



HOW TO PUBLISH & AD GUIDE



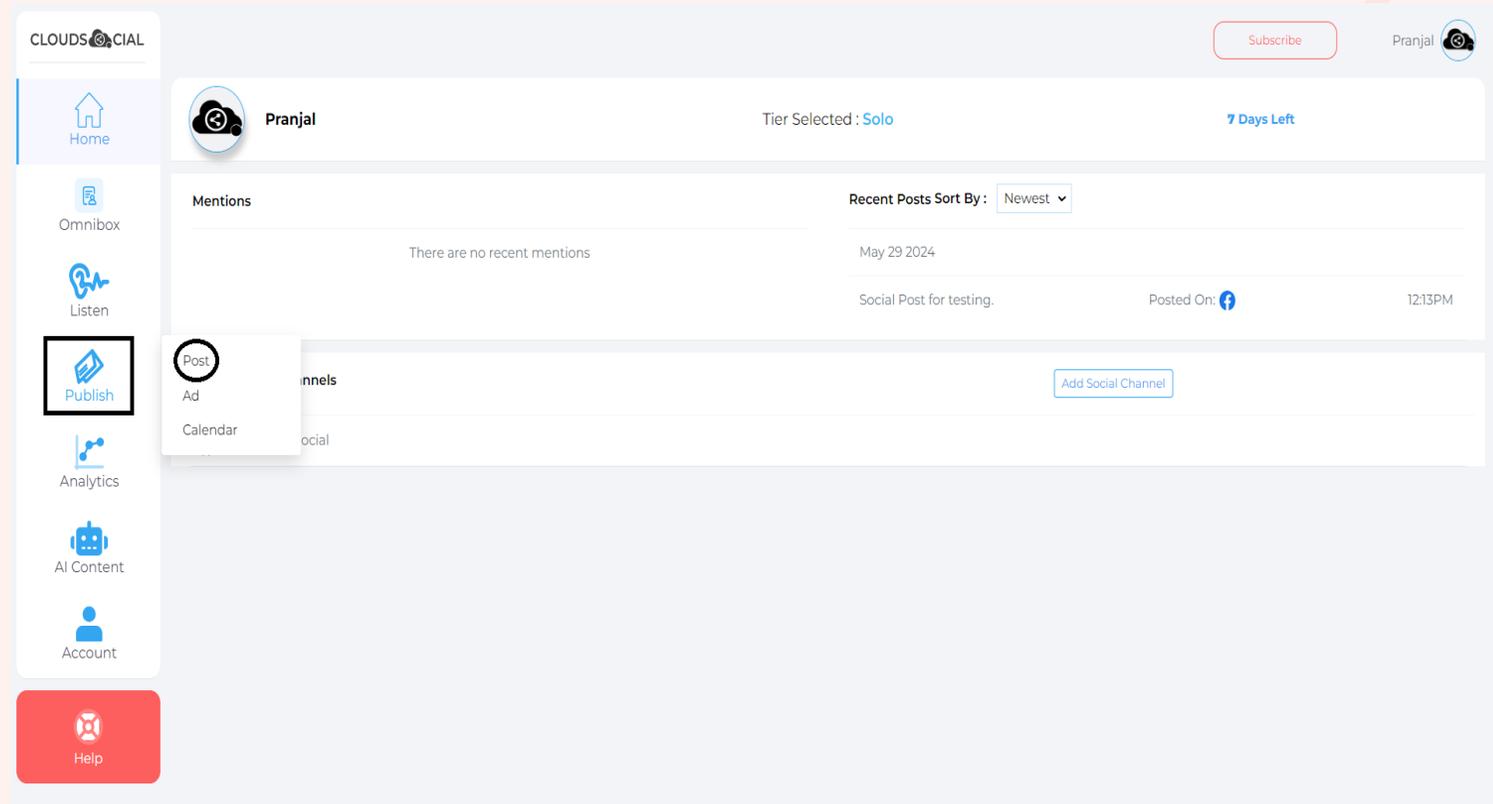


PUBLISH GUIDE

Welcome to CloudSocial! How a user can create content on CloudSocial and can Publish, Target and Schedule the post for Social Channel.

Click on Publish Section from the Dashboard:-

From the menu's available in Publish, select 'Post'.

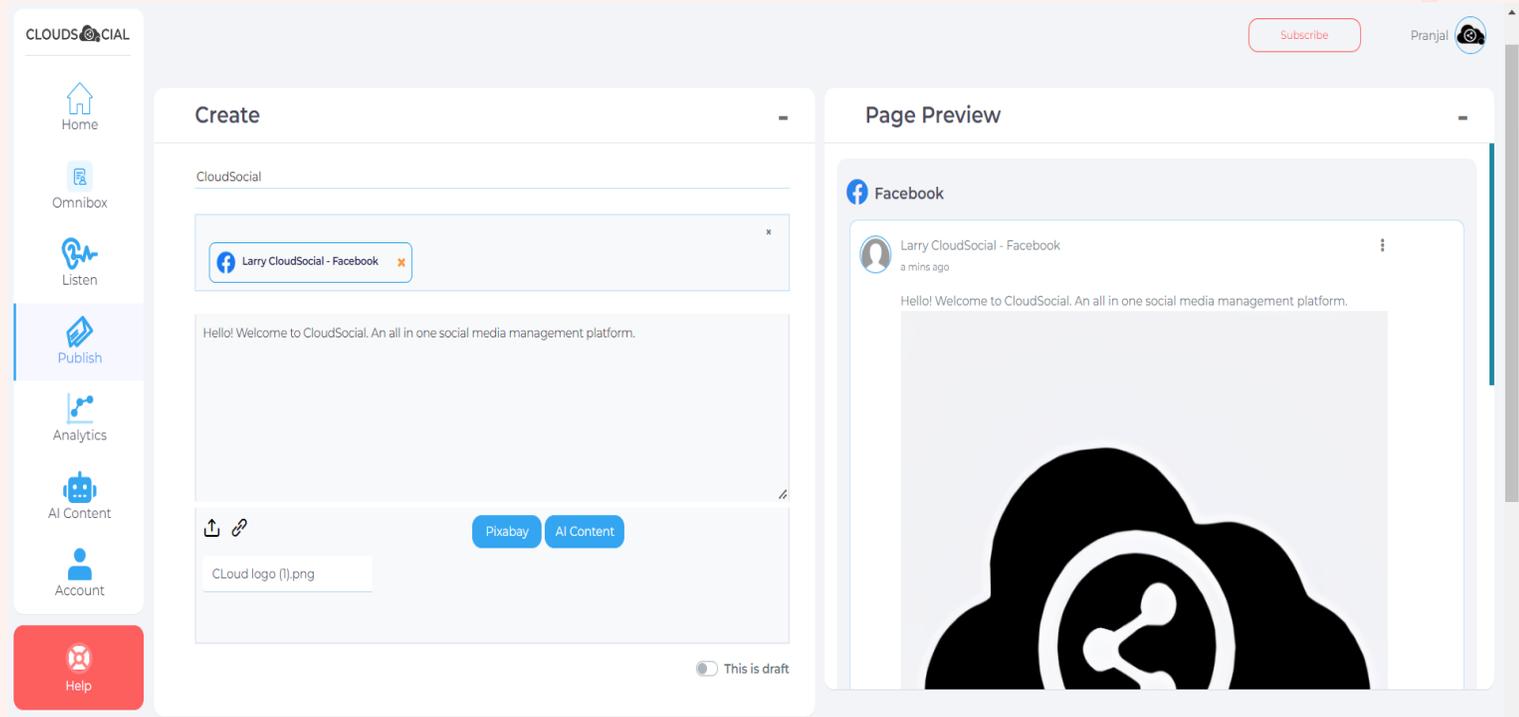


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Step 1a: Post Creation

Fill all the details in the required fields.

- Enter the Campaign Name.
- Select the Social Media account to Publish.
- Enter the caption/description of your post.
- Add Image or Video.





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Step 1b: Target Audience

You can target your audience of Facebook and YouTube. You can target your post by:

- By Audience location.
- By Audience age.

The screenshot displays the 'CLOUDS SOCIAL' interface for publishing content. The user's name 'Pranjal' and a 'Subscribe' button are visible in the top right. A 'This is draft' toggle is present. The interface is divided into two main sections: 'Target' and 'Schedule'.

Target Section:

- Tags (For YouTube):** A text input field with the placeholder 'Type in your Tags'.
- Privacy status for Youtube:** Radio buttons for Public, Private, and Unlisted.
- Audience on Facebook:** Radio buttons for Public and Restricted. An 'Age' dropdown menu is set to 'Select value'.
- Locations:** A text input field.

Schedule Section:

- Action:** Radio buttons for Publish Now and Publish Later.
- Recurrence:** A dropdown menu set to 'Select'.
- Recurrence Date Range:** Two date input fields separated by 'to'.
- Time Zone Changes:** Radio buttons for Yes and No.
- Select Date:** A date input field.
- Time:** A time input field.
- Time Zone:** A dropdown menu set to 'Select'.

A sidebar on the left contains navigation icons for Home, Omnibox, Listen, Publish (highlighted), Analytics, AI Content, Account, and Help.

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Step 1c: Schedule Post

User can schedule post for upcoming dates by Publish Later.

Publish later:-

- Select the Recurrence type.
- Select Recurrence date range.
- Select Date.
- Select the specific Time Zone.
- Select Time.

The screenshot displays the 'Schedule' interface for a post on Clouds Social. The sidebar on the left contains navigation icons for Home, Omnibox, Listen, Publish, Analytics, AI Content, and Account. The main content area is divided into sections for privacy and audience settings, and a 'Schedule' section. The 'Schedule' section includes options for 'Action' (Publish Now or Publish Later), 'Recurrence' type, 'Recurrence Date Range', 'Time Zone Changes', 'Select Date', 'Time', and 'Time Zone'. At the bottom, there are 'Publish' and 'Save as Draft' buttons.

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Step 1d: Publish Post

Once the content is created simply Tap the 'Publish' button to post on the assigned social media channel.

The screenshot displays the CloudsSocial interface for publishing a post. The sidebar on the left contains navigation icons for Home, Omnibox, Listen, Publish, Analytics, AI Content, and Account. The main content area is divided into sections for privacy and audience settings, and a scheduling section. The 'Publish' button is highlighted with a red box.

Privacy and Audience Settings:

- Privacy status for Youtube: Public Private Unlisted
- Audience on Facebook: Public Restricted
- Age: Select value
- Locations: Locations

Schedule Section:

- Action: Publish Now Publish Later
- Recurrence: Select
- Recurrence Date Range: [] to []
- Time Zone Changes: Yes No
- Select Date: []
- Time: []
- Time Zone: Select

Only For YouTube:

1. Title: YouTube supports only 100 characters except < and >
2. Description: YouTube supports up to 5000 characters except < and >
3. As per [privacy setting](#), you must choose whether the uploaded video will be public, private or unlisted

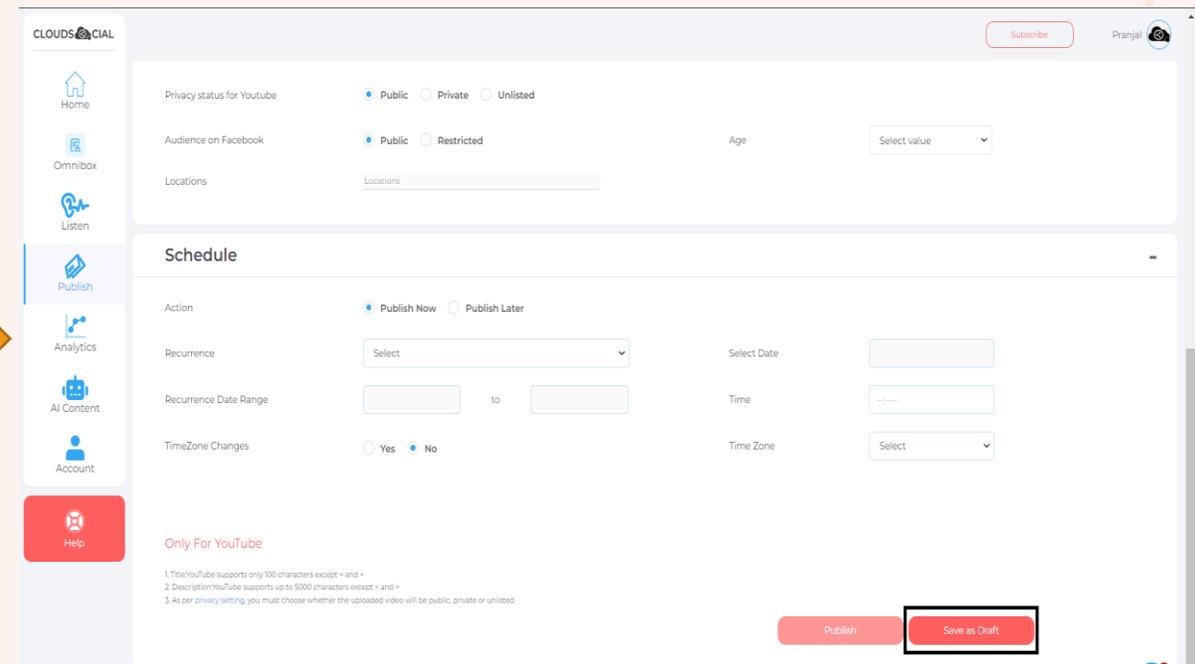
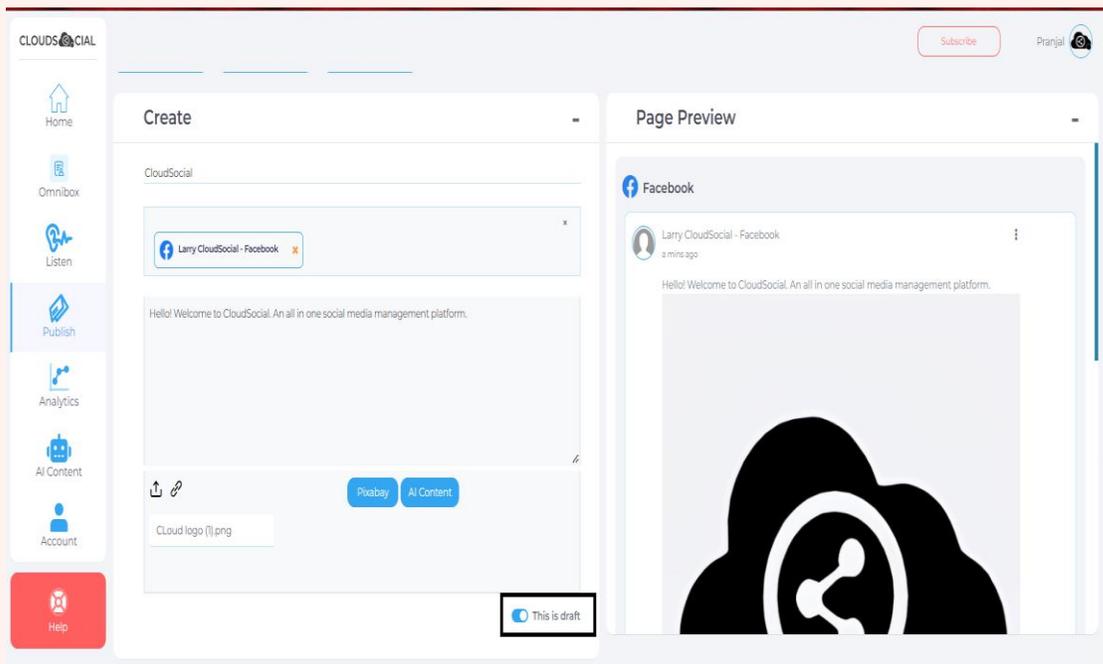
Buttons: Publish (highlighted), Save as Draft

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Step 1e: Save as draft.

Once user done creating the content they can also save it as a draft.

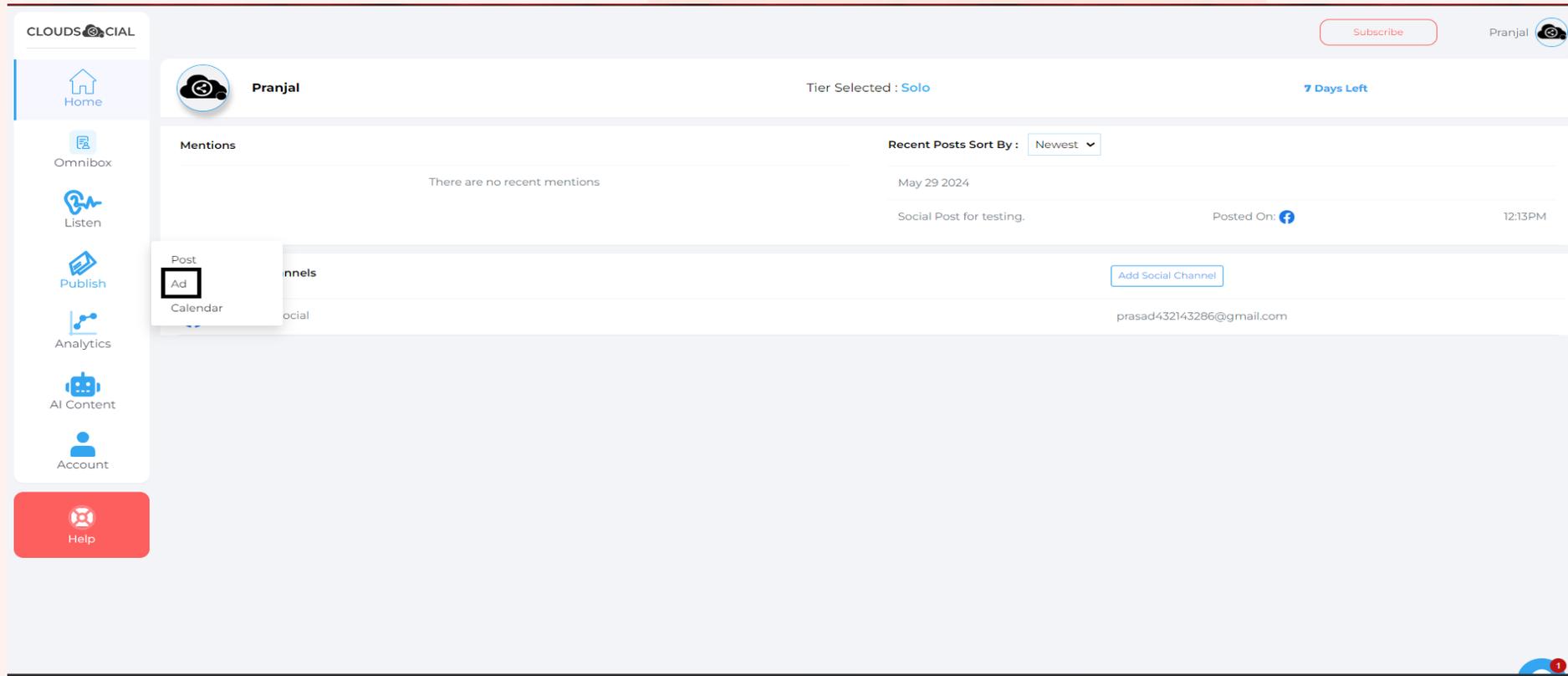
- Click on the toggle 'This is draft'.
- Click on Save as Draft.



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Step 2: Ads Creation

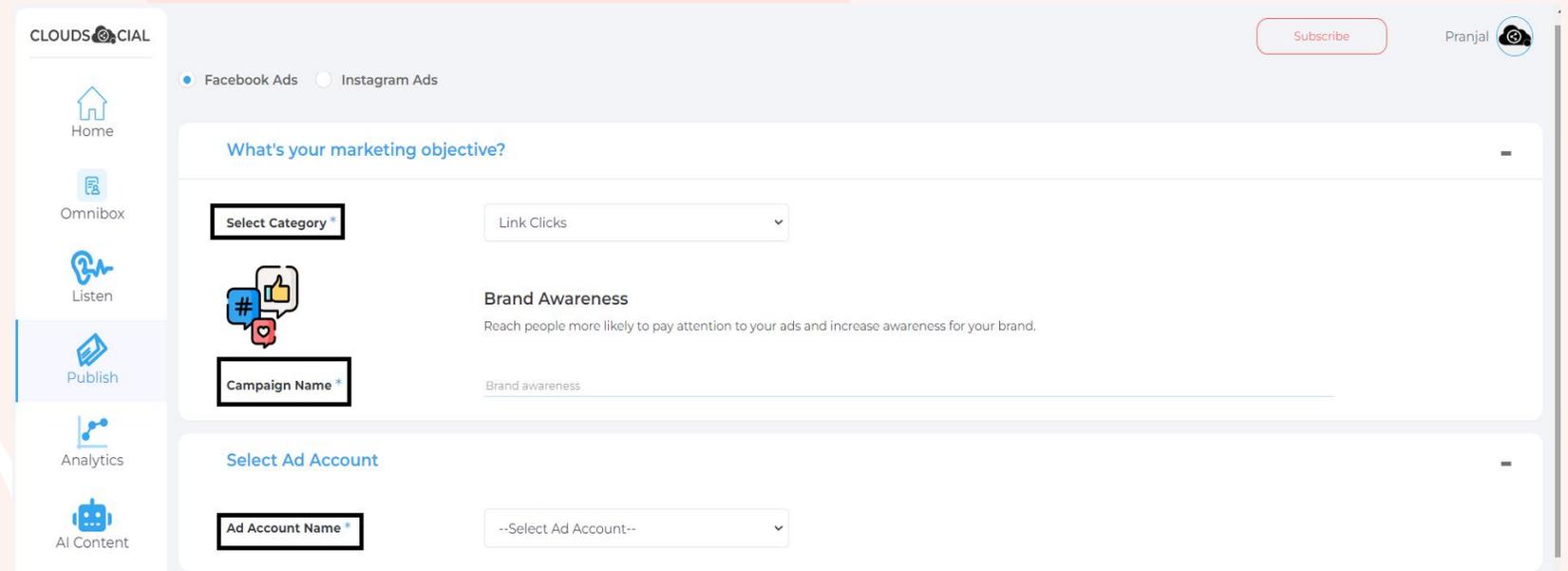
You can tap on 'Publish' then on Ad. User can create Facebook ads and Instagram ads by filling the required fields.



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Step 2a: Ads Creation

1. Select Category
2. Add campaign name
3. Select account nam.



The screenshot shows the 'Publish' section of the Clouds Social dashboard. The interface is for creating a Facebook Ad. The 'Publish' menu item is highlighted in the left sidebar. The main content area is titled 'What's your marketing objective?' and includes a 'Select Category' dropdown menu (highlighted with a red box) set to 'Link Clicks'. Below this is a 'Brand Awareness' section with a description: 'Reach people more likely to pay attention to your ads and increase awareness for your brand.' A 'Campaign Name' input field (highlighted with a red box) contains the text 'Brand awareness'. The next section is 'Select Ad Account', featuring an 'Ad Account Name' input field (highlighted with a red box) and a dropdown menu set to '--Select Ad Account--'. The top navigation bar includes the 'CLOUDS SOCIAL' logo, a 'Subscribe' button, and the user's name 'Pranjal' with a profile icon. The left sidebar contains icons for Home, Omnibox, Listen, Publish, Analytics, and AI Content.

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Step 2b: Target Audience

User can target their audience by:

- By Location
- By Gender
- By Language
- By Age

The screenshot shows the 'Audience' targeting section of the CloudSocial interface. The interface is divided into several sections:

- Campaign Name:** Brand awareness
- Select Ad Account:** --Select Ad Account--
- Audience:** User a saved Audience (highlighted with a black box)
- Location:** Select country
- Gender:** All Men Women
- Languages:** (empty field)
- Age:** 15+ (dropdown) 65+ (dropdown)
- Budget:** Daily budget (dropdown)
- Start Date:** 20 Jan 2020 (calendar icon)
- End Date:** 20 Jan 2020 (calendar icon)

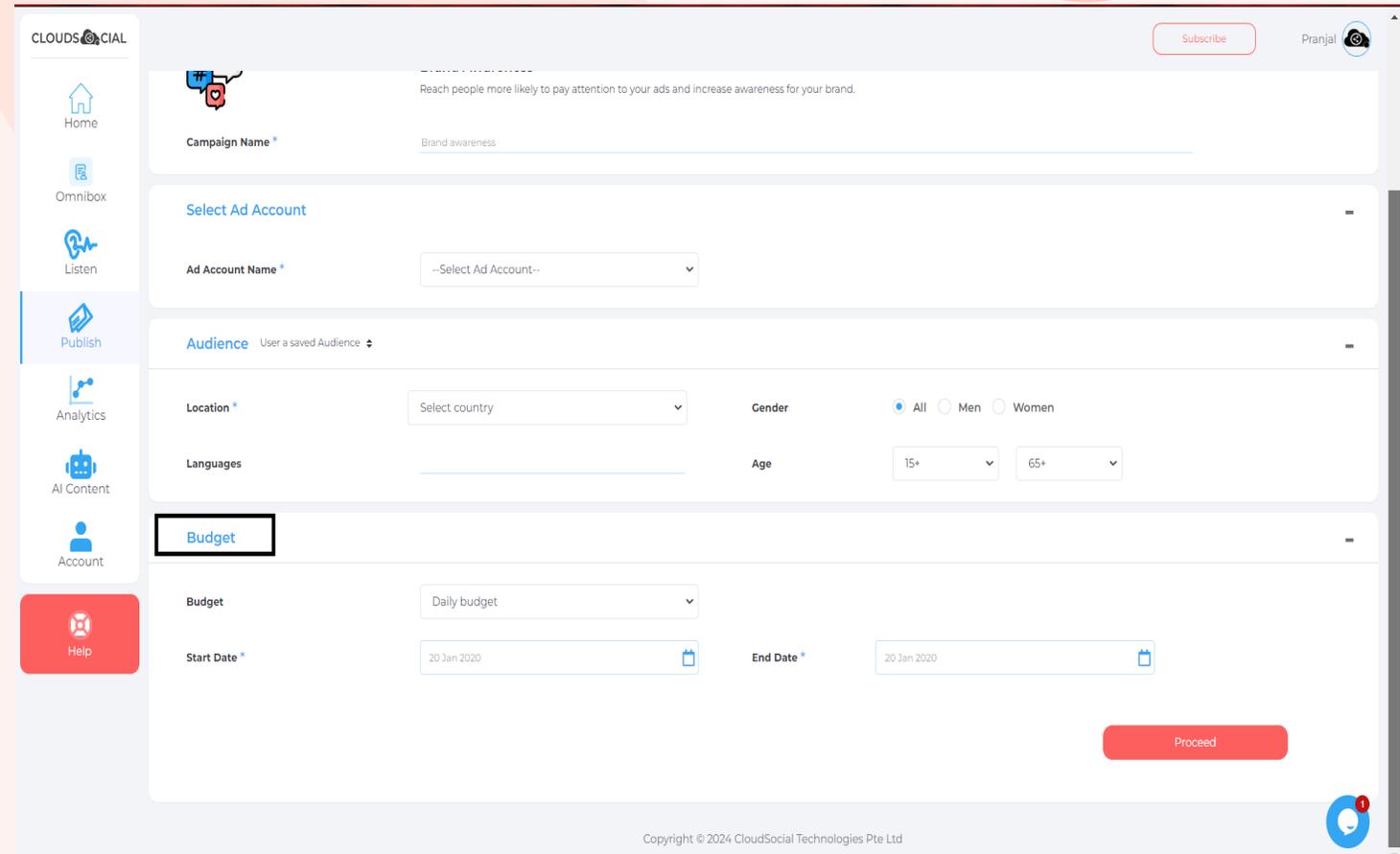
A red 'Proceed' button is located at the bottom right of the form. The footer contains the text 'Copyright © 2024 CloudSocial Technologies Pte Ltd' and a chat icon.

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Step 2c: Set Budget

User can set budget on the basis of:

- Daily or Lifetime Budget
- Select the date range of the Budget



The screenshot displays the CloudSocial campaign setup interface. The left sidebar contains navigation icons for Home, Omnibox, Listen, Publish (highlighted), Analytics, AI Content, Account, and Help. The main content area shows the following sections:

- Campaign Name ***: Brand awareness
- Select Ad Account**: --Select Ad Account--
- Audience**: User a saved Audience
- Location ***: Select country
- Gender**: All Men Women
- Languages**: (empty field)
- Age**: 15+ (dropdown) 65+ (dropdown)
- Budget** (highlighted):
 - Budget**: Daily budget (dropdown)
 - Start Date ***: 20 Jan 2020 (calendar icon)
 - End Date ***: 20 Jan 2020 (calendar icon)

A red "Proceed" button is located at the bottom right of the form. The footer contains the copyright notice: Copyright © 2024 CloudSocial Technologies Pte Ltd.

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Step 2d: Creation of Ad

Once the Ad is created, user can tap the 'Proceed' button. A link will be generated which will redirect the user to Meta where user can make the transaction for their budget which is defined for an Ad.

The screenshot displays the 'Publish' step of the ad creation process in the CloudSocial app. The interface is organized into several sections:

- Header:** 'CLOUDSOCIAL' logo on the left, a 'Subscribe' button, and the user's name 'Pranjal' with a profile icon on the right.
- Left Sidebar:** A vertical menu with icons for Home, Omnibox, Listen, Publish (highlighted), Analytics, AI Content, and Account. A red 'Help' button is located at the bottom of the sidebar.
- Main Content Area:**
 - Campaign Name:** A text input field containing 'Brand awareness'.
 - Select Ad Account:** A section with a dropdown menu for 'Ad Account Name' currently showing '--Select Ad Account--'.
 - Audience:** A section with options for 'Location' (a dropdown for 'Select country'), 'Gender' (radio buttons for 'All', 'Men', 'Women'), and 'Age' (dropdowns for '15+' and '65+').
 - Budget:** A section with a dropdown for 'Budget' (set to 'Daily budget'), a 'Start Date' field (set to '20 Jan 2020'), and an 'End Date' field (set to '20 Jan 2020').
- Bottom:** A red 'Proceed' button is highlighted with a black border. A chat icon with a notification badge is in the bottom right corner.

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