

# Getting the most from your ContentCal trial...

10 steps to ContentCal expertise

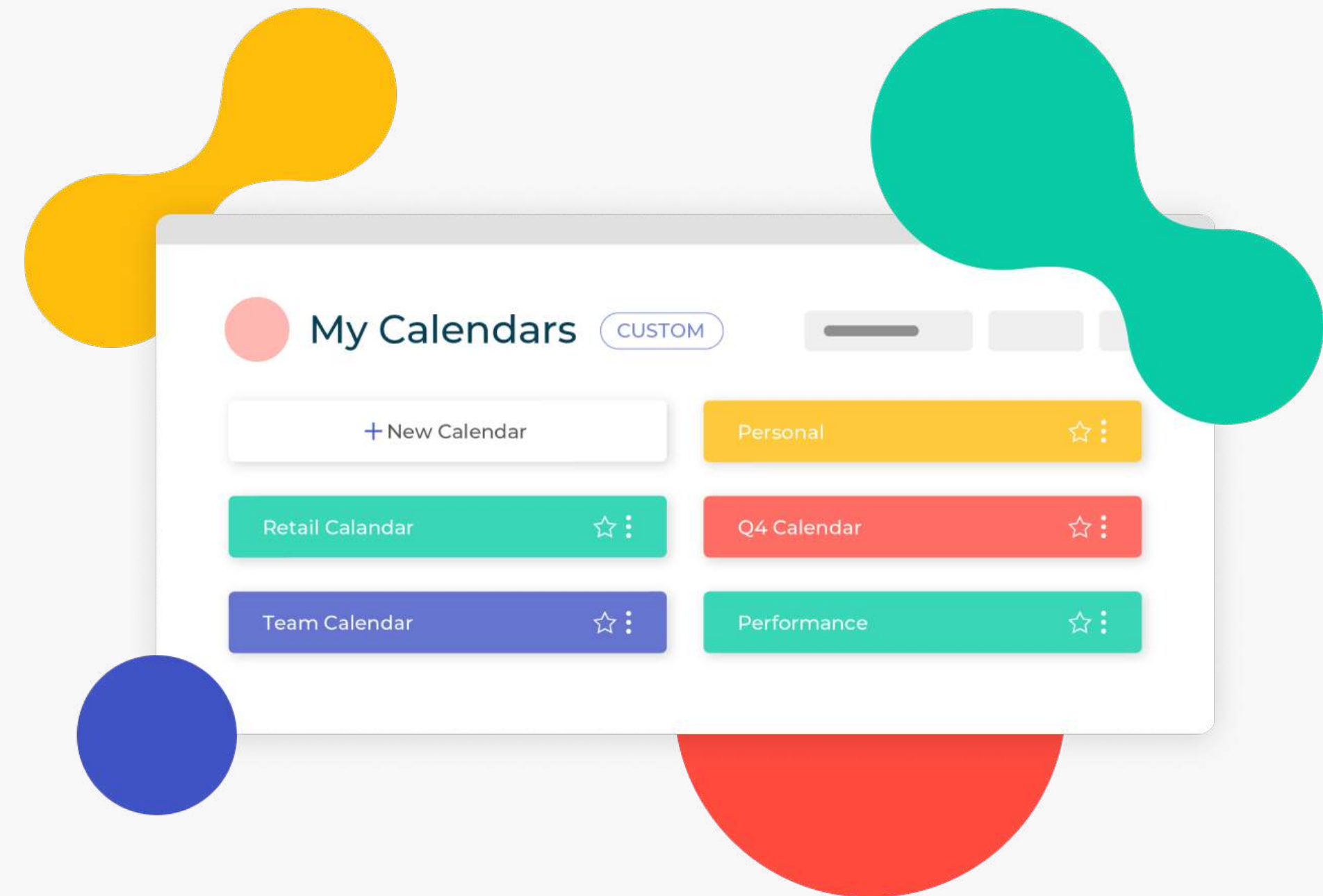






## Step 1: Create a calendar

After creating your account it's time to add your first calendar. Click the '+ New Calendar' button on the home screen to get started. We recommend naming this calendar after your business or client to keep things simple.



## Step 2: Create a post

Enter your newly created calendar to find the Publish area. Click anywhere on your empty calendar to start creating a post. Within the new post modal, choose your channels, add your post copy, and attach any media. When you're ready, click 'Add post' and it will save to your calendar as a draft.

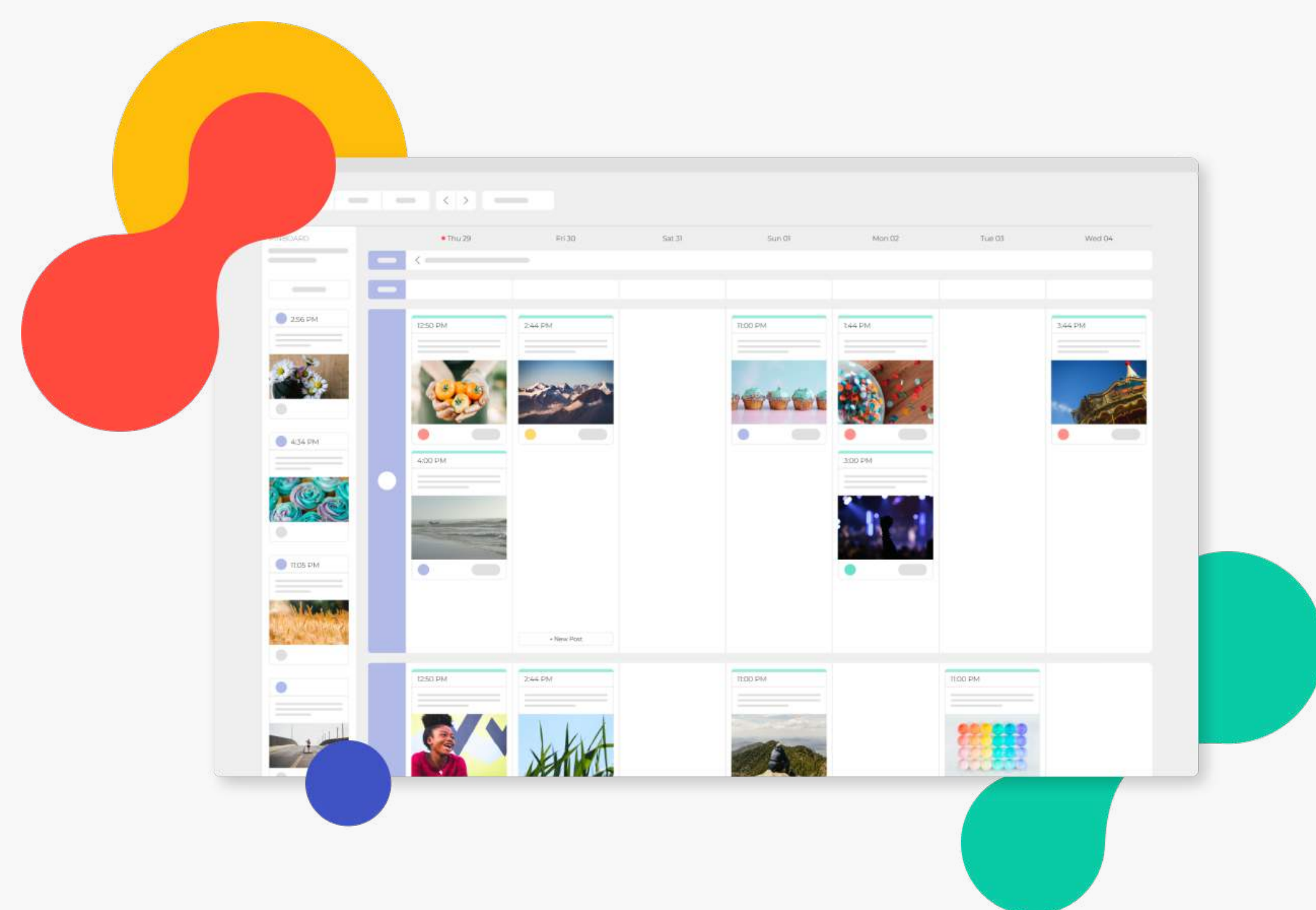
### Recommended Resources:

[The post modal explained](#), [Your key dates Calendar for 2021](#), [46 social media post suggestions](#), [Our guide to posting and approving content](#)



## Step 3: Connect your channels

Connect ContentCal to your social media channels to publish your content. Head to 'Setup' in the top right corner of the 'Publish' area to get connecting.



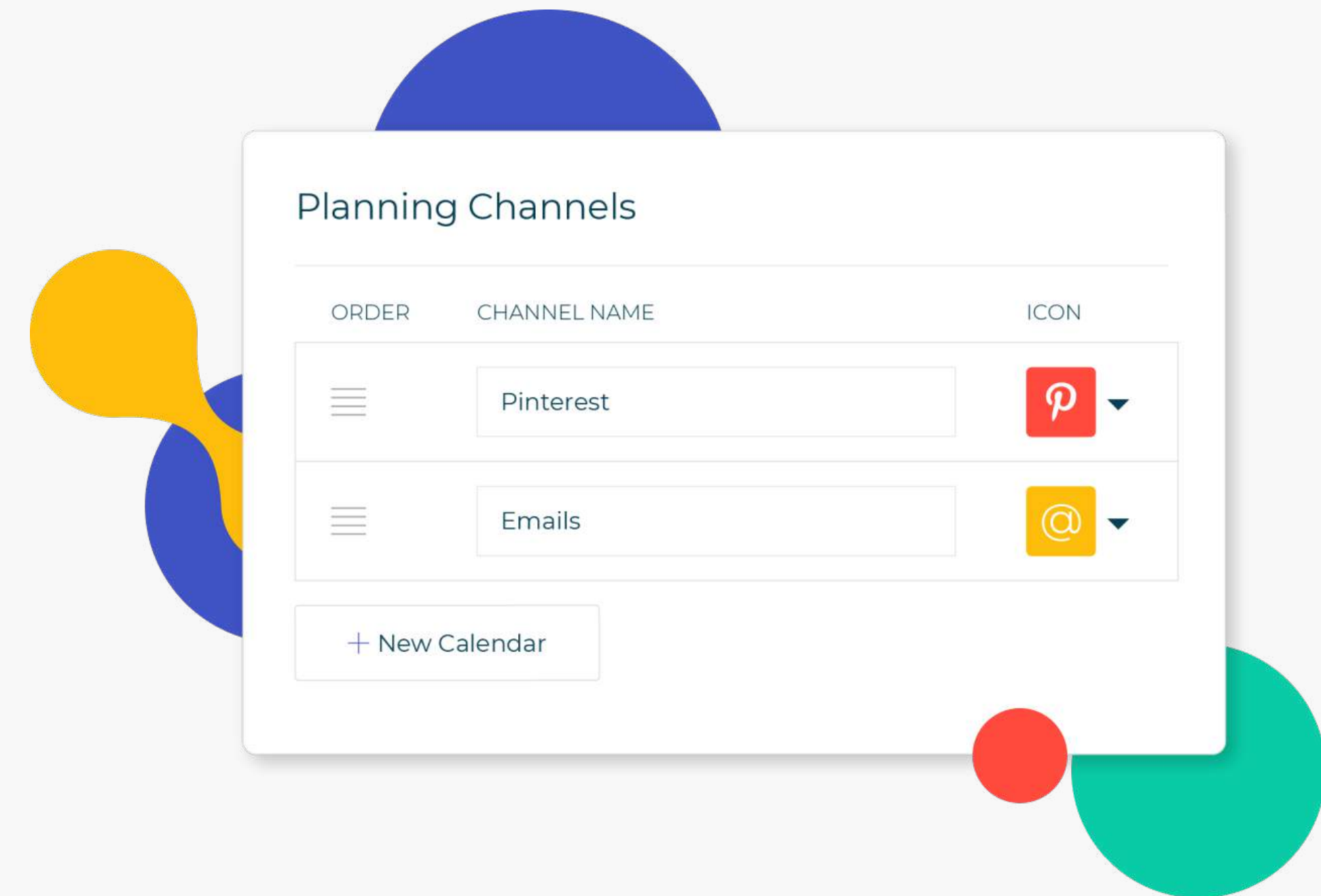
Recommended Resources:  
[Managing connections](#)





## Step 4: Create your planning channels

ContentCal isn't just for social media! Add planning channels to your calendar to create all your content for anything from emails, press releases and blogs, right through to events and webinars. Planning channels are added in the 'Setup' area. [Ask for a demo](#) of our Articles feature, to discover how you can use planning channels to create and plan your long-form content too.



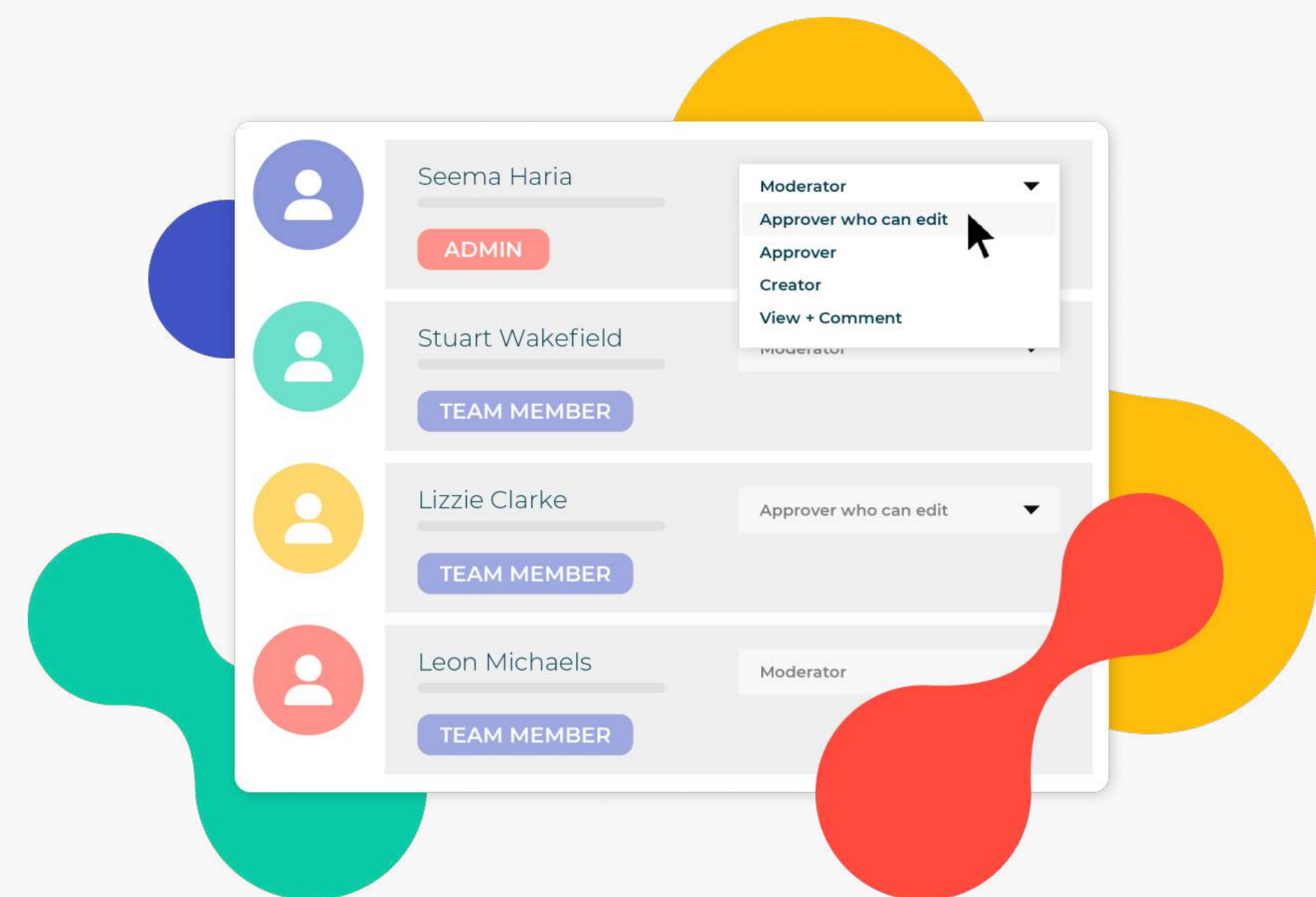
### Recommended Resources:

[Planning Channels explained](#), [How Custom Planning Channels turn your Calendar into a complete marketing hub](#), [Articles explained](#), [Your guide to creating long-form content with a team](#)



## Step 5: Add users

On the home screen, you'll see the option to 'Invite and Manage People'. This is how you invite your team and clients to join you in ContentCal and grant them access to calendars. Once the invitations have been accepted, you can set up approval workflows in the 'Members + Approvals' area within your individual calendars and assign user permissions such as Creator, Moderator, or Approver.



### Recommended Resources:

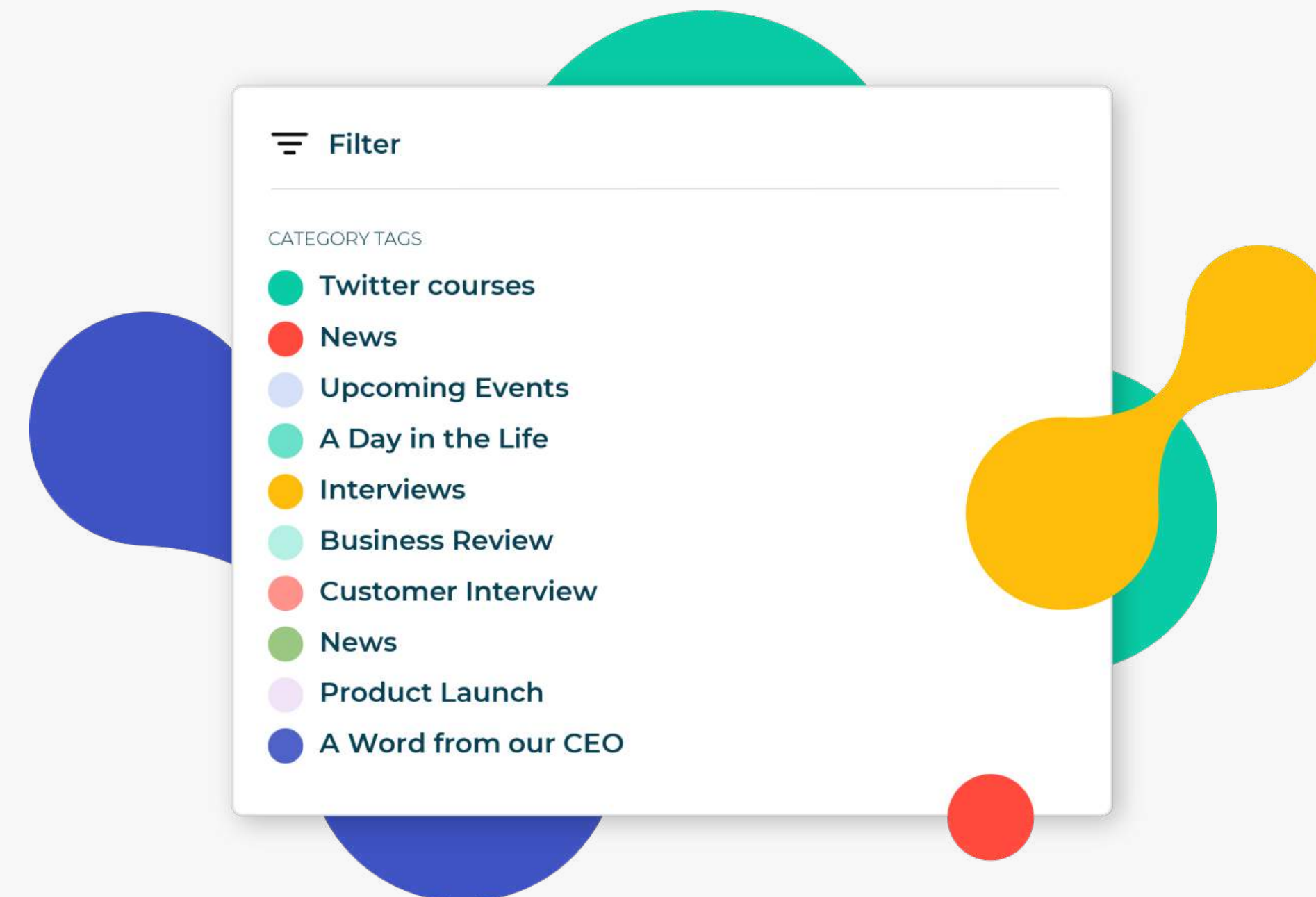
[How to set up an Approval Workflow](#), [How to add users](#), [The ultimate guide to teamwork in ContentCal](#)





## Step 6: Complete your setup

There are many more planning features available to make content creation and organization quick and easy. Head to the 'Setup' area and create category tags, snippets, saved hashtags, and preset publish times.



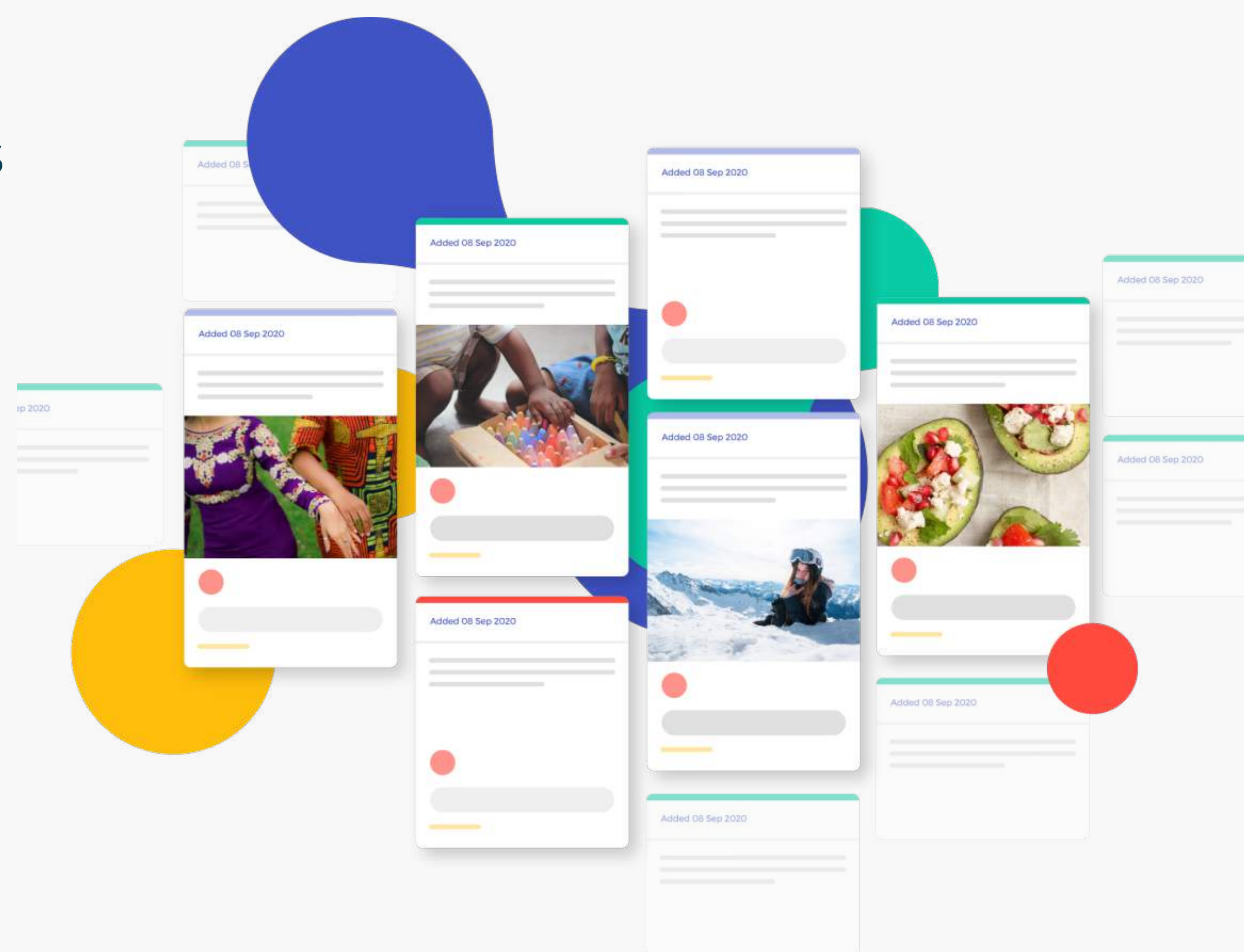
### Recommended Resources:

[All about Snippets](#), [Five neat ways to use Category Tags](#), [The best times to post on social media in 2021](#), [Strategic publishing with Preset Times](#), [Quicker content creation with Snippets](#)



## Step 7: Add ideas to the content hub

The content hub is your #1 place for collating content inspiration, ideas, drafts, and templates. You can add posts to your content hub without the pressure of having to choose a channel or publish date for your content.



### Recommended Resources:

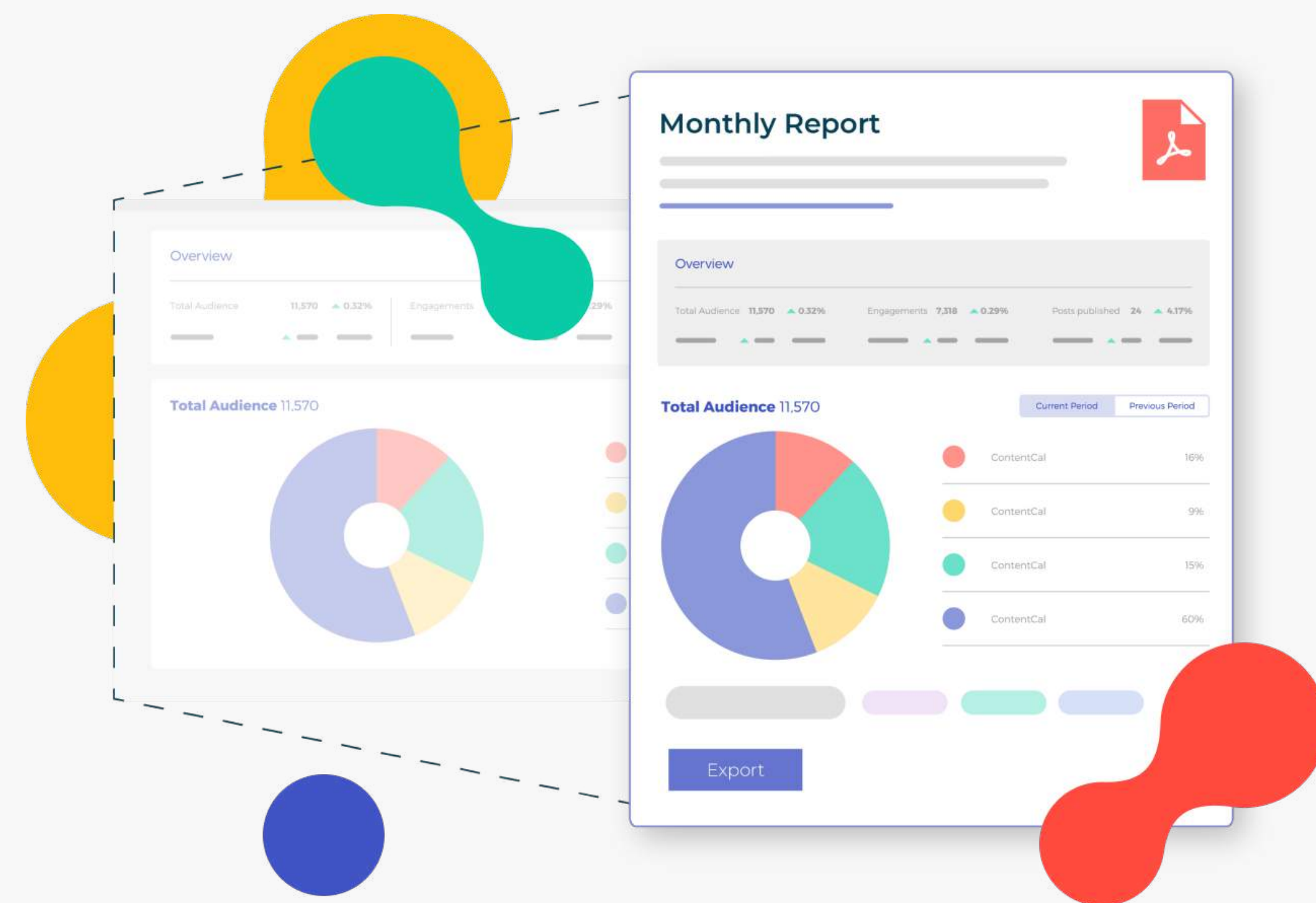
[All about the Content Hub](#), [How to speed up content curation with the Content Hub](#), [How to use the Content Hub](#)





## Step 8: Check out your analytics

After publishing your first week or month's worth of content, you'll start to see your ContentCal analytics filling with fascinating data. Select the Analytics tab for visual charts and graphs that illustrate your content performance. Hungry for more data? [Ask for a demo](#) of our **Advanced Analytics** offering.



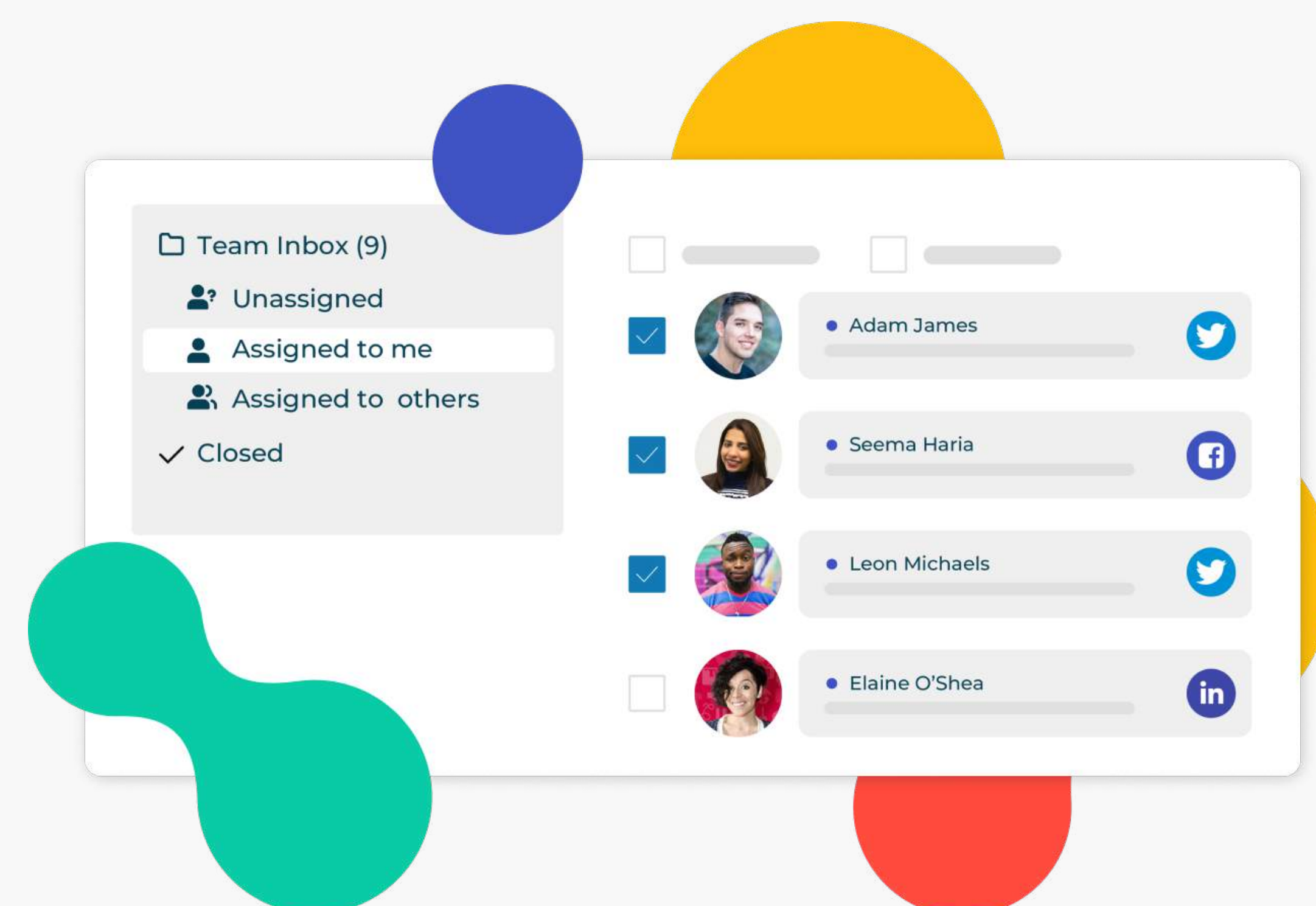
### Recommended Resources:

[Analytics explained](#), [Advanced Analytics explained](#), [Advanced Analytics walkthrough](#), [How to use ContentCal Analytics \(basic analytics\)](#)



## Step 9: Discover Engage

Sadly our community management feature, Engage, isn't available on the free trial, but it is available as an add-on to some of our plans. Engage is a sure-fire way to perfect your community management processes and make your social media conversations much easier to manage. [Book a demo](#) to see everything Engage has to offer.



### Recommended Resources:

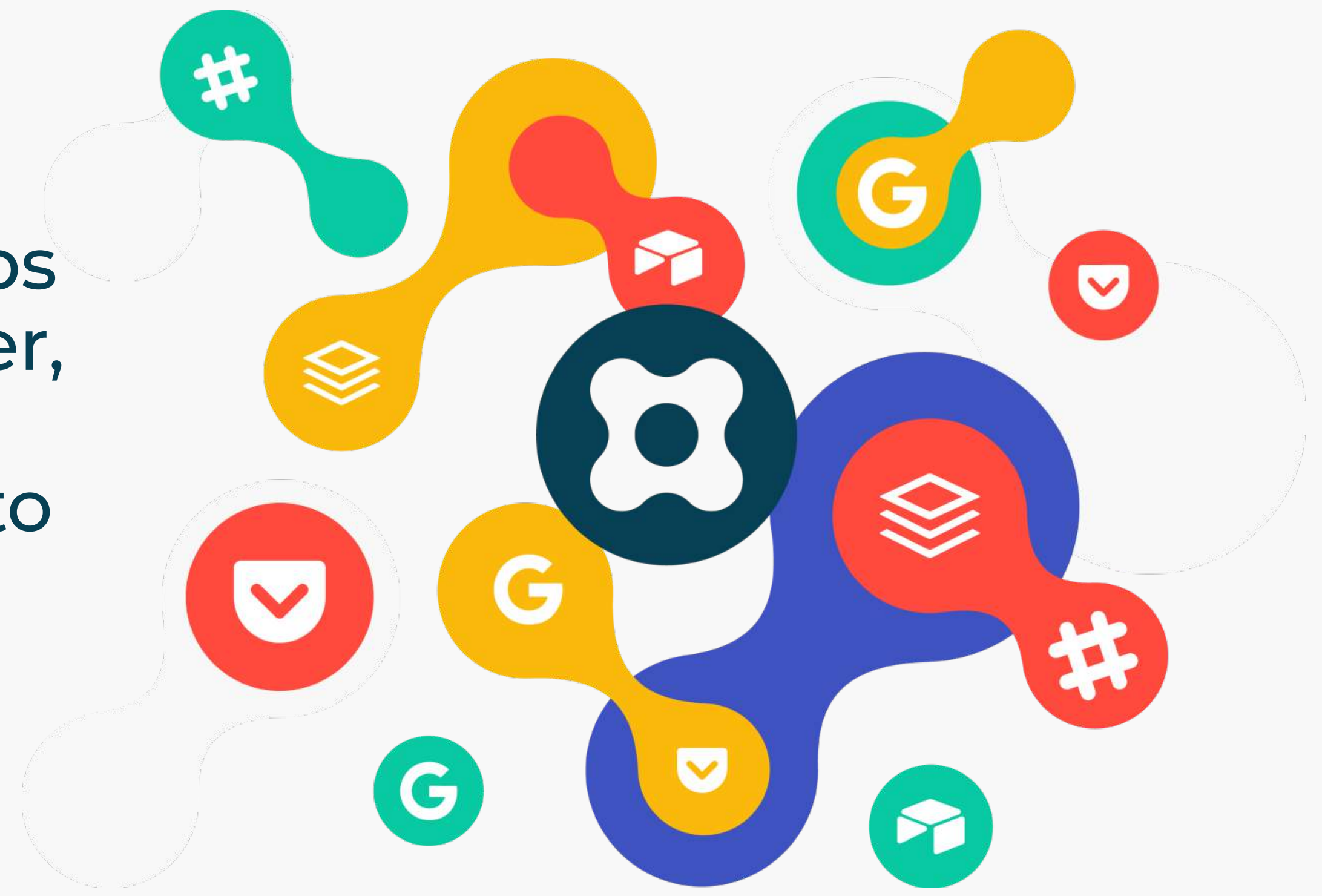
[What is Engage](#), [How to use Engage](#), [Engage walkthrough](#), [Best practice for managing an online community](#)





## Step 10: Set up integrations

ContentCal integrations allow you to connect the platform to all of the apps you already use and love. Using Zapier, there are over 2000 possibilities of integrations available. [Book a demo](#) to discover some of our customer's favorite integrations or see our integrations page [here](#).



### Recommended Resources:

[About integrations](#), [What is Zapier](#), [Getting started with Zapier and Zap templates](#), [Sending content from Trello to ContentCal](#), [Publishing content from ContentCal to Pinterest](#), [Sending content from Slack to ContentCal](#)

## Some additional resources...

[Book a product demo](#)

[Browse our help center](#)

[Book a social media strategy session](#)

[Discover our trial stage FAQs](#)

[Have a read of the ContentCal Blog](#)

[Learn something new with ContentCal Academy](#)

[Join the discussion with our upcoming Events](#)

[Become ContentCal Certified with our diploma courses](#)

