

Customizing Social Media Posts

How can I save my Social Media Posts as Drafts or Favorites?

Saving your customized social media posts as drafts makes it easier for you to take a break whenever you like and continue working at a later time. Or, use your drafts for repurposing your social media posts. Just save your customized and scheduled social media posts as drafts and re-use these drafts again.

Did you know: You can also save drafts of your content curation posts.

[Learn more about content curation posts and drafts.](#)

Please note:

Saved drafts are only visible for the user who created these drafts. Drafts are not shared between users.

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Save time by re-using your Posts

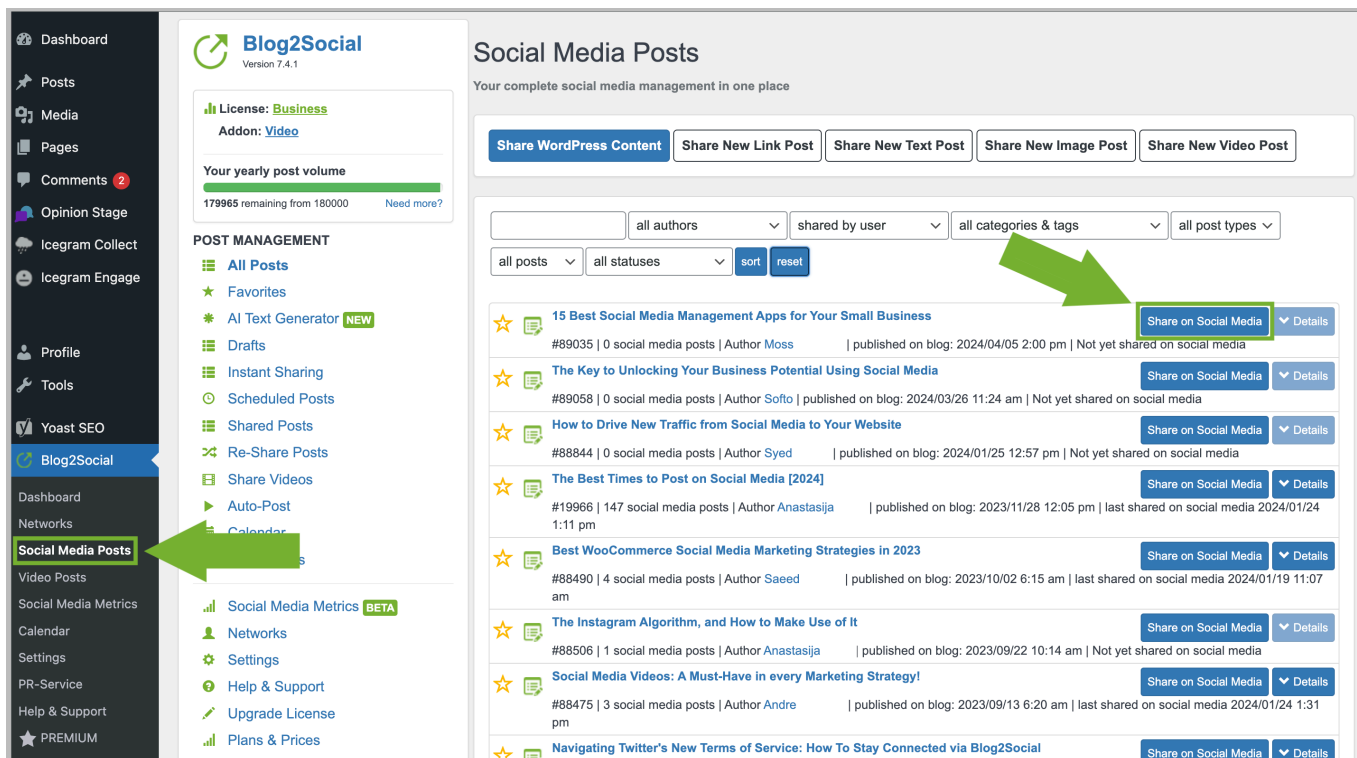
Time is the most important resource in our daily lives. Re-purposing your evergreen content will extend your reach and the lifetime of your content. By saving your customizing work as drafts, you can simply re-use customized social media posts to create more variations much easier and faster. This saves time that you can spend on other things (like creating valuable content or engaging with your community). Just save your customized and scheduled social media posts as drafts and re-use these drafts again at a later time. As often as you like!

How to save your customized Posts as Drafts

You can save your customizations in the one-page preview editor of the Social Media Scheduling & Sharing section to edit or share them at a later time. To do this, go to your Blog2Social Dashboard and click on "**Social Media Posts**". You will then automatically be taken to "**All Posts**", where you can see all your posts you made so far.

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Select the blog posts you want to share by clicking on "**Share on Social Media**".



You can now individually customize your post for each network in the Blog2Social one-page preview editor: add custom text, @-handles and hashtags, change pictures and define posting times.

All of your customizations, as well as your network selection and scheduling times will be saved in your draft. If you are happy with your settings, click on "**Save as Draft**".

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The screenshot displays the Blog2Social interface for creating a social media post. At the top, it shows the post title '7 Success Strategies for Business Blogs' and its publication details. The main content area is for a Facebook post, with a text area containing the post content and a URL field. A green arrow points to the 'Save as Draft' button, which is highlighted with a green box. On the right, a sidebar shows a list of social accounts, including 'ANDREAS WINKLER', 'BLOG2SOCIAL', and 'SOCIAL MEDIA MARKETING STR...', with a green checkmark next to the selected account.

Please note:

If you try to save a draft for a WordPress post that already has an existing draft, you will be notified that saving your draft will overwrite the previous one. Please ensure you are okay with this before proceeding.

How to edit your Drafts

If you want to continue working on your drafts later or had to interrupt your social media planning, you can reopen your drafts at any time and continue editing, modifying, and adding to them.

- Go to "**Social Media Posts**" -> "**Drafts**".
- Select the draft of the post you want to use and click "**Edit draft**".
- The post preview will now open.

All your created posts, including your scheduling and selected network grouping, will be loaded. You can make changes and additions as needed. Once you're finished, Blog2Social can automatically publish your posts. Alternatively, you can save your updated planning as a new draft (this will overwrite the previous draft).

Marking Posts as Favorites

Another way to easily find specific posts is by using the Favorites option. Simply

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click on the star icon next to the post you want to mark as a favorite.

The screenshot shows the 'Social Media Posts' dashboard. On the left, there's a sidebar with 'POST MANAGEMENT' options: All Posts, Favorites, AI Assistant (NEW), Drafts, Instant Sharing, Scheduled Posts, Shared Posts, Re-Share Posts, Share Videos, Auto-Post, Calendar, and Notifications. A green arrow points to the star icon next to the first post in the main list: 'Social Media Automation – How to save time on your Social Media Management'. The main list also includes other posts like 'Social Media User Statistics: Social Media Report 2025', 'Five Tips on how to use the Olympic Games for your Social Media Marketing', 'The Best Social Media Image Sizes for 2025', 'Social Media Video Sizes 2025: Trends, Tips and Recycling-Strategies', and 'The Best Times to Post on Social Media [2025]'. Each post has a 'Share on Social Media' button and a 'Details' dropdown.

Once marked, the post will be listed under the "Favorites" menu, making it easier to find and share.

The screenshot shows the 'Favorites' dashboard. The sidebar on the left has 'POST MANAGEMENT' options, with 'Favorites' highlighted by a green box and a green arrow. The main content area shows a list of favorite posts, including 'Social Media User Statistics: Social Media Report 2025'. The interface also features a top navigation bar with sharing options, search filters, and pagination controls.

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