

MCMS Admin Hub — User Guide

Persuasive Pitch publishing control panel

AirOps creates marketing content; **MCMS** schedules, publishes, and measures it on the website and LinkedIn. Use this guide when helping with the Hub — you do not need to edit code or SSH into servers for normal work.

Staging Hub: <https://mcms-staging.persuasivepitch.ai/admin/ui> · Updated 2026-08-03

Contents

1. [What is this screen?](#)
2. [Header](#)
3. [Dashboard filters](#)
4. [Connections](#)
5. [Queue](#)
6. [Pending approval](#)
7. [Validation failed](#)
8. [Manual fallback packages](#)
9. [Carousel brief \(aiCarousels\)](#)
10. [Analytics](#)
11. [Notification preferences](#)
12. [Recent notifications](#)
13. [Audit trail](#)
14. [Daily checklist](#)
15. [Status words](#)

What is this screen?

You use the Hub to:

- See whether Blog, AirOps, and LinkedIn are connected
- Watch what published (or failed)
- Approve items that need a human
- Fix or report validation errors
- Prepare LinkedIn carousel slide text for aiCarousels
- Check metrics, notifications, and the audit log

Quick start (first 2 minutes)

1. Open the Hub and read the status line under the Header buttons.
2. Check **Connections** — important platforms should say **CONNECTED**.
3. Work **Pending approval** and **Validation failed** first.
4. Use **Queue** to open live posts and confirm they look right.

Persuasive Pitch MCMS

Queue / calendar — internal publishing hub

refresh

Run queue tick

Refresh metrics

Connect founder LinkedIn

Export audit

Settings

Audit

Filters

5 items · 0 pending · 1 validation failed · 0 fallback packages

Dashboard filters

Channel

All

Status

All

Content type

Blog, FAQ, Founder...

Website kind

All

From date

mm/dd/yyyy

To date

mm/dd/yyyy

Search

Title, body, ID...

Campaign ID

Run ID

Apply filters

Clear

5 matching · channels website 2 · linkedin 3 · statuses validation_failed 1 · published 4 · filters: none

Connections

Platform	Status	Notes
persuasive_pitch_blog https://staging.api.persuasivepitch.ai	CONNECTED	Service token present — live publish when dry-run off
aiops_feedback Playbook feedback webhook	CONNECTED	Feedback URL configured
linkedin Founder: Matt Wiseman	CONNECTED	Founder connected (Matt Wiseman) · live · company posts AC-09 until CM

Queue

When	Channel	Title	Status	ID
2020-01-01T00:00:00.000Z	website	MCMS VPS staging 2026-07-28T22-05-42 Blog Post · blog Open live post	PUBLISHED	ei_u0828def-8dda-4402-b5e8-1791e623a547
2020-01-01T00:00:00.000Z	linkedin	MCMS founder dry-run 20260803T215813Z Founder Post Open live post	PUBLISHED	ei_428963a8-40a8-4737-b86d-9b6428726415
2020-01-01T00:30:00.000Z	linkedin	MCMS founder smoke 20260803T220052Z Founder Post Open live post	PUBLISHED	ei_6c9f8bcb-8-c642-4597-a1fb-4c5cbe282781
2020-01-01T01:00:00.000Z	linkedin	MCMS founder smoke 20260803T220354Z Founder Post Open live post	PUBLISHED	ei_23de7940-b947-4717-8b49-530a47d317b9

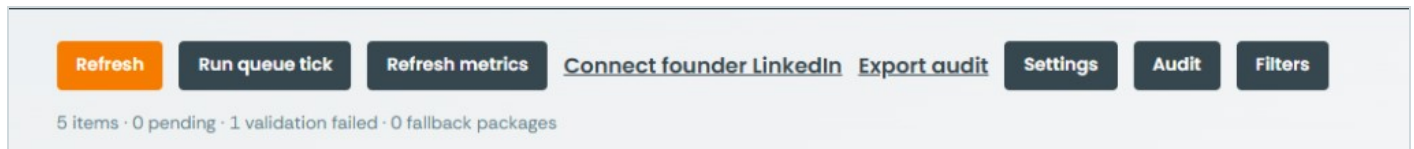
Pending approval

Channel	Title	Notes	Actions
None			

Full Hub page (reference)

Header

The **Header** is the top action bar (starts with the orange **Refresh** button on the left). Use it for Hub-wide actions and jumps.



Header — global Hub actions

Control	What it does	When to use it
Refresh	Reloads all tables from the Hub	After waiting for a publish, or if numbers look stale
Run queue tick	Processes due scheduled items now	When something is scheduled but has not published yet
Refresh metrics	Pulls analytics snapshots	After publishes, or when checking performance
Connect founder LinkedIn	Starts LinkedIn login for the founder account	Only when LinkedIn shows disconnected
Export audit	Downloads the full audit log	Compliance / debugging with Matt
Settings / Audit / Filters	Jumps to those sections on the page	Changing prefs, investigating history, finding items
Help	Opens this guide at the Header section	Anytime you need field explanations

Status line example: 5 items · 0 pending · 1 validation failed · 0 fallback packages
Any **pending** or **validation failed** above zero means you have work to do.

Dashboard filters

Dashboard filters

Channel

All

Status

All

Content type

Blog, FAQ, Founder...

Website kind

All

From date

mm/dd/yyyy

To date

mm/dd/yyyy

Search

Title, body, ID...

Campaign ID

Run ID

Apply filters

Clear

5 matching · channels website:2 · linkedin:3 · statuses validation_failed:1 · published:4 · filters: none

Dashboard filters

Use filters to shrink the Queue and related lists. Click **Apply filters** after changing fields; **Clear** resets everything.

Field	Meaning	Example
Channel	Where content goes	website, linkedin
Status	Lifecycle state	published, pending_approval
Content type	Free text match	Blog, Founder, Carousel
Website kind	Blog subtype	blog, faq, white_paper
From / To date	Date range	Last week's publishes
Search	Title, body, or ID	Paste a ci_... id
Campaign ID / Run ID	AirOps batch identifiers	From the intake batch

Connections

Connections		
Platform	Status	Notes
persuasive_pitch_blog https://staging.api.persuasivepitch.ai	CONNECTED	Service token present — live publish when dry-run off
airops_feedback Playbook feedback webhook	CONNECTED	Feedback URL configured
linkedin Founder: Matt Wiseman	CONNECTED	Founder connected (Matt Wiseman) · live · company posts AC-09 until CM

Connections — Blog, AirOps, LinkedIn

When to use: First check on any “nothing published” day. Do not paste secrets into chat.

Platform	Healthy looks like	If not connected
persuasive_pitch_blog	CONNECTED + service token note	Tell Matt — Blog API / service token
airops_feedback	CONNECTED + feedback URL configured	Tell Matt — AirOps webhook
linkedin	CONNECTED + founder name	Use Connect founder LinkedIn in the Header

Queue

Queue				
When	Channel	Title	Status	ID
2020-01-01T00:00:00.000Z	website	MCMS VPS staging 2026-07-28t22-05-42 Blog Post · blog Open live post	PUBLISHED	ci_a0828def-8dda-4402-b5e8-1791e523a547
2020-01-01T00:00:00.000Z	linkedin	MCMS founder dry-run 20260803T215813Z Founder Post Open live post	PUBLISHED	ci_428963a6-f0a8-4737-b98d-9b6428726415
2020-01-01T00:30:00.000Z	linkedin	MCMS founder smoke 20260803T220052Z Founder Post Open live post	PUBLISHED	ci_6cf8cbc8-c642-4597-a1fb-4c5cbe282781
2020-01-01T01:00:00.000Z	linkedin	MCMS founder smoke 20260803T220354Z Founder Post Open live post	PUBLISHED	ci_216e7f40-b947-4717-8b49-330a47d317b9

Queue — history and schedule

Column	Meaning
When	Scheduled publish time (UTC ends with Z)
Channel	website or linkedin (etc.)
Title	Human title + type; Open live post when published
Status	e.g. PUBLISHED, SCHEDULED, FAILED
ID	Content item id (ci_...) — use in Search / support tickets

Pending approval

Pending approval			
Channel	Title	Notes	Actions
None			

Pending approval — empty means nothing waiting

Items here need a **human decision** before auto-publish continues. Empty (**None**) is good. Approve only content you are allowed to publish.

Validation failed

Validation failed			
Up to 50 rows — scroll inside the panel			
Channel	Title	Issues	ID
website	MCMS VPS staging 2026-07-28T22-05-15 Blog Post	slug: slug must be lowercase kebab-case (a-z, 0-9, hyphens) · GEO: seoTitle missing — public <title> will fall back to post title; expected canonical https://staging.persuasivepitch.ai/blog/mcms-vps-2026-07-28T22-05-15	ci_0c218409-b402-4389-a9e2-48ee854f0df6

Validation failed — read the Issues column

AirOps (or intake) sent something the Hub refused (SEO rules, slug format, missing fields).

1. Read **Issues**.
2. Fix in AirOps / content source (slug kebab-case, add seoTitle, etc.).
3. Re-send / re-intake — there is no “force publish” button.
4. Escalate to Matt if Issues mention tokens, storage, or LinkedIn OAuth.

Manual fallback packages

Manual fallback packages			
Type	Reason	Copy preview	ID
None			

Manual fallback packages

LinkedIn (or other) content the Hub will not auto-publish — e.g. company posts until LinkedIn Community Management is approved, or carousels. Follow the package notes or [Carousel brief](#); post manually when required; tell Matt the live URL.

Carousel brief (aiCarousels)

Carousel brief (aiCarousels)

Interim CO-16: turn outline copy into paste-ready slide text for [aiCarousels.com](#) (manual design). Prefer markdown ## headings or numbered lists.

Title / topic

3 ways founders lose the pitch

Body (markdown / bullets / paragraphs)

weak narrative

Buyers never see the stakes.

No next step

Without a CTA, interest dies.

CTA URL (optional)

https://persuasivestitch.ai

Max content slides

7

Generate brief

Copy aiCarousels paste

Copy LinkedIn caption

Paste into aiCarousels

LinkedIn caption

Analytics (AC-17)

All channels

Last 30 days

Load summary

4 items - 9090 snapshots - website: 133 imp / 11 eng - linkedin: 473 imp / 42 eng - sources stub:148 - estimated:8942

Up to 50 latest items — live LinkedIn/GA pending: website uses blog fields when present, else estimated

When	Channel	Impressions	Engagements	Clicks	Source	ID
2026-08-03T23:49:39.391Z	linkedin	150	3	11	estimated	cl_236e79d-b947-4717-bb49-330a7d317b9
2026-08-03T23:49:38.827Z	linkedin	184	17	9	estimated	cl_6cf8bcb8-c642-4597-a1fb-4c5cb4282781
2026-08-03T23:49:38.368Z	linkedin	139	22	12	estimated	cl_428985ad-f0a8-4757-a98d-d6b428726415
2026-08-03T23:49:38.014Z	website	133	11	6	estimated	cl_a08289ef-8ada-4402-d5e8-1791e023a547

Notification preferences (AC-21)

Carousel brief and Analytics

Workflow: Generate brief → design PDF in [aiCarousels.com](#) → upload PDF on LinkedIn → paste the LinkedIn caption.

Field / button	Purpose
Title / topic	Carousel topic line
Body	Outline — prefer ## headings or 1. 2. 3. lists
CTA URL	Optional link on the last slide / caption
Generate brief	Builds paste-ready text
Copy aiCarousels paste	Clipboard → paste into aiCarousels
Copy LinkedIn caption	Clipboard → LinkedIn document post caption

Analytics

Use channel / days filters and **Load summary** to refresh the metrics table. Many LinkedIn numbers stay **estimated** until LinkedIn analytics APIs unlock.

Notification preferences

Notification preferences (AC-21)

Timezone

America/Phoenix

Min severity

info

Quiet hours start (HHMM)

22:00

Quiet hours end (HHMM)

06:00

Event allowlist (comma-separated; empty = all; trailing * = prefix)

publish.*verify:fail

Email recipients (comma-separated)

☐ Email enabled (deferred provider)

☐ SMS enabled (shell)

Save preferences

Quiet hours suppress info/warning; errors still surface. With Email enabled, messages are logged locally; set NOTES_SMTTP_URL to mark SMTP deferred (live send not wired yet). Never put SMTP passwords in customer docs.

Recent notifications

☐ Include suppressed

Refresh notifications

Up to 50 rows — scroll inside the panel

When	Severity	Event	Message
2026-08-03T23:55:37Z	info	publish.success	LinkedIn founder publish published for ci_216e7f40-b947-4717-8b49-330a47d517b9
2026-08-03T23:00:53.913Z	warning	publish.verification_failed	LinkedIn founder publish verification_failed for ci_6cf8cbcb-c642-4697-a11b-4c5cbe282781
2026-08-03T21:58:13.719Z	info	publish.success	LinkedIn founder publish published (dry-run) for ci_428963a6-f0a8-4737-b99d-9b6428726415
2026-07-28T22:05:43.356Z	info	publish.success	Website publish published for ci_a0828def-8dda-4402-b5e8-1791e523a547

Audit trail

Filter action...

Actor...

Object ID...

mm/dd/yyyy

mm/dd/yyyy

Refresh audit

Export filtered

Up to 50 rows — scroll inside the panel

When	Action	Actor	Object	Detail
2026-08-03T23:49:39.391Z	metrics.snapshot	metrics	ci_216e7f40-b947-4717-8b49-330a47d517b9	[{"metric_snapshot_id":"met_5cb54a95-376c-4234-aab0-bd9b2303099a","captured_at":"2026-08-03T23:49:39.391Z","publication_content_item_id":"ci_216e7f40-b947-4717-8b49-330a47d517b9"}]
2026-08-03T23:49:38.827Z	metrics.snapshot	metrics	ci_6cf8cbcb-c642-4697-a11b-4c5cbe282781	[{"metric_snapshot_id":"met_5a075618-d814-45f2-a08a-abaeb802b5d5","captured_at":"2026-08-03T23:49:38.827Z","publication_content_item_id":"ci_6cf8cbcb-c642-4697-a11b-4c5cbe282781"}]
2026-08-03T23:49:38.368Z	metrics.snapshot	metrics	ci_428963a6-f0a8-4737-b99d-9b6428726415	[{"metric_snapshot_id":"met_3f59174d-821c-4020-40f6-118dc1863767","captured_at":"2026-08-03T23:49:38.368Z","publication_content_item_id":"ci_428963a6-f0a8-4737-b99d-9b6428726415"}]
2026-08-03T23:49:38.014Z	metrics.snapshot	metrics	ci_a0828def-8dda-4402-b5e8-1791e523a547	[{"metric_snapshot_id":"met_d69b81af-8829-4689-81be-35c5bdc1395f","captured_at":"2026-08-03T23:49:38.014Z","publication_content_item_id":"ci_a0828def-8dda-4402-b5e8-1791e523a547"}]
2026-08-03T23:48:39.460Z	metrics.snapshot	metrics	ci_216e7f40-b947-4717-8b49-330a47d517b9	[{"metric_snapshot_id":"met_04f5cd53-9b86-441c-95d3-99b0811c0c6","captured_at":"2026-08-03T23:48:39.460Z","publication_content_item_id":"ci_216e7f40-b947-4717-8b49-330a47d517b9"}]

Settings, notifications, and audit

Field	Meaning
Timezone	Quiet hours clock
Min severity	info / warning / error — lower severities may be hidden
Quiet hours	Suppress info/warning overnight; errors still show
Event allowlist	Empty = all; e.g. publish.* only publish events
Email recipients	Comma-separated emails
Save preferences	Persist settings

Recent notifications

Live alert feed (publish.success, publish.verification_failed, etc.). Check **Include suppressed** only when debugging quiet-hours filtering.

Audit trail

Log of Hub actions (who / what / when). Filter by action, actor, object, or dates. Use **Export audit** or **Export filtered** for a ticket — keep the file private; never include secrets.

Daily checklist for helpers

1. Open Hub → confirm Connections are CONNECTED.
2. Clear Pending approval (or escalate).
3. Read Validation failed Issues; fix upstream or escalate.
4. Glance Queue for unexpected FAILED / verification_failed.
5. If building a LinkedIn carousel: use Carousel brief.
6. Stop and ask Matt before: changing LinkedIn connection, exporting secrets, deleting live posts, or production publishes.

Status words (cheat sheet)

Status	Plain English
published	Live (or dry-run success recorded)
scheduled	Waiting for publish time / queue
pending_approval	Needs human Approve
validation_failed	Intake rejected — fix content
verification_failed	Publish attempted; post-check failed
failed / retry_scheduled	Error path — escalate if stuck