kapost®

	PLANNER	CONTRIBUTOR	CONSUMER
SUMMARY:	Planners create big initiatives, plan and/or approve content, and manage deadlines and tasks for themselves and/or other users within Kapost. *Planners get full visibility across all of the activities in Kapost.*	Content creators are users outside of your core team and/or company who need limited visibility and functionality. A content creator likely owns a single step in a content workflow. A few examples of this include external agency partners, subject matter experts, and freelance writers.	Any user who needs to find and share relevant content through the Kapost Gallery, but does not need to create or edit content. A few examples of this include sales, partners, internal or external teams who need to access specific content, and influencers.

Functionality and Benefits: What You Can Do

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Adjust studio settings and control user access	ADMIN ONLY		
Create and manage content types and workflows	ADMIN ONLY		
Configure integrations	ADMIN ONLY		
Manage publish permissions	ADMIN ONLY		
Manage personas and buying stages	ADMIN ONLY		
View Insights and create custom reports	✓		
Gallery Admin	✓		
Plan strategic initiatives	✓		
Set deadlines and workflow tasks	✓		
Manage ideas	✓		
Create new Initiatives	✓		
Publish to Gallery	✓		

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Publish to external integrations	SPECIFIC TO USERS	SPECIFIC TO USERS	
Contribute to owned content and ability to complete assigned tasks	✓	✓	
Create new content	✓	✓	
View the content catalog	✓	LIMITED	
View Iniatives catalog	✓	LIMITED	
Comment on content and direct message Kapost members	✓	LIMITED	
Manage the Calendar	✓	LIMITED	
Submit ideas	✓	✓	
View the Gallery	✓	✓	✓
Share content via Gallery	✓	✓	✓
Save favorite content in Gallery	✓	✓	✓
Access Salesforce Gallery app	✓	✓	✓

* Limited—Individual user can only access content and initiatives they are assigned to.

* Specific to Users—Access is defined by admins on a user by user basis.

* Admin Only—Only admins of the system can access this feature.