



AirSocial

AirSocial is ACME Creative Agency's publishing hub — send content from one place to multiple social platforms and internal channels without logging into each one separately.

Key Features

- **Multi-platform publishing:** Push content to YouTube, Facebook, Instagram, LinkedIn, TikTok, and Pinterest from a single workflow
- **Internal cross-posting:** Repurpose content directly to your AirBlog, AirMail campaigns, and AirGallery — no copy-pasting required
- **Connected Destinations:** See all your linked accounts in one place, with live health status so you know which connections are active
- **Publish Queue:** Every post is queued and dispatched in the background, so you can schedule and move on without waiting
- **Approval Workflow:** For platforms that require a review step before going live, posts pause for sign-off before publishing
- **Auto-publish Rules** (*coming soon*): Set rules so that new stories, assets, or products automatically flow to the right destinations

How to Use

1. **Open AirSocial** from the sidebar — you'll land on the **Destinations** tab, which lists all platforms ACME Creative Agency has connected
2. **Connect a destination** by selecting a platform and following the authorisation steps (OAuth for external platforms like Meta or LinkedIn; instant for internal ones like AirBlog)
3. **Publish content** by selecting the source material — a story from the DAM, an AirBlog post, or a shop product — then choosing one or more destinations and clicking **Publish**
4. **Monitor the Queue** tab to see pending, in-progress, and completed posts for your account
5. **Review approvals** in the **Approvals** tab if a destination requires sign-off before the post goes live — approve or reject from here without leaving the platform

Destinations at a Glance

Channel	What you can publish
Facebook / Instagram	Stories, assets, blog posts, products
LinkedIn	Blog posts, stories, products
YouTube	Video assets, products
TikTok	Video assets, products
Pinterest	Stories, assets, products, gallery collections
AirBlog	Stories, assets, products
AirMail	Creates a draft campaign — you send it manually
AirGallery	Stories, assets, products (<i>Phase 1</i>)

Tips

- If a destination shows a warning icon on the Destinations tab, the connection needs re-authorising — click it to refresh the token before your next publish
- AirMail posts are always created as **drafts** — AirSocial will never send an email campaign automatically; you review and send it yourself from the AirMail screen
- Use the Queue tab to confirm a post went through before publishing again — duplicate protection is built in, but the queue gives you the clearest picture