



Publisher Update

NOTE: Effective September 15, 2016, Publish Anywhere will replace Publisher

Throughout 2016, updates to the Publish Anywhere service have delivered an improved feature set beyond what is currently offered in the legacy Publisher. Therefore, effective September 15, the legacy Publisher will be replaced by the Publish Anywhere widget.

What is the difference between Publish Anywhere and the legacy Publisher?

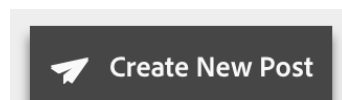
Publish Anywhere includes all the features of the legacy Publisher:

1. Publish posts to multiple networks and properties in a single workflow
2. Target organic posts with network geo and demographic targeting
3. Edit posts for specific networks, such as 140-character limit for Twitter
4. Add post tags for performance tracking
5. Assign a post to a Social Campaign for organizing posts and tracking post link conversion
6. Auto-shorten links in a post

In addition, Publish Anywhere offers full control of the post creation and tracking process that you love in the Publisher, with the convenience of the “Create New Post” tab anywhere in Adobe Social – plus the latest features in social network publishing, including:

1. @tag users in Facebook
2. Publish multiple Twitter photos
3. Publish video to Twitter
4. Publish Dark Posts on Facebook
5. Edit an image with Aviaary Creative Cloud integration
6. Expand to full screen to include multi-network post preview

Start creating your content with Publish Anywhere today. Using it is easy – just select “Create New Post” at the lower right of any Adobe Social screen.



More information is available at:

https://marketing.adobe.com/resources/help/en_US/social/c_pub_anywhere_workflow.html

Watch a short demo video on using Publish Anywhere at: <http://adobe.ly/21kzuzd>

