint file, a video file or a link. In these cases, you can and should also upload a **Preview Image** to help identify the piece in the list of saved content options. This file is used as a thumbnail for the item in the list. It should reasonably represent the primary content, but cannot exceed 200 kB. Its file extension must be `.jpg` (even `.jpeg` will not work).

- Click the **Save Media** button at the top of the page.

The screenshot shows the 'Save Media' form. At the top left is a blue 'Save Media' button with a red circle containing the number 6. Below it is the 'Media Settings' section. The 'Media Type' dropdown menu is set to 'Social Media Graphics' with a red circle containing the number 3. Below that is the 'Media Name' input field with a red circle containing the number 4. The 'Required Assets' section follows, with a 'Shareable Image (.jpg, .jpeg, .png Max Size 5M)' section containing a 'Choose File' button and 'No file chosen' text with a red circle containing the number 5. Below that is an 'Image Preview' section.

At this point, your content is saved, but it is not yet available for anyone to use. To make it available:

- Return to **Manage Marketing** → **Manage Templates**.
- By default, only active content items are listed. Select **All** from the list on the left side of the page.

The screenshot shows a filter dropdown menu with three options: 'All', 'Active', and 'Inactive'. The 'All' option is highlighted in blue and has a red circle containing the number 2 next to it.

- Locate the content item you just added and select **Actions** → **Media Settings**.
- Scroll down to Status and check the **Active** box.
- To make the piece shareable on integrated social media accounts, scroll down to the Social Media Settings section.
  - Check the boxes for whichever sites are appropriate for the piece.
  - (optional) Select an option in the **Default Link** field. The selected option will retrieve the corresponding link from the account settings of the user creating the post. Mark the **Allow Editing** checkbox to allow the user to modify this link when creating a post.



- c. (optional) Enter some text in the **Default Social Media Message** field to be posted with the image by default. This is recommended to ensure that an appropriate message is included with each post. Mark the **Allow Editing** checkbox to allow the user to modify this text when creating a post.
6. Click the **Save Media** button at the top of the page.

The screenshot shows a 'Social Media Settings' form. At the top left, there is a 'Save Media' button with a red circle containing the number '6'. Below it, there are two rows of settings: 'Auto Archive\*' with radio buttons for 'No' and 'Yes', and 'Status' with a checked 'Active' checkbox and a red circle containing the number '4'. A horizontal line with a double-slash break symbol separates this section from the main settings area. The main area is titled 'Social Media Settings' and contains three sections: 1. 'Social Media Networks' with a subtext 'Users will be allowed to share on selected networks only.' and three checked checkboxes for Facebook, Twitter, and LinkedIn. 2. 'Default Link' with an unchecked 'Allow Editing' checkbox and a text input field containing 'Select or create a source'. 3. 'Default Social Media Message' with a subtext 'Users can change the default message', an unchecked 'Allow Editing' checkbox, and a large text input field. A red bracket on the left side of the 'Default Link' and 'Default Social Media Message' sections is labeled with a red circle containing the number '5'. At the bottom of the text input field, it says '280 characters remaining'.

7. Return to **Manage Marketing** → **Manage Templates**.
8. Your new content item is now visible on the Active list. Select **Actions** → **User Settings** (or **Actions** → **Team Settings**).
9. Check the boxes for any users (or teams) you want to grant access to.
10. Click the **Change Settings** button.
11. In the slide-out panel:
  - a. Select the **Add Access** option.
  - b. Click the **Submit** button at the top of the panel.

The selected users (or teams) are now able to see the item in their list of available social media at **Web Marketing** → **Social Media** → **Create New**.