

Facebook Publishing has Changed: Here's What You Need to Know



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Have you noticed that the fall 2019 Facebook updates affected your ability to schedule posts directly from a Business Page timeline? Since the change, your page options for post-management have changed, removing your ability to schedule posts. This article will explore the value of using Facebook's

Publishing Tools, particularly Creator Studio, to schedule future posts, utilize the Content Library, and reference Insights for post-management.

Publishing Tools Overview

Though the Publishing Tools tab has been around for a while, it may not be an area you are familiar with. Previously, posting directly from your Business Page timeline

offered all the functionality required for routine page maintenance. Because Publishing Tools may not be as familiar to most, this article provides a quick overview of this tool and how it can help you to better manage your Facebook page.

The Posts section, which you can find in the vertical menu on the left, offers insights on published posts, scheduled posts, posts in draft form, and posts with an expiration date.

You can click the blue button "+ Create" (located in the top right corner) for a pop-up window to create a post, upload a video, go live, create an event or offer, or post a job. The biggest difference between using this create button vs. creating a post directly from your timeline is the ability to schedule the post for the future.

Through this Publishing Tools section on Facebook, you can also review or upload videos, job postings, or ads you may have created.

Note: As some of this information is very technical, it might be beneficial to open your Facebook page and follow along with the article. The following information is also based on a nonprofit page template setting. If your page is set to any other template, you may see additional options not explained here.

The Tools section, which is also in the vertical menu on the left, is an area that is beneficial for social media management. There, you will see Creator Studio and Sound Collection.

Creator Studio

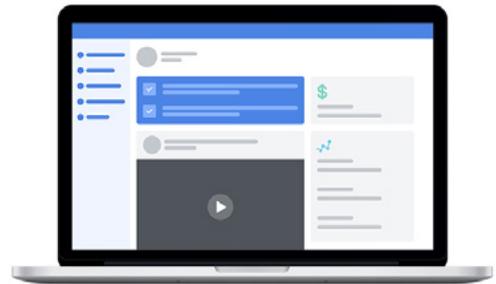
Welcome to Creator Studio

Find your favorite features from Publishing Tools (and much more) on one easy to use surface.

- Manage and filter uploads from any Page in your new content library
- Get insights on your content and your audience
- Upload multiple videos at the same time

Get Started

Your audience will thank you.



Creator Studio

Anyone with the appropriate role level that manages a Facebook Page is eligible to use Creator Studio. Before the updates last fall, it wasn't as necessary to access, so you may not be familiar with it. To access Creator Studio from a computer, use this link: <https://business.facebook.com/creatorstudio/>

When you first open Creator Studio, you will select which page you want to manage (if you manage multiple pages). Provided on the Creator Studio home screen for Facebook is a dashboard with a quick post option, an overview of all posts from the past seven days, quick insights, and a small section that shows scheduled posts, drafts, or soon-expiring posts. Along the left side of the Home screen, you will find the options you can utilize in Creator Studio: Home, Content Library, Insights, Inbox, Sound Collection, and Pages.

If you manage an Instagram account, you may connect it here and manage it from the Instagram home screen. You can switch over to the Instagram dashboard by clicking the Instagram social icon on the top header. You will notice this Instagram home screen is focused on a content library of posts. The Instagram studio capabilities are much smaller than the Facebook studio, but

they still offer the ability to manage posts, explore insights, and check messages.

Content Library

Content Library shows all your page's posts. You can view overall posts or you can click on an individual post to see the post's performance details. You can sort these posts by content type, status, date range, and other filters. You can also preview future posts on your timeline to see how they look to the public after they have been posted. The Create Post button is stationary in the top right to create a new post, upload a video, go live, or even create one post to publish on multiple pages at one time.

Insights

Here is where you can find media reporting numbers. You can collect information about your audience and better understand your viewers by learning their age, gender, and how often they are viewing your page.



Insights divides into Performance, Loyalty, Audience, and Retention.

- Performance is a breakdown of your video insights.
- Loyalty is a view of your community – the number of new followers, viewers, and views of your page.
- Audience is where you can view the demographics of the people following your page.

- Retention shows how long people are watching your videos. The more people who watch your videos, the more likely Facebook will recommend your content.

Other functionalities included in Creator Studio are Inbox, Sound Collection, and Pages. Inbox shows Messenger messages. Sound Collection includes a collection of original tracks and sound effects you can use on Facebook and Instagram. Lastly, Pages allows you to change the page views of the pages you are managing.

Note: If you notice that you are missing or have limited access to some sections in Creator Studio, it's likely because the Facebook page you manage is not eligible or you haven't yet signed up for certain features.

Creator studio flew under the radar for a while, but once scheduling posts from a Business Page timeline moved into this area only, it became necessary to utilize. The SMP and SHIP Centers schedule posts in advance as a best practice, and because of this, we have found it necessary to utilize Creator Studio. Creator Studio has been found to be beneficial in the other areas covered in this article. Overall, Creator Studio offers a lot of functionality to manage your page, from creating posts to analyzing data, and we encourage you to explore it to see if it can offer additional benefits to your Facebook Page management.✍