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Social Marketing Overview

Odoo 19 Enterprise · Social Marketing

Social Marketing manages your company's social media presence from one Odoo dashboard – schedule posts, monitor engagement, and run social media ad campaigns.

1 What Social Marketing does

Social Marketing

Social Marketing connects to your company social accounts (Facebook, LinkedIn, Twitter/X, Instagram, YouTube) and lets you create, schedule, and publish posts from Odoo. Monitor comments, likes, and reach in the dashboard. Run Facebook and LinkedIn ad campaigns and track their performance. Connect social activity to the CRM lead pipeline.

2 Connect social accounts

Social Marketing → Configuration → Social Accounts

Connect each social platform by clicking New and selecting the network. You are redirected to authorise Odoo to access your company page. Once connected, the account appears in the Social Accounts list. Reconnect if the access token expires – most platforms require re-authorisation annually.

Page vs personal profile – Connect company pages, not personal profiles. Facebook and LinkedIn distinguish between personal accounts and business pages – Odoo connects to business pages only. Ensure you are an admin of the company page before attempting to connect.