

Sending Your First Scheduled Post

A 10-minute guide for new accounts. Schedule a post to LinkedIn, X, and Bluesky from a single composer.

What you'll do in this guide

- Connect at least one social account (we'll use LinkedIn as the example).
- Write your first post in the unified composer.
- Schedule it for a future date and time, and verify it appears on the calendar.
- Confirm the post went live and check basic engagement stats.

Before you start

- You have a CloudPost workspace. If you don't, create one at `app.cloudpost.example.com`.
- You're signed in as a workspace member with at least *Editor* permission.
- You have admin access to the social account you want to connect.

Step 1 — Connect a social account

1. From the workspace sidebar, click **Channels** → **Add channel**.
2. Choose **LinkedIn** from the list of providers.
3. You'll be redirected to LinkedIn's authorization screen. Sign in if needed and click **Allow**.
4. Back in CloudPost, select which page or profile you want to publish to. CloudPost will store a short-lived token; you can revoke it at any time from **Settings** → **Channels**.

Tip: If your LinkedIn page has multiple admins, only the admin who authorizes the channel will appear as the connecting user in the audit log. You can still schedule and publish on behalf of the page.

Step 2 — Write your first post

1. Click **Compose** in the top-right of the workspace.
2. Select your connected channel from the channel picker.
3. Write your post text. The composer shows live character counts per channel, so a 280-character post on X is flagged before you schedule it.
4. Optionally, drag an image or short video into the media tray. CloudPost auto-resizes for each channel's recommended aspect ratio.

Composer field reference

Field	Description
<code>text</code>	The body of your post. Markdown is supported on LinkedIn and Bluesky; plain text on X.
<code>media</code>	Up to 4 images or 1 video per post. Max 20 MB per asset.
<code>link_preview</code>	Auto-generated from the first URL in the post. Can be toggled off per channel.
<code>first_comment</code>	An optional comment posted immediately after the main post. Useful for stacking links without diluting reach.

Step 3 – Schedule the post

1. Click **Schedule** at the bottom-right of the composer.
2. Pick a date and time. CloudPost respects your workspace timezone; you can override it per post if needed.
3. Optionally, enable **Smart Send** to let CloudPost pick the highest-engagement window in the next 24 hours. We recommend this for your first three posts so the system learns your audience.
4. Click **Confirm schedule**. The post now appears on your **Calendar** view with a clock icon.

Tip: Scheduled posts can be edited up to 5 minutes before the publish time. After that they're locked to ensure delivery; cancel and re-schedule if you need to make changes.

Step 4 – Confirm the post went live

1. From the workspace sidebar, click **Analytics** → **Recent posts**.
2. Look for your post in the list. A green dot means it published successfully; a red dot means it failed (hover for the reason).
3. Click the post to see impressions, reactions, and clicks for the first 30 minutes after publish.

Using the API instead

If you'd rather schedule programmatically, the same operation can be done with one API call:

```
POST /v1/posts
Authorization: Bearer cp_live_...
Content-Type: application/json

{
  "channel_id": "ch_3kf9...",
```

```
"text": "Hello from the CloudPost API!",  
"scheduled_for": "2026-06-15T17:30:00Z",  
"smart_send": false  
}
```

Common issues

- **Channel disconnected.** Social platforms occasionally invalidate tokens. Re-authorize from **Settings** → **Channels**.
- **Scheduled post failed at publish time.** Most commonly caused by a deleted media file or a removed link. Check the error message on the calendar tile.
- **Wrong timezone on the calendar.** Confirm **Settings** → **Workspace** → **Timezone**; per-post timezones override the workspace default.

Next steps

- Connect additional channels (X, Bluesky, Threads, Mastodon) from the same **Channels** menu.
- Set up a **Content calendar** from **Settings** → **Calendar templates** to plan a week of posts at once.
- Invite teammates from **Settings** → **Members** and assign post approval workflows.