

# Customizing Social Media Posts

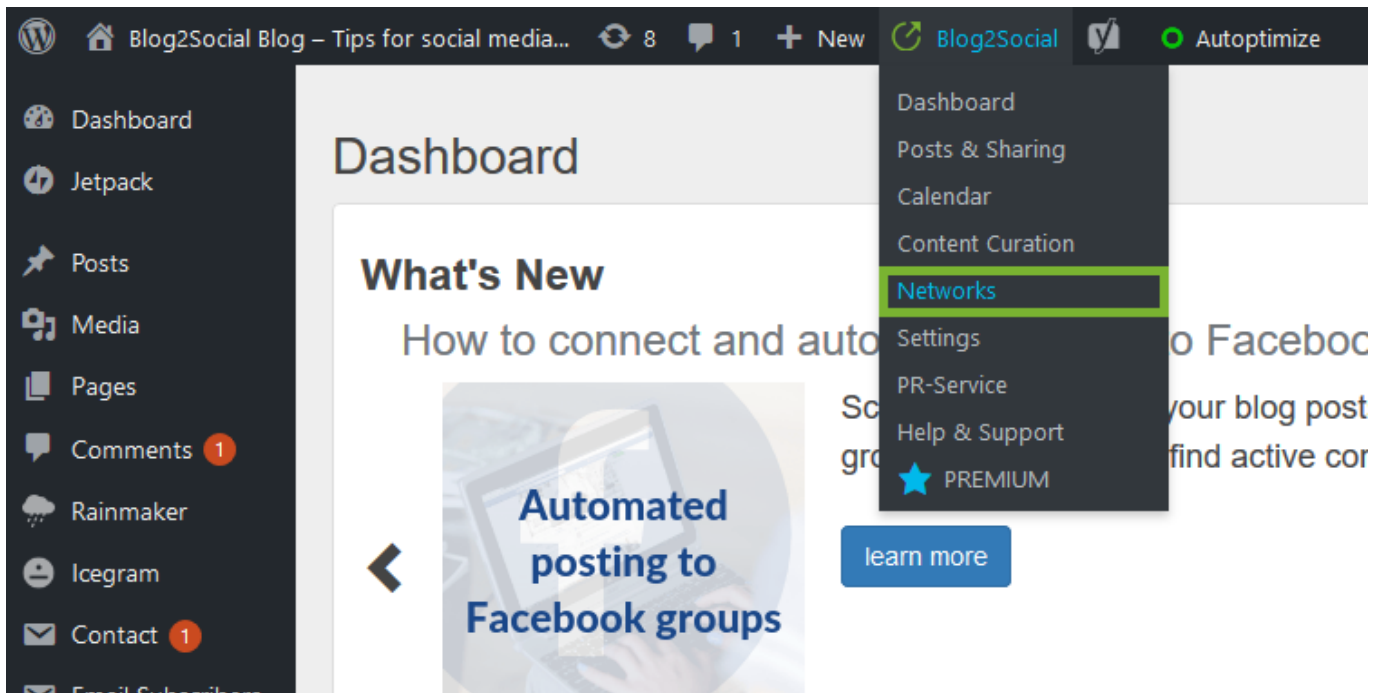
## What is Facebook Instant Caching?

### What is Instant Caching and why do I need it?

To make sure that Facebook always pulls the current meta data of your blog post for link-posts, Blog2Social adds a "no\_cache=1" parameter to the post URL when instant caching is activated.

### How can I deactivate Instant Caching?

To activate or deactivate instant caching for Facebook, click on the Blog2Social "Networks" section that you find on the upper or the left-hand navigation bar: Blog2Social>Networks.



Click on the "**Edit Post Template**" button right-hand of your Facebook connection.

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## Networks

The screenshot shows a 'Networks' management interface. At the top, there is a 'Show all' dropdown, a '+ Create new network collection' button, and a 'Load Best Times' button. Below this, there are two network entries: Facebook and Twitter. For Facebook, there are buttons for '+ Profile', '+ Page', '+ Group', and 'Edit Post Format'. The 'Edit Post Format' button is highlighted with a green box, and a green arrow points to it. Below the Facebook entry, there is a 'Connections 1/15' section and a 'Best Time Manager' section with a time set to '8:30 PM'. For Twitter, there are buttons for '+ Profile' and 'Edit Post Format'. Below the Twitter entry, there is a 'Connections 4/15' section and a 'Best Time Manager' section with a time set to '8:30 AM'.

**Please note:** If you use varnish caching or another kind of caching on your website, make sure to activate instant caching. This will make sure that Facebook processes the current meta data of your blog post defined for the link-post format. If you don't activate instant caching, Facebook may pull old meta data from your blog post.

The screenshot shows the 'Edit Post Format' dialog box for Facebook. It has a title bar with the Facebook logo and the text 'Edit Post Format'. Below the title bar, there are three buttons: 'Profile', 'Page', and 'Group'. To the right of these buttons, there is a checkbox labeled 'Activate Instant Caching' with an 'Info' link next to it. Below this, there is a 'Format' section with a link to 'Info' and two buttons: 'Link' and 'Photo'. At the bottom right, there is a 'Load default settings' button.

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