

Customizing Social Media Posts

How to use post templates for social media posts?

Post templates enable you to generate automatically customized social media posts with a unique structure. By defining a specific sequence of variables (such as title, excerpt, content, and keywords as hashtags), you can streamline your workflow without losing the personal touch.

Templates transform your default layouts into tailored posts for every network and community. Whether you need platform-specific formatting or consistent branding, post templates allow you to combine dynamic variables with static text and hashtags.

Maximize your reach and save time by delivering the right message in the right format, every time.

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How to edit default post templates for every social media network

Please click on "**Networks**" in your Blog2Social menu. Here you can edit your post template for each of your networks by clicking on "**Edit Post Template**". Alternatively, you can customize your post templates directly within the Blog2Social post preview by clicking "**Edit Post Template**".

Please note that you can edit the post templates for each of your connected platforms as well as for profiles, pages, and groups and that these settings are WordPress user-based which means that these settings can be defined for each WordPress user individually.

Important: Changes to post templates will not affect social media posts that have already been scheduled.

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The screenshot displays the 'Networks' section of the Blog2Social dashboard. On the left, a sidebar menu lists various management options, with 'Networks' highlighted by a green arrow. The main area shows a list of social media networks. Each network entry includes a 'Connect' button (e.g., 'Connect Profile', 'Connect Page', 'Connect Business', 'Connect Location') and an 'Edit Post Template' button, both highlighted with green boxes and arrows. A 'Load Best Times' button is also visible at the top right of the network list.

Available variables

You can then edit the content of your post by simply moving the variables via drag and drop into the corresponding field. To delete elements in the content field, you can click on "clear".

WordPress post/page-based variables:

- **Title:** The title of your post.
- **Content:** The content of your post.
- **Excerpt:** The summary of your post (you define it in the side menu of your WordPress post).
- **Keywords:** The tags you have set in your WordPress post will be converted into hashtags.
- **Author:** The author of the post.
- **URL:** The link to your WordPress post.

- **Price:** See further details under "WooCommerce variable"
- **Regular Price:** See further details under "WooCommerce variable"
- **Sale Price:** See further details under "WooCommerce variable"

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Format [Info](#) Load default settings

Link Image

Content [Info](#)

{TITLE} {EXCERPT} {CONTENT} {KEYWORDS} {AUTHOR} {URL} {PRICE}

{REGULAR_PRICE} {SALE_PRICE} clear

```
{TITLE}
{CONTENT}
{KEYWORDS}
```

Character limit (CONTENT, EXCERPT) [Info](#)

{CONTENT}

{EXCERPT}

Define the character limit for the variables "**Content**" and "**Excerpt**" individually. Your text will be shortened after the last comma, period, or space character within your character limit.

An "**Excerpt**" will only be added to your social media post if you have added a manual excerpt in the excerpt editing box of the Gutenberg side menu (document settings) of your post.

"**Titles**" and "**Hashtags**" are not shortened. If you select the "**Title**" and "**Hashtags**" variables for your social media posts, the character limits you define for the "**Excerpt**" and/or "**Content**" variables will be applied within the remaining available character limit of the social network.

To reset your changes, click "**Load default settings**". All settings will be reset to the default settings of Blog2Social. If you are happy with your settings, you can click on "**save**".

To check your settings, a **dynamic preview** will show you how your posts will look if shared with the new customized template. The preview of your posting template changes in real-time, when you change the settings of your post template.

Blog2Social will also display the content of your latest post in the preview as an example to show how your post will look with your customized settings inside the network-specific post-template configuration overlay.

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Preview:

**Blog2Social**

5 Ways to Use Social Media to Demonstrate Expertise and Build Trust!

You know social media isn't just for memes and cat videos, right?

For businesses, it's one of the most powerful tools to demonstrate your expertise and build audience trust.

Here's the important thing:

Over 54% of users follow brands on Facebook and other social media networks to stay updated on products or services. That's a huge



The preview shows a social media post with a green header and footer. The main content area has a white background with a green circular graphic on the right containing an illustration of two people talking. The text of the post is as follows:

5 Ways to Use Social Media to Demonstrate Expertise and Build Trust
by Natasha Lane

Blog2Social

BLOG2SOCIAL.COM
5 Ways to Use Social Media to Demonstrate Expertise and Build Trust!

Like Comment Share

WooCommerce variables

If you have an active WooCommerce installation on your website, you can significantly speed up your workflow by using post templates in Blog2Social. Instead of manual data entry for every post, you can use placeholders (variables) to automatically pull specific product details directly into your social media posts. This ensures your posts are always accurate, professional, and consistent across all platforms.

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By using post templates, you can automatically inject the following product information into your social media posts:

- **Price**
- **Regular Price**
- **Sale Price**

With the price variable enabled, the product price will appear as a numerical value in your post preview. To display a currency symbol alongside the price, simply enter a static character (such as \$ or €) immediately following the variable.

For example:

```
{PRICE}$ - {TITLE}  
{CONTENT}
```

"First Comment" feature

Placing links and additional details to the first comment of your social media post is a strategic way to boost your reach. In your post templates, you can pre-define information for the first comment on the following networks:

- Facebook
- Instagram
- LinkedIn
- X
- Bluesky

For more details, check out this guide:

[How do I post content as the first comment of my social media post?](#)

First Comment

Define a first comment that will be pre-filled when posting

{TITLE} **{EXCERPT}** **{CONTENT}** **{KEYWORDS}** **{AUTHOR}** **{URL}** **{PRICE}**
{REGULAR_PRICE} **{SALE_PRICE}**

Enter first comment...

AI templates

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Boost your social media workflow with AI-powered automation. Instead of writing every caption manually, the Blog2Social AI templates instantly transform your content into engaging, platform-ready posts.

Whether you're looking to save time or need a creative spark, the AI templates help you generate high-quality, tailored messages for all your networks in seconds.

Learn how to set up here:

[How to use AI Templates for personalized social media posts](#)

Social media post templates with custom settings

Facebook

Please start by selecting the Facebook account type for which you want to define your templates:

Profile or Page

Now you can select the [post format](#) for your content:

Link or Image

When choosing "**Image**" format there will be a box that you can tick to add your link at the end of your image post. This way your followers are also guided to your website when sharing image posts.

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 metadata of your blog post defined for the link-post format. To ensure this, Blog2Social will add a "no-cache=1" parameter to the post URL when instant caching is activated.

Customizing Social Media Posts

f Edit Post Template ×

Profile **Page**

Activate Instant Caching [Info](#)

Format [Info](#) Load default settings

Link Image

Content [Info](#)

{TITLE} **{EXCERPT}** **{CONTENT}** **{KEYWORDS}** **{AUTHOR}** clear

{TITLE}
{CONTENT}

Character limit (CONTENT, EXCERPT) [Info](#)

{CONTENT}

{EXCERPT}

i recommended length: 200 characters

Instagram

The format affects the way how your images are displayed in your Instagram feed: **Image with frame** or **Image cut out**

If you choose "**Image with frame**" your images will be scaled or cropped proportionally. Vertical images will default to white borders on the sides of the picture. Alternatively, you can use the "**Frame colour**" picker to select a different colour for the frame.

If you choose "**Image cut out**" Blog2Social displays your image in your feed as a square.

By ticking the check-box "**Add a link-URL to the end of my Instagram posts**" a link to your website will be added to your post.


Please note: Instagram does not support clickable links.

You can activate the Instagram hashtag shuffle by clicking the box "**Hashtag shuffle**".

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Each post will be then shared with a random order of hashtags. Randomization of hashtags will increase the reach of your posts.

Please note: The hashtags have to be defined in the text field above.

 **Edit Post Template** ✕

Format [Info](#) Load default settings

Image with frame Image cut out

Content [Info](#)

{TITLE} {EXCERPT} {CONTENT} {KEYWORDS} {AUTHOR} clear


{CONTENT}

{KEYWORDS}

i Network limit: 2000 characters

Add a link-URL to the end of my Instagram posts. (Please note, that Instagram does not turn link-URLs into clickable links)

Hashtag shuffle (Hashtags have to be defined in the text field above)

Frame colour: 

Character limit (CONTENT, EXCERPT) [Info](#)

{CONTENT}

{EXCERPT}

i recommended length: 200 characters; Network limit: 2000 characters

X (Twitter)

You can select the [post format](#) for your content:

Link or **Image**

When choosing "**Image**" format there will be a box that you can tick to add your link at the end of your image post. This way your followers are also guided to your website when sharing image posts.

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By ticking the box "**Use Twitter threads...**" you can activate the threads-option for your Twitter posts with more than 280 characters.

A thread on Twitter is a series of connected Tweets from one person. With a thread you can provide additional context, an update, or an extended point by connecting multiple Tweets together.

Edit Post Template

Format [Info](#) Load default settings

Link **Image**

Content [Info](#)

{TITLE} {EXCERPT} {CONTENT} {KEYWORDS} {AUTHOR} clear

{CONTENT}
{KEYWORDS}

i Network limit: 280 characters

Add a link-URL to the end of my image post.

Use twitter threads for posts with more than 280 characters.

Character limit (CONTENT, EXCERPT) [Info](#)

{CONTENT}

{EXCERPT}

i recommended length: 200 characters; Network limit: 280 characters

LinkedIn

Please start by selecting the LinkedIn account type for which you want to define your templates:

Profile or **Page**

On LinkedIn your link will be added automatically at the end of the post no matter which [post format](#) you're choosing.

Customizing Social Media Posts

in Edit Post Template ✕

Profile Page Activate Instant Caching [Info](#)

Format [Info](#) Load default settings

Link **Image**

Content [Info](#)

{TITLE} {EXCERPT} {CONTENT} {KEYWORDS} {AUTHOR} clear

{CONTENT}
{KEYWORDS}

i The link will be added automatically at the end of the post.
i Network limit: 3000 characters

Character limit (CONTENT, EXCERPT) [Info](#)

{CONTENT}

{EXCERPT}

i recommended length: 200 characters; Network limit: 3000 characters

Find more options for customizing your social media posts and messages

- [How do I customize my social media posts individually?](#)
- [How do I select the image I want to share on social media?](#)
- [Social Media Post Formats - The differences between Image Post and Link Post](#)
- [How do I set my own time setting to post on social media?](#)
- [How do I schedule the posting of not yet published blog posts in advance?](#)

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