

02

Creating and Scheduling Posts

Odoo 19 Enterprise • Social Marketing

Create posts for one or multiple social channels simultaneously.

1 Create a post

Social Marketing → New Post

Click New Post. Select one or more channels. Write the post content – the character counter shows remaining characters for each platform. Add an image or video. Set the publish date: Publish Now sends immediately, Schedule sets a future date and time. Click Post or Schedule to confirm.

Platform differences – Each platform has different optimal post lengths and formats. LinkedIn posts perform better with longer professional content. Facebook suits images and videos. Twitter/X requires brevity. Use the platform-specific preview in the post editor to check how the content will look on each network.