



Loomly

BRAND SUCCESS PLATFORM

### Calendars

+ Add New Calendar

- All Calendars
- Cat
- Loomly
- Meow
- Paw

### Post Overview

Draft	5
Pending Approval	2
Requires Edits	1
Approved	4
Scheduled	114
Published	588
Passed	135
Failed	7

### On the Radar

< Sun, Apr 25 Today Tue, Apr 27 >

- Published
  - Post: FAQ Inbound Mkg
    - Calendar: Loomly
    - Assigned To: Noemie Clement
- Passed
  - Post: User-Generated Content: The Definitive Guide
    - Calendar: Loomly
    - Assigned To: Everybody

The Post Overview widget on your Dashboard provides an overview of how many posts you have in each state.

### 📅 Calendars

+ Add New Calendar

- 👑 All Calendars
- 🐾 Cat
- 🐾 Loomly
- 🗨️ Meow
- 🐾 Paw

### 📄 Post Overview

- Draft 10
- Pending Approval 2
- Requires Edits 1
- Approved 3
- Scheduled 112
- Published 591
- Passed 134
- Failed 7

Mirana D. commented on **Tax Day (US)** in **Loomly** Perfect! April 14 at 03:21

Mirana D. mentioned you in a comment about **Facebook Marketing: The Definitive Guide [2021]** in **Cat** @Kitty Cat Let me know what you think! March 29 at 04:14

Jenn L. mentioned you in a comment about **18 Marketing Skills Your Team Needs to Build a Successful Brand in**

The Notifications menu works as an inbox, showing all your internal comments left inside Loomly.

1. #HappyWednesday **Inspiration**

Greet your audience with some kind words to kick start the day on the right side of the bed.

✉ Invite Collaborators

📘 See Tutorials

 **User-Generated Content: The Definitive Guide [2021]**  
Brand Success, Digital Marketing Hub

The image shows a dashboard with several widgets. A central white box highlights the 'Quick Links' widget, which contains the following items:

- Invite Collaborators
- See Tutorials
- Listen To The Brand Moat Podcast
- Follow Loomly's Blog
- Subscribe to our newsletter

Other visible widgets include:

- Published:** 591
- Passed:** 134
- Failed:** 7
- Post:** Webinar
- Calendar:** Cat
- Assigned To:** Kitty Cat
- Post Ideas (6):**
  - 1. #WellnessWednesday (Inspiration): Provide tips for staying healthy and active.
  - 2. #HumpDay (Inspiration): It's Wednesday: celebrate the middle of the work week, the weekend is coming.
- Hot On The Loomly Blog:**
  - User-Generated Content: The Definitive Guide [2021] (Brand Success, Digital Marketing Hub)
  - Flexible Work: How to Harness the Power of the Hybrid Workplace

You can invite a collaborator to join a calendar from the Quick Links widget on your Dashboard.

Filter, Document, People icons

- Invite Collaborators
- Notify Collaborators

Date Scheduled	Format	Channels	Copy	Media	Assigned to	
Tue, Apr 27 09:00 PDT	Link	Facebook, Twitter, LinkedIn	Augmented Reality: 8 Ways Your Brand Can Take Advantage of AR Right Now <a href="https://blog.loomly.com/augmented-reality/">https://blog.loomly.com/augmented-reality/</a>	No media	Everybody	Scheduled
Wed, Apr 28 09:00 PDT (x1)	Link	Facebook, Twitter, LinkedIn, Loomly	Welcome to Loomly! We hope you enjoy this webinar! #webinar #flash <a href="https://loom.ly/FO9WNpk">https://loom.ly/FO9WNpk</a> +2 variations		Kitty Cat	Approved Schedule

You can also invite a collaborator to join a calendar from Calendar View or List View.

Fri, Apr 30 09:00 PDT (x1)	Image	Facebook, Twitter, Instagram, LinkedIn	Hi, welcome to Loomly's Base Plan! 🐱 #loomly #webinar		Kitty Cat	Draft Submit for Approval
----------------------------	-------	--	---	---	-----------	------------------------------

← Back

Cat

Options

Social Accounts

**Collaborators**

Roles

Slots

Workflow

Post Ideas

### Invite Collaborators

Email

Role ⓘ

Choose Role:



Send

To invite a collaborator, enter their email address and assign one of our pre-defined roles.

Kitty Cat	loomlytest@loomly.com	Owner		
Mike Milner	mike@loomly.com	Editor		
Jenn L.	jennifer@loomly.com	Editor		

[← Back](#)

## Cat

Options

Social Accounts

Collaborators

**Roles**

Slots

Workflow

Post Ideas

[+ Add Custom Role](#)

Cat

 **Calendar:** Notify Collaborators, Manage Library, Access Interactions, Access Analytics

Assigned to **None**



 **Post:** Create, Update, Change Assignment

**Ad:** Create, Update, Change Assignment

 **Social Accounts:** Manage

 **Post State:** Approve, Schedule, Publish

Custom Roles allows you to create tailor-made sets of permissions for each of your team members.

← Back

Cat

Options

Social Accounts

**Collaborators**

Roles

Slots

Workflow

Post Ideas

Invite Collaborators

You can manage collaborators from the Collaborators tab of Calendar Settings at any time.

Send

Name	Email	Role	Actions
Kitty Cat	loomlytest@loomly.com	Owner	
Mike Milner	mike@loomly.com	Editor	 
Jenn L.	jennifer@loomly.com	Editor	 

## Account Settings

Manage Users

Invite Collaborators

Email

Send

Manage Users

Name

Noemie Clement

Mirana D.

Jenn L.

### Update User



Below you can edit the list of calendars Jenn (jennifer@loomly.com) can access, and their role in each calendar.

Calendar	Role
Purrrr-fect	<input type="text" value="Viewer"/>
Paw	<input type="text" value="Contributor"/>
Meow	<input type="text" value="Editor"/>
Cat	<input type="text" value="Editor"/>

Cancel

Save Changes

Actions



Additionally, you can manage all users in one place with User Management panel, accessible in the Billing tab of Account Settings.

**Custom Workflow** ▼

---

**Assignment Triggers** ⓘ

---

When Entering State      Operation      Assign To

Current Assignment Triggers

When State Becomes	Assign To	Add To/Replace	Actions
You have no current defined workflow assignment triggers.			

**State Guards** ⓘ

---

When Entering State      Require      Users to Act

Current State Guards

State	Require	Users to Act	Override Users	Subsequent States	Actions
You have no current defined workflow state guards.					

We offer three pre-defined Approval Workflows, as well as Custom Workflows to automate your team's approval process with Assignment Triggers and State Guards.

Date Scheduled	Format	Channels	Copy	Media	Assigned to	Status	Actions
Tue, Apr 27 09:00 PDT	Link	  	Augmented Reality: 8 Ways Your Brand Can Take Advantage of AR Right Now <a href="https://blog.loomly.com/augmented-reality/">https://blog.loomly.com/augmented-reality/</a>	No media	Everybody	Scheduled	  
Wed, Apr 28 09:00 PDT (x1)	Link	   	Welcome to Loomly! We hope you enjoy this webinar! #webinar #flash <a href="https://loom.ly/FO9WNpk">https://loom.ly/FO9WNpk</a> +2 variations		Kitty Cat	Approved Schedule	  
Thu, Apr 29	Image	 	Instagram Grid Preview		Mirana D.	Requires Edits	  

In List View, you can update the status of a post, assign it to one or multiple collaborators and leave comments from the "Status" & "Actions" columns.

18:00 PDT			successful brands on the platform, and look at how to implement a winning Facebook marketing strategy for your brand.			Submit for Approval	
-----------	--	--	---	--	--	---------------------	--

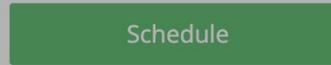






Invite Collaborators

Notify Collaborators

Date Scheduled	Format	Channels	Copy	Media	Assigned to	Status	Actions
Tue, Apr 27 09:00 PDT	Link	  	Augmented Reality: 8 Ways Your Brand Can Take Advantage of AR Right Now <a href="https://blog.loomly.com/augmented-reality/">https://blog.loomly.com/augmented-reality/</a>	No media	Everybody	Scheduled	  
Wed, Apr 28 09:00 PDT (x1)	Link	   	Welcome to Loomly! We hope you enjoy this webinar! #webinar #flash <a href="https://loom.ly/FO9WNpk">https://loom.ly/FO9WNpk</a>  +2 variations		Kitty Cat	Approved	    

From the right-hand side of the navigation bar, you can notify collaborators when work is pending review.

Fri, Apr 30 09:00 PDT (x1)	Image	   	Hi, welcome to Loomly's Base Plan! 🐱 #loomly #webinar		Kitty Cat	Draft	    
----------------------------------	-------	--	---	---	-----------	-------	--

Format	Channels	Copy	Media	Assigned to	Status
Link		Welcome to Loomly! #welcome #loomly #onboarding #webinar #socialmedia #content <a href="https://loom.ly/1FnmZDg">https://loom.ly/1FnmZDg</a> +1 variation		Mirana D., Kitty Cat, Jenn L.	Approved Schedule
Link		Welcome to Loomly! 🍊 #loomly #onboarding #webinar #socialmedia #content <a href="https://loom.ly/a7BNKic">https://loom.ly/a7BNKic</a> +2 variations		Mirana D., Kitty Cat, Jenn L.	Approved Schedule
Link		Social Media Team: How to Build an All-Star Crew Around Your Brand <a href="https://blog.loomly.com/social-media-team/">https://blog.loomly.com/social-media-team/</a>	<i>No media</i>	Everybody	Scheduled

🗨️ ⌵ 📦

- Update Assignment
- Update State
- Delete

---

🗨️ ✎️ 📄 🗑️ ✓

---

🗨️ ✎️ 📄 🗑️ ✓

Take advantage of Bulk Actions to approve or assign multiple posts at once.

		+1 variation			Schedule
Link		Flexible Work: How to Harness the Power of the Hybrid Workplace <a href="https://blog.loomly.com/flexible-work/">https://blog.loomly.com/flexible-work/</a>	<i>No media</i>	Everybody	Draft





Loomly

April 29 at 06:06

Create your first post in Loomly today! 🐾 #WellnessWednesday



State

● Pending Approval



Assigned to

Kitty Cat



Approve



In Post View, you can update the status of a post and assign it to one or more collaborators with the "Status" & "Actions" dropdown menus.

Status ● Approved ▼

Assigned to Kitty Cat ▼

Schedule ▼

Note: Your post has been approved but is not yet scheduled to be published. Please "Schedule" the post above when you are ready to schedule for publishing.

🕒 You created this post.

January 21 at 7:00 PM

🕒 You updated the channels of this post.

January 21 at 7:13 PM

👤 You

January 21 - 7:33 PM ⋮

@Kitty Cat I love it!

👤 Noemie Clement

January 21 - 7:35 PM ⋮

@Kitty Cat Great idea! Let's push that with ads :)

In Post View, you can also leave comments, @mention your collaborators, as well as mark some comments as private to hide them from "Clients".



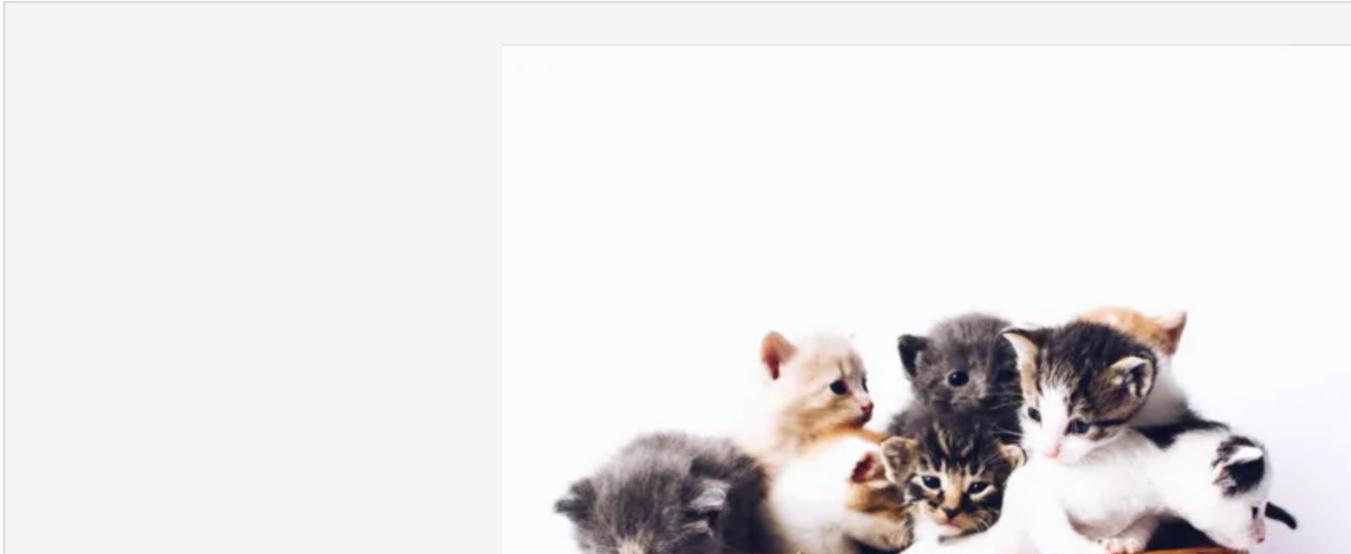
← Previous Asset (photo-1..., Apr 15, 2021)

## Kittens

Download Asset

Add to New Post 

- Add to New Ad
- Edit Details
- Upload New Version
- Edit Photo
- Mark as Used
- Delete



Collaborate with your team on Library assets by sharing the Asset View URL.

Type image/jpeg

Uploaded Apr. 15, 2021 17:36

File Size 471.38 KB

Dimensions 2857 x 2857 px

**Comments**

Mark All as Unread

**Read (2)**

**Closed**

**Messages**

Read (1)

**Closed**

**Taggings**

Read (1)

**Closed**

Filter by assignee

All

**Update**

---

Close

Assigned to: Kitty Cat

**Loomly Cats** See Post on Facebook Nov 13 17:57

Welcome to Loomly! Learn more today!

---

**Jenn Lee** Nov 16 17:53

Nice!

0 Likes Like Hide Delete

---

**Loomly Cats** Apr 29 07:03

Hello!

0 Likes Like Edit Delete

---

**Loomly Cats** Apr 29 07:06

Hi there, Thanks for your message! We're excited to have you!

0 Likes Like Edit Delete

---

**Loomly Cats** Apr 29 07:06

Hey 😊

Assign and filter Interactions to collaborators to ensure your team properly engages with your audience.

Date Scheduled	Format	Channels	Copy	Media	Assigned to	Status	
Tue, Apr 27 09:00 PDT	Link	  	Augmented Reality: 8 Ways Your Brand Can Take Advantage of AR Right Now <a href="https://blog.loomly.com/augmented-reality/">https://blog.loomly.com/augmented-reality/</a>	No media	Everybody	Scheduled	  
Wed, Apr 28 09:00 PDT (x1)	Link	   	Welcome to Loomly! We hope you enjoy this webinar! #webinar #flash <a href="https://loom.ly/FO9WNpk">https://loom.ly/FO9WNpk</a>		Kitty Cat	Approved Schedule	  
Thu, Apr 29	Image	 	Instagram Grid Preview		Mirana D.	Requires Edits	  

Use Content Export to get an overview of your activities and extend collaboration offline.

18:00 PDT			#Facebook is for, check some of the most successful brands on the platform, and look at how to implement a winning Facebook marketing strategy for your brand.			Submit for Approval	
-----------	--	--	--	--	--	---------------------	--

# Account Settings



Cat

✓ Email Notifications

✓ Mobile Push Notifications

✗ Slack Notifications

✗ Microsoft Teams Notifications



## Connected Notification Providers

## Actions



Slack ⓘ

Connect



Microsoft Teams ⓘ

Connect

## Activity

## Email Notifications & Frequency

## Mobile Push



Something is ready for review

As it happens



Something has been assigned to you

Hourly digest



Someone has mentioned you in a comment

Daily digest



Someone left a comment

Weekly digest



Something is pending your approval

As it happens



Something requires edits

As it happens



Receive Loomly notifications via email, push notifications, Slack, or Microsoft Teams.



Thanks for watching this tutorial! You should be ready to invite & collaborate in Loomly now!