

# Customizing Social Media Posts

## Social Media Post Formats - The differences between Image Post and Link Post

A lot of social media networks provide the option choose between two basic post formats to present your content.

When posting on social media, link posts and image posts serve different purposes: link posts drive traffic to websites by including a clickable URL, while image posts focus on visual engagement, often generating more interactions.

- [Image Post](#)
- [Link Post](#)

### The Image Post

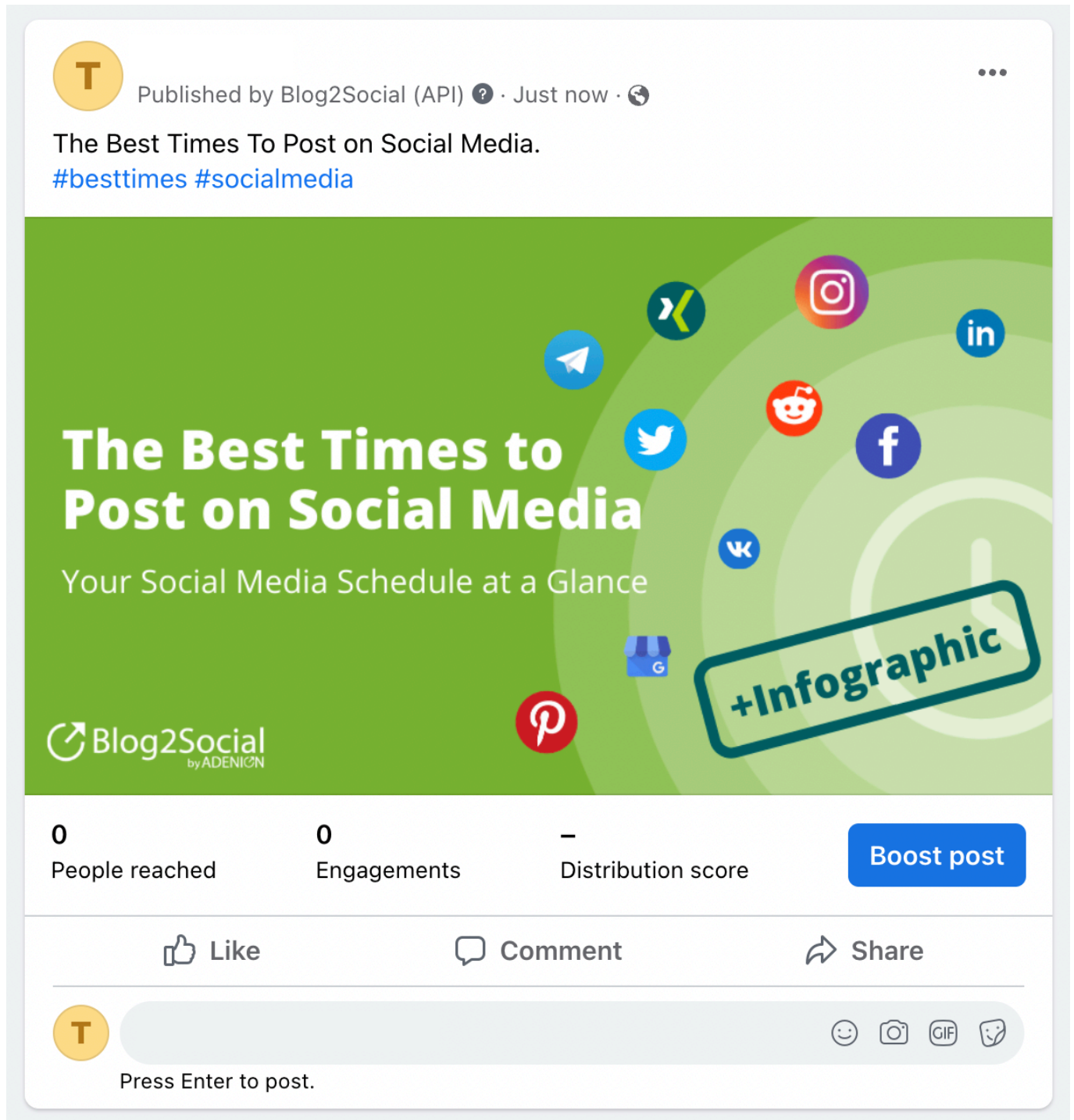
The image post format sets the focus on your image. If you click on the image, the image will enlarge. When using Blog2Social, your link can additionally be added as a clickable link below your text.

The images you used for your social media posts will be automatically uploaded to the image gallery aka photo album. This way they stay visible on your profile when your post has long disappeared in the flow of social media posts.

An image post consists of:

- The **comment** you want to publish on your social media.
- Automatically generated **hashtags** from your WordPress tags ([Blog2Social feature](#)).
- A **clickable link** to your blog post (optional via "[Edit Post Templates](#)").
- The **image [you selected](#)** to share on your social media.

# Customizing Social Media Posts



## The Link Post

A link post focuses on your link and your blog content. When using the link post format the social networks automatically generate a link preview from your [Meta data \(Open Graph Tags\)](#).

Use the link post format to lead your readers to your blog, website or online shop by giving them a first impression of your content.

# Customizing Social Media Posts

If your post contains an image, the social media also display the first image detected on the your page or the [selected image you choose](#) from the Blog2Social image gallery. The image is automatically linked to your blog post.

A link post consists of:

- The **comment** you want to publish on your social media.
- Automatically generated **hashtags** from your WordPress tags ([Blog2Social feature](#)).
- **The link preview**: By clicking on the link preview you will be lead directly to your blog post.
- **Description**: automatically generated from your og:description / twitter:description tags.
- **Image**: automatically generated from your og:image / twitter:image tags.
- **Title**: automatically generated from your og:title / twitter:title tags.

# Customizing Social Media Posts



**Blog2Social**

Just now · Blog2Social [?] · 🌐 ▼



Make your blog stand out with awesome, catchy and sticky blog content.

#blogpostwriting #Blogposts #BlogPromotion #bloggers #checklist  
#contentwriting #Guide #SocialMedia

The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog posts in less time for more traffic and conversion on your blog.



BLOG2SOCIAL.COM

**Ultimate Guide: How to Write, Optimize and Promote Blog Posts [+Checklist]**



Write a comment...

Press Enter to post.



## Post Format examples of various networks

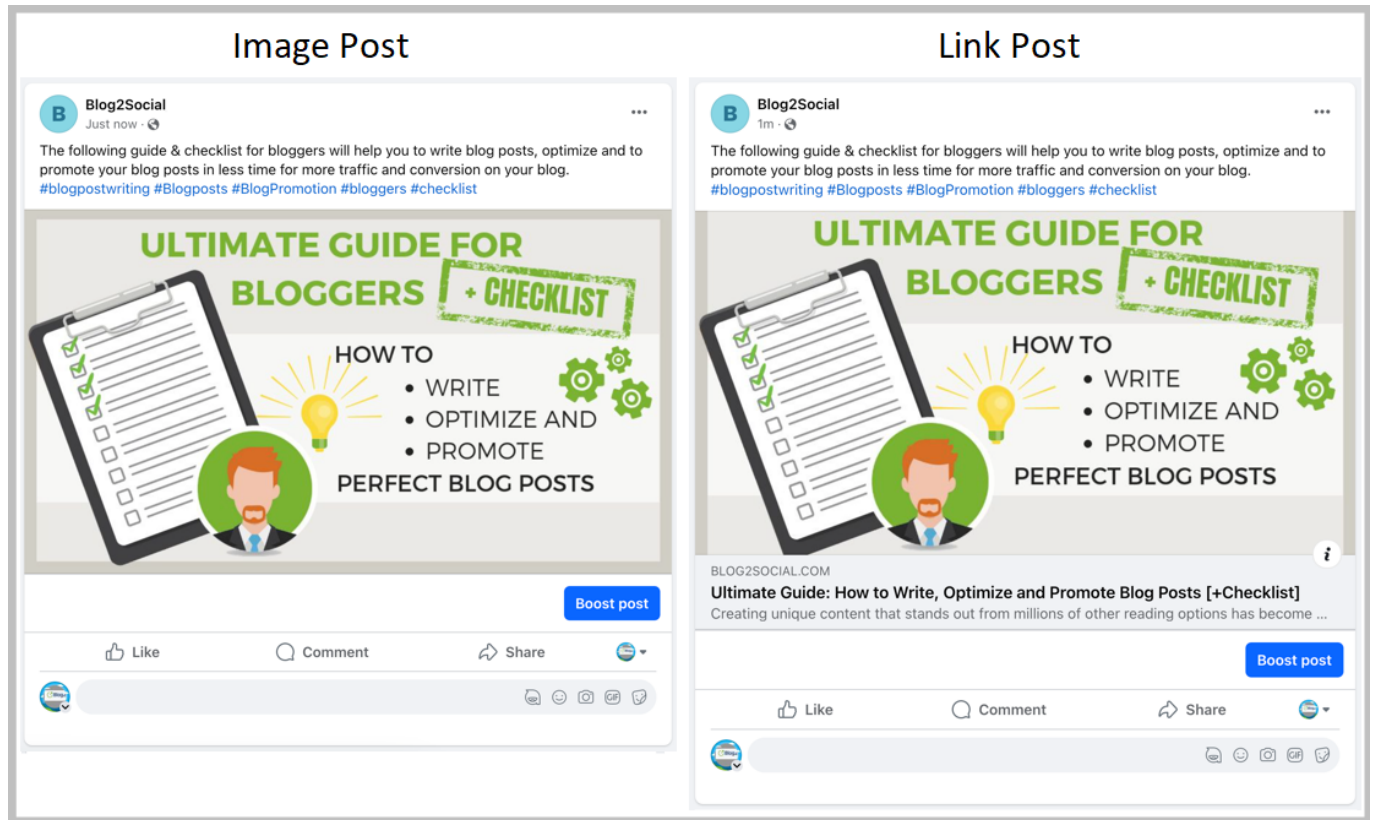
Page 4 / 9

(c) 2025 Blog2Social <customer-service@blog2social.com> | 2025-08-23 07:50

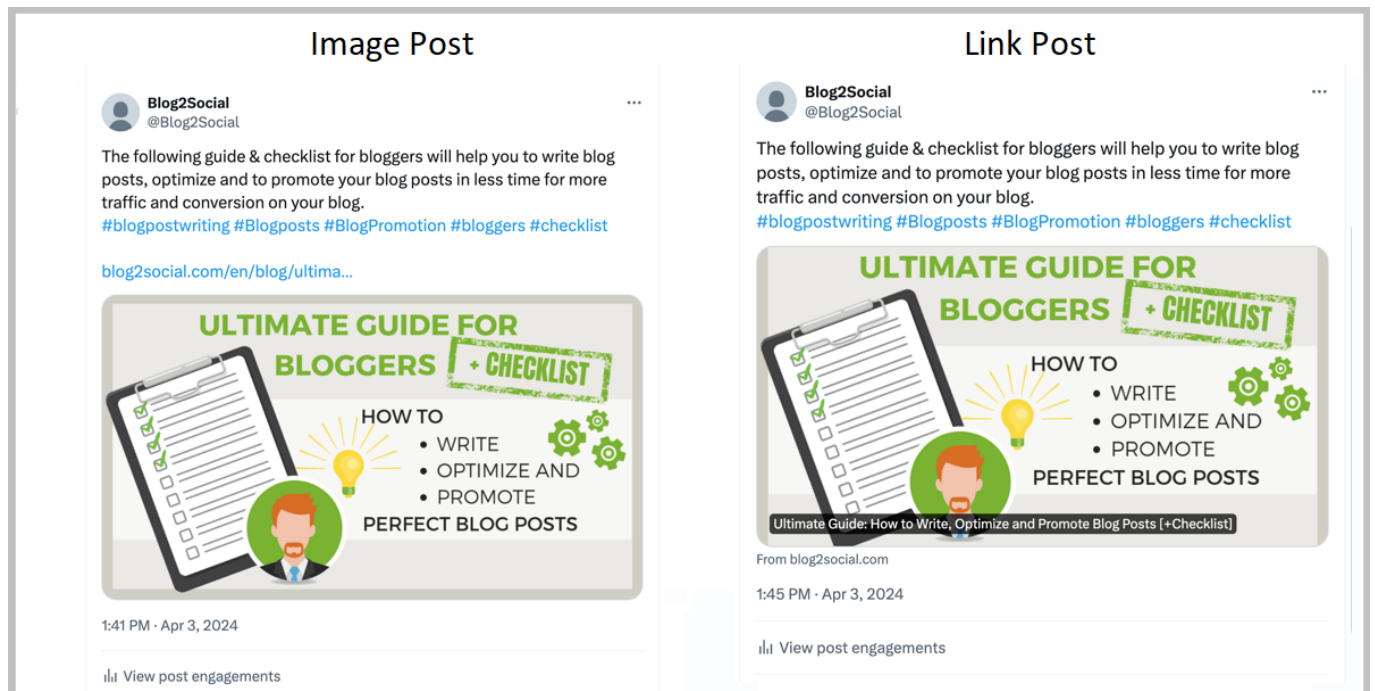
URL: [https://www.blog2social.com/en/faq/content/4/131/en/social-media-post-formats-\\_the-differences-between-image-post-and-link-post.html](https://www.blog2social.com/en/faq/content/4/131/en/social-media-post-formats-_the-differences-between-image-post-and-link-post.html)

# Customizing Social Media Posts

## Facebook



## X (Twitter)



## LinkedIn



# Customizing Social Media Posts

## Image Post

 **Blog2Social.com**  
277 Follower  
Jetzt

The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog posts in less time for more traffic and conversion on your blog.

To make your blog stand out you have to make sure that your blog content is awesome, catchy and sticky. You should also make sure that your blog posts are user-friendly as well as SEO-friendly.

#blogpostwriting #Blogposts #BlogPromotion #bloggers #checklist  
#contentwriting #Guide #SocialMedia <https://lnkd.in/dP6w7FT>



 Gefällt mir  Kommentar  Teilen

## Link Post

 **Blog2Social.com**  
277 Follower  
Jetzt

The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog posts in less time for more traffic and conversion on your blog.

To make your blog stand out you have to make sure that your blog content is awesome, catchy and sticky. You should also make sure that your blog posts are user-friendly as well as SEO-friendly.

#blogpostwriting #Blogposts #BlogPromotion #bloggers #checklist  
#contentwriting #Guide #SocialMedia



Ultimate Guide: How to Write, Optimize and Promote Blog Posts [+Checklist]

[blog2social.com](#)

 Gefällt mir  Kommentar  Teilen

## XING

### Image Post

 **Blog2Social** hat ein Bild geteilt  
Gerade eben


The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog posts in less time for more traffic and conversion on your blog.

To make your blog stand out you have to make sure that your blog content is awesome, catchy and sticky. <https://www.blog2social.com/en/blog/ultimate-guide-write-optimize-promote-blog-posts-checklist/>




  

### Link Post

 **Blog2Social** empfiehlt diesen Link  
Gerade eben

The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog posts in less time for more traffic and conversion on your blog.




To make your blog stand out you have to make sure that your blog content is awesome, catchy and sticky.



[Ultimate Guide: How to Write, Optimize and Promote Blog Posts \[+Checklist\]](#)

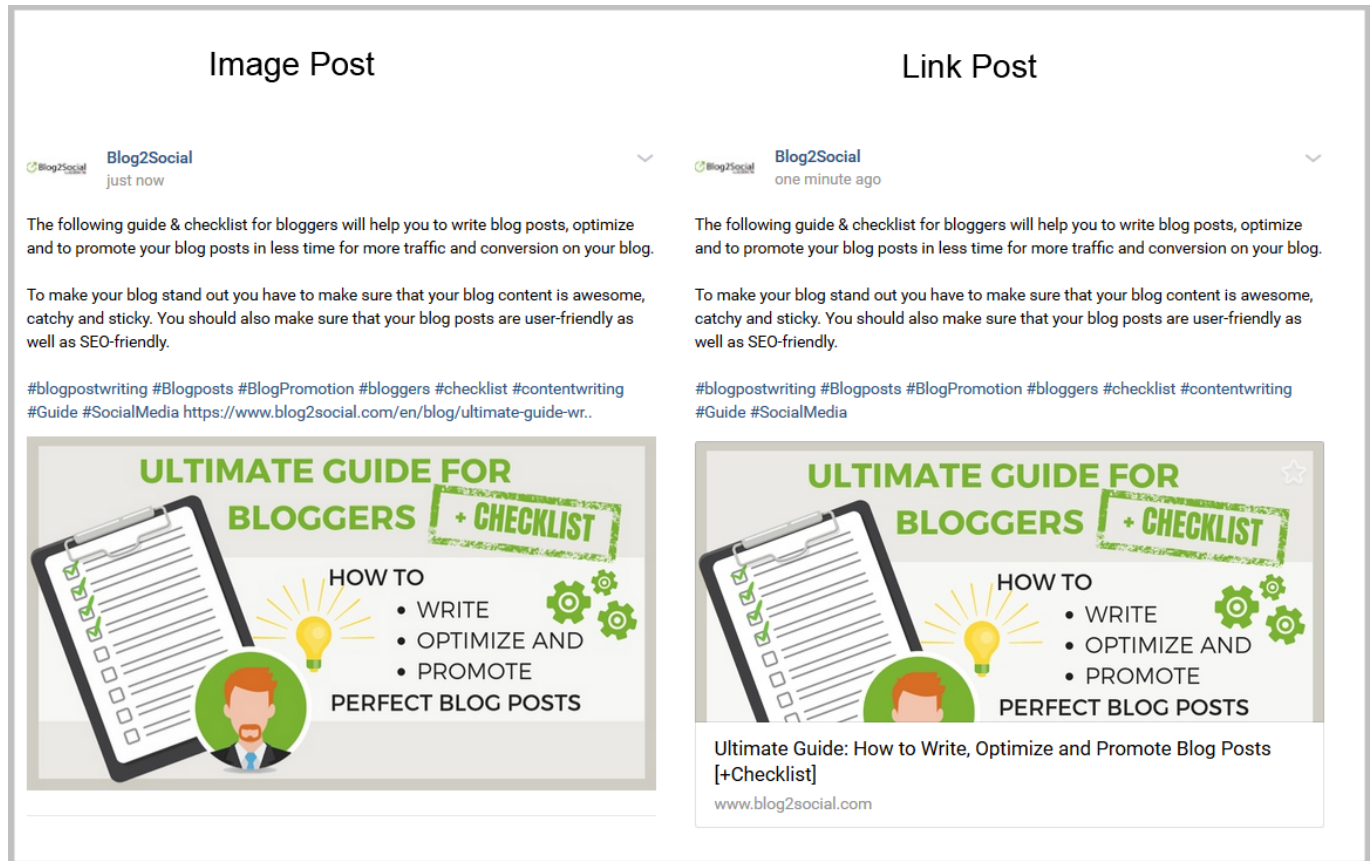
The following guide & checklist for bloggers will help you to write blog posts and optimize your blog posts and to promote your blog posts in less time for more traffic and conversion on your blog. To

Blog2Social Blog – Tips for social media marketing, sharing, scheduling, cross...

# Customizing Social Media Posts

## Vkontakte



## How to select your social media post format in Blog2Social?

There are two ways to choose and define your preferred post format for your social media posts.

- By default in your Blog2Social post templates
- Individually for each of your social media posts

### Select your default post format in your post templates

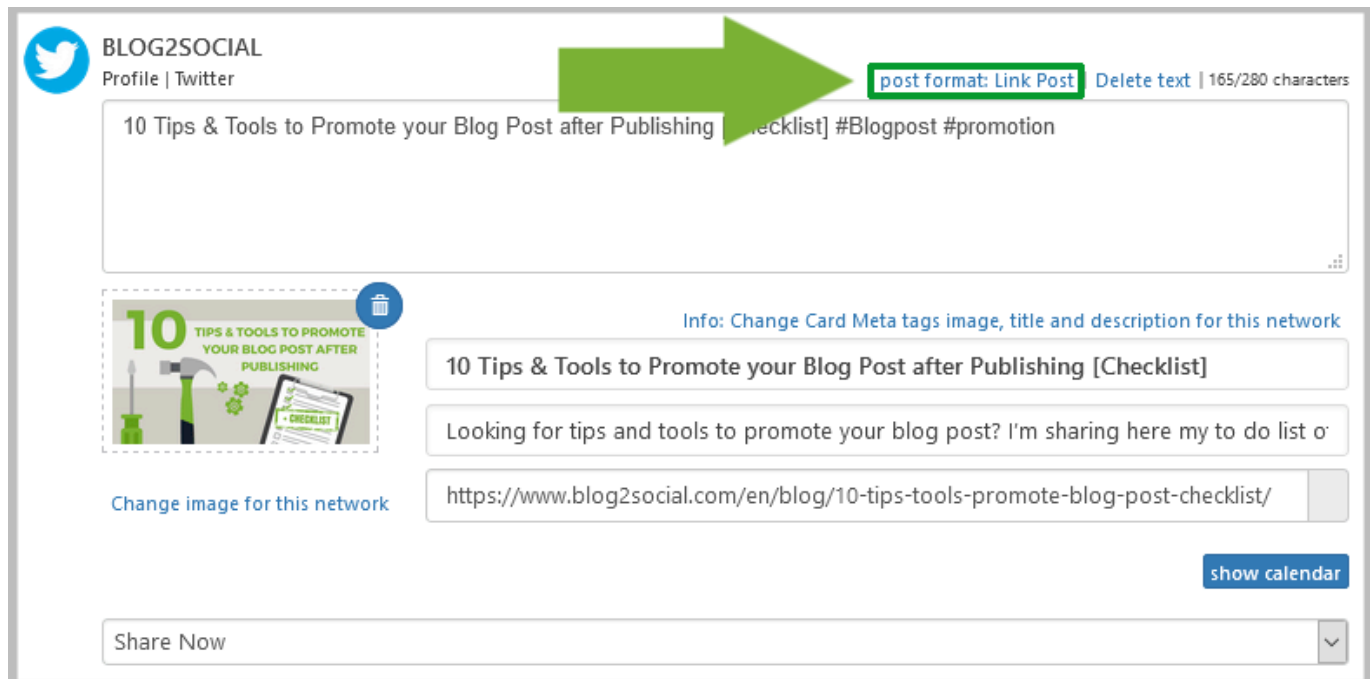
To edit your post format by default, please follow the steps in this guide:  
[How to use post templates for social media posts?](#)

### Select your post format individually for each social media post

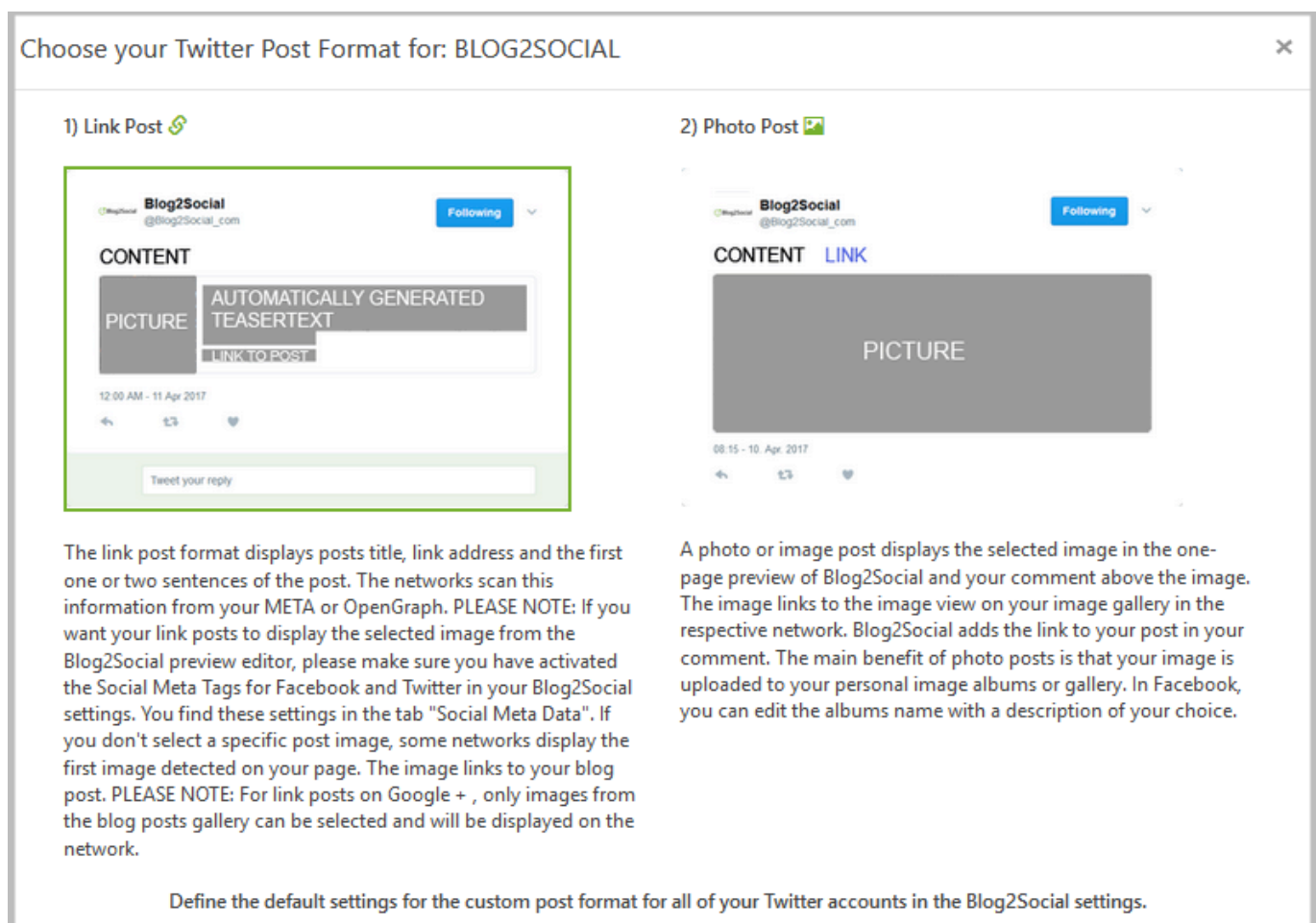
To change the post format in the Blog2Social editor go to:  
**"Blog2Social" -> "Social Media Posts" -> "Share on Social Media"**

# Customizing Social Media Posts

Click on "**post format**" on the upper right side of the respective network's editor field to change the post format.



You will get a pop up window to select your post format.



Choose your Twitter Post Format for: BLOG2SOCIAL

1) Link Post

2) Photo Post

The link post format displays posts title, link address and the first one or two sentences of the post. The networks scan this information from your META or OpenGraph. PLEASE NOTE: If you want your link posts to display the selected image from the Blog2Social preview editor, please make sure you have activated the Social Meta Tags for Facebook and Twitter in your Blog2Social settings. You find these settings in the tab "Social Meta Data". If you don't select a specific post image, some networks display the first image detected on your page. The image links to your blog post. PLEASE NOTE: For link posts on Google +, only images from the blog posts gallery can be selected and will be displayed on the network.

A photo or image post displays the selected image in the one-page preview of Blog2Social and your comment above the image. The image links to the image view on your image gallery in the respective network. Blog2Social adds the link to your post in your comment. The main benefit of photo posts is that your image is uploaded to your personal image albums or gallery. In Facebook, you can edit the albums name with a description of your choice.

Define the default settings for the custom post format for all of your Twitter accounts in the Blog2Social settings.



# Customizing Social Media Posts

## Other helpful guides

- [How to create social media posts and share link, text, image or video posts](#)
- [How to share multiple images in one post?](#)
- [Solution: Your authorization has expired. Please reconnect your account in the Blog2Social network settings.](#)

Unique solution ID: #1131

Author: n/a

Last update: 2019-09-02 00:00