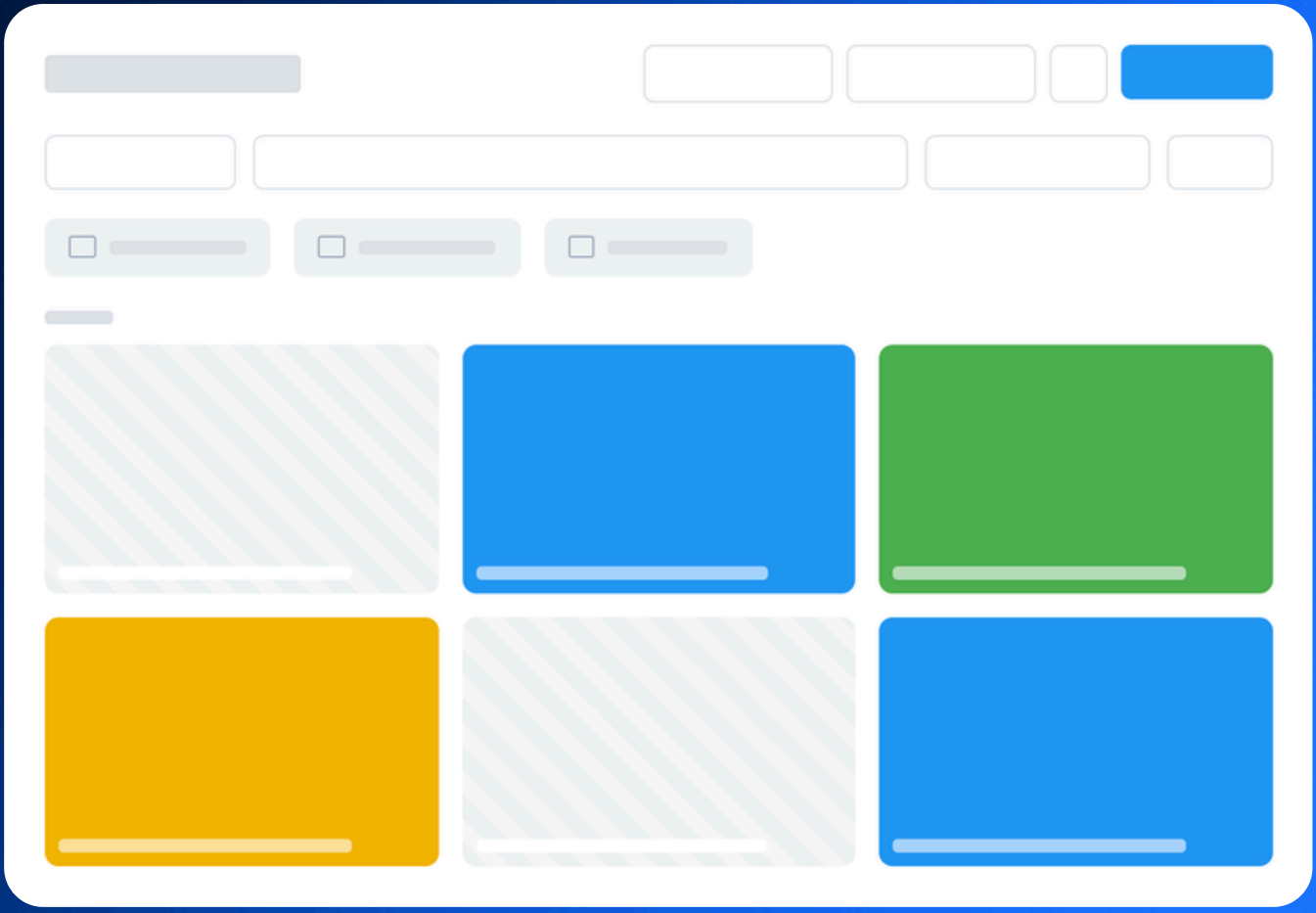
REFERENCE GUIDE

Media Storage

Your file library from start to finish



The Media Storage Library

What It Is

Media Storage is your one file library for images, video, audio, documents, and fonts. Upload a file once and reuse it in funnels, websites, emails, social posts, invoices, and products.

How It Works For Your Business

- Search for Media Storage to see the library.
- Folders sit on the left and work like drawers in a filing cabinet.
- Grid View shows big picture tiles, and List View shows rows with file details.
- Look for the Sort menu, the search bar, and a Trash option in the three-dot menu.
- Look near the top-right for a storage indicator that shows how much space is used.

The Media Storage Library - Tips & Guidelines

Tips

- Pick Grid View to hunt for an image and List View to compare files.
- Open an image picker inside a builder to see it is the same library.
- Collapse the folder section when you have many folders.
- Menu wording and positions can differ by account, so look for the closest match.

DO

- Upload each file once
- Reuse files from the picker
- Learn both views
- Check the storage indicator

DON'T

- Upload the same logo again and again
- Keep files only on your computer
- Ignore the folder area
- Guess where a file lives

Uploading Files, Folders, and URLs

What It Is

There are three ways to add files: drag and drop, upload a whole folder, or upload from a direct web link. Each one fits a different job.

How It Works For Your Business

- Drag files from your computer onto the Media Storage screen and let go.
- Watch the progress bar for items, amount transferred, and percent done.
- Hover over an uploading file and click the X to cancel it.
- Use the Upload button to upload a folder, up to three levels deep and 1,000 files per upload.
- Use the URL option with a direct file link. YouTube and Vimeo links do not work.

Uploading Files, Folders, and URLs - Tips & Guidelines

Tips

- Open the right folder first, because uploads land in the open folder.
- Use drag and drop for a handful of files.
- Use Upload Folder when you want to keep your folder structure.
- Split a folder that is over 1,000 files or three levels into smaller uploads.

DO

- Open the target folder first
- Wait for the progress bar
- Use direct links only
- Split very large folders

DON'T

- Leave the page mid-upload
- Paste a YouTube link
- Upload a huge folder in one go
- Upload to the wrong folder

Folders, Moving, and Renaming

What It Is

Folders keep your library tidy. You can nest folders inside folders, move files and folders to a new home, and rename anything.

How It Works For Your Business

- Look for the New Folder option in the folder area, type a name, and save.
- Open a folder and create another inside it to nest.
- Right-click a file, or hover and use its menu, then choose Move to Folder.
- Move a whole folder the same way and everything inside comes along.
- Hover or right-click a file or folder and choose Rename.

Folders, Moving, and Renaming - Tips & Guidelines

Tips

- Start with a few plain folders like Logos, Photos, Videos, and Downloads.
- Move files instead of uploading them again to avoid duplicates.
- Name folders the way you would say them out loud.
- Rename files like IMG 4032 so you recognize them in six months.

DO

- Keep folder names short
- Move instead of re-uploading
- Nest to group related files
- Rename unclear files

DON'T

- Build a complex system
- Create duplicates
- Leave files in the wrong folder
- Use vague names

Searching, Sorting, and Previewing

What It Is

Search finds files across every folder, sort puts the right files on top, and preview lets you check a file before you use it.

How It Works For Your Business

- Type part of a file name in the search bar to search all folders and subfolders.
- Hover over a result to see which folder it lives in.
- Sort by name, size, or date modified, in either direction.
- Click a file to preview it, then flip with the arrow buttons or arrow keys.
- Zoom images from 100 to 400 percent, or choose fullscreen and press Esc to leave.

Searching, Sorting, and Previewing – Tips & Guidelines

Tips

- Use search when you know the name and sort when you know size or date.
- Sort by size, largest first, to find what takes up space.
- Check the landscape, portrait, or square badge in Grid View.
- List View shows each image's pixel size, width by height.

DO

- Search before you scroll
- Sort by size to find big files
- Preview before inserting
- Check shape badges

DON'T

- Scroll through every folder
- Insert without checking
- Ignore pixel sizes
- Forget the file's folder

File Types and Size Limits

What It Is

Your library accepts images, video, documents, audio, and fonts in standard formats. Each type has a size limit, and limits depend on where you upload.

How It Works For Your Business

- Images: JPG, PNG, SVG, WEBP, GIF, TIFF, and HEIC.
- Video: MP4, MOV, WEBM, WMV, AVI, and M4V.
- Documents: PDF, Word, Excel, PowerPoint, text, and CSV. Audio such as MP3, WAV, and OGG is also supported.
- Fonts: TrueType, OpenType, WOFF, and WOFF2.
- In the main library, images, documents, audio, and fonts are up to 100 MB each and video up to 4 GB.

File Types and Size Limits - Tips & Guidelines

Tips

- Check the file type first when an upload fails.
- Social Planner takes images up to 10 MB and video up to 1 GB.
- Upload big files to your main library first, then use them from there.
- Shrink a file that is over a limit, then try again.

DO

- Check the limit for each tool
- Use standard formats
- Shrink oversized files
- Upload big files to the library

DON'T

- Assume all tools share limits
- Upload odd formats
- Wait until launch day to test
- Ignore error messages

Using Media in Builders

What It Is

The same library powers the image pickers in your funnel, website, email, and social builders. You can also copy a hosted link to any file.

How It Works For Your Business

- Click an image element in a page and choose to pick from your library.
- Choose the file, then insert it into the page.
- Open the same kind of picker in the email builder to reuse your files.
- Use Get Link on a file to copy a hosted web address for use anywhere.
- Add a hosted video file to a video element on a page.

Using Media in Builders – Tips & Guidelines

Tips

- Preview a file first so you insert the right one.
- Use Get Link when a tool asks for a web address to a file.
- Keep logos and photos in folders so pickers are easy to scan.
- Check the shape of an image before dropping it in a spot.

DO

- Pick from the library
- Copy links with Get Link
- Preview before inserting
- Use folders for easy picking

DON'T

- Upload a fresh copy each time
- Insert without checking
- Hunt on your computer
- Mix up similar file names

Bulk Actions and Trash

What It Is

Select many files at once to move, download, or delete them. Deleted files go to Trash for 30 days, where you can restore them or delete them for good.

How It Works For Your Business

- Use checkboxes in List View, or drag to select in Grid View.
- A bulk bar appears with actions like Move, Download, and Delete.
- Limits: 100 files per selection, one folder at a time, and files over 2 GB are skipped in bulk download.
- Use Download Folder as ZIP to save a whole folder.
- In Trash, choose Restore or Delete Permanently. Any user in the account can restore.

Bulk Actions and Trash – Tips & Guidelines

Tips

- Select within one folder at a time.
- Use bulk Move to clean up after a big upload.
- Check Trash before you tell someone a file is gone.
- Download files over 2 GB one at a time.

DO

- Use bulk Move to tidy up
- Check Trash first
- Select in one folder
- Restore within 30 days

DON'T

- Select across folders
- Delete without checking
- Bulk download huge files
- Empty Trash too quickly

Google Drive and Editing in Place

What It Is

You can connect Google Drive and browse its files from your library. You can also edit images and some text files without leaving Media Storage.

How It Works For Your Business

- Look for Connect Google Drive near the top-right, then sign in and give permission.
- Pick the Drive source from the dropdown to browse your Drive folders.
- Insert a Drive image into a page like any other file.
- Drive files cannot be renamed or deleted from Media Storage.
- In Preview, choose Edit on an image to use the built-in editor, with a Canva option.

Google Drive and Editing in Place - Tips & Guidelines

Tips

- To switch Google accounts, search for Integrations, then open Google, Manage, and Disconnect.
- Text files such as .txt, .css, .json, .sql, and .rtf under 5 MB can be edited inline.
- Saving an edit overwrites the original file.
- Check which account you connected before you insert files.

DO

- Check which Drive you connected
- Keep a copy before editing
- Use Preview to start edits
- Disconnect to switch accounts

DON'T

- Try to rename Drive files here
- Edit without a backup
- Edit text files over 5 MB
- Forget which Google account

Private Files and Storage Usage

What It Is

Files added to a digital product are stored as private files with links that expire. A storage indicator shows how much space you use, and Ask AI can help find files.

How It Works For Your Business

- A digital file added to a product is stored as a private file.
- Private file links expire after 10 minutes, so Get Link works differently for them.
- Look for where private files sit in Media Storage.
- Open the storage indicator to see usage by module and file type.
- Empty Trash to free space, and use Ask AI to find, move, or list files.

Private Files and Storage Usage – Tips & Guidelines

Tips

- Do not use Get Link to share private files.
- Check usage by file type to see what is filling space.
- Sort by size to find big files you no longer need.
- Ask AI with plain, specific requests.

DO

- Add digital files to products
- Review storage regularly
- Empty Trash to free space
- Ask AI for lists

DON'T

- Share private file links
- Ignore usage
- Keep unused big files
- Ask AI vague questions

Key Terms Glossary

Media Storage

Your one library for all your files.

Grid View

Shows files as big picture tiles.

List View

Shows files in rows with details.

Nesting

Putting a folder inside another folder.

Direct link

A web address that goes straight to a file.

Progress bar

Shows how far an upload has gone.

Trash

Holds deleted files for 30 days.

Preview

Opens a file to check, zoom, and flip through.

Get Link

Copies a hosted web address for a file.

Multi-select

Choosing many files to act on at once.

Private file

A file with links that expire after 10 minutes.

Custom CSS

A bit of code that styles a page.

Getting Help

Your software changes over time, so a button, menu, or limit may look different from what you see here. If something does not match, check the in-app help for Media Storage or look for the option with the closest name.