

# Customizing Social Media Posts

## How to share videos on Social Media?

Videos are one of the most engaging forms of content on social media, capturing attention quickly and boosting visibility.

With Blog2Social, you can easily post and schedule videos across multiple social media platforms at the best times, increasing reach and engagement. Furthermore, Blog2Social ensures that your videos are perfectly optimized for each social media network, saving you time and effort. Instead of manually uploading content, you can plan ahead and focus on more important tasks.

To upload videos on your social media accounts, please click on "**Share Videos**" or "**Share New Video Post**".

The screenshot displays the Blog2Social interface. On the left sidebar, under 'POST MANAGEMENT', the 'Share Videos' option is highlighted with a green box and a green arrow. The main content area is titled 'Share New Video Post' and contains a green arrow pointing to the 'Share New Video Post' button. Below this, there is a form to 'Insert a video link to share on social media, e.g. from Youtube or Vimeo.' with a 'CONTINUE' button. Further down, there is a section to 'Upload a video or select a video from your media library to share to your networks.' with a 'Drop your video file here or click to select it from your device.' area. At the bottom, there is a search bar and a list of shared video posts, each with a 'Share on video networks' button and a 'Details' button.

Here you can choose if you want to share a video link or a video file:

- 1) You can either enter a video link (for example, from YouTube or Vimeo).
- 2) You can upload a video from your media library or from your computer.

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The screenshot shows the 'Share New Video Post' interface in Blog2Social. On the left is a sidebar with navigation options: All Posts, Favorites, Drafts, Instant Sharing, Scheduled Posts, Shared Posts, Re-Share Posts, Share Videos (highlighted with a green arrow), Auto-Post, Calendar, Notifications, Social Media Metrics (BETA), Social Media Networks (highlighted with a green arrow), Settings, Help & Support, Upgrade License, and Plans & Prices. Below the sidebar is a 'RATE IT!' section with a 5-star rating and a 'RATE BLOG2SOCIAL' button. The main content area is titled 'Share New Video Post' and includes a sub-header: 'Add a video link, upload a video or select a video from your media library to share it on your social media accounts.' There are five buttons: 'Share WordPress Content', 'Share New Link Post', 'Share New Text Post', 'Share New Image Post', and 'Share New Video Post' (highlighted). Below these are two main sections: 1. 'Insert a video link to share on social media, e.g. from Youtube or Vimeo.' with an 'Enter link' input field and a 'CONTINUE' button. 2. 'Upload a video or select a video from your media library to share to your networks.' with a large drop zone and the text 'Drop your video file here or click to select it from your device.' Below this is a search bar with 'Search Title' and 'all authors' (dropdown), and 'sort' and 'reset' buttons. A list of video files is shown with columns for video icon, title, format/size/length, share count, latest upload info, and actions ('Share on video networks' and 'Details').

After clicking on **“Share on video networks”** next to your selected video file, you’ll see the post preview editor. Here you can optionally customize your social media posts for each of your connected accounts, for example, with a video description or a personal comment.

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The screenshot displays the Blog2Social interface for video sharing. At the top left, a video player shows a video titled 'file\_example\_MP4\_1280\_10MG.mp4' with details: Type: video/mp4, Size: 9 MB, Length: 31s, and Uploaded by pdc on 2023/01/05 11:13 am. Below this, two social media post creation forms are shown. The first is for 'TESTUS' (Profile | YouTube) and the second is for 'ALEXANDER' (Profile | Vimeo). Both forms have a 'The Headline...' field and a larger text area for 'Write something about your post...'. The TESTUS form also includes a 'Hashtags' field. To the right, the 'VIDEO ACCOUNTS' sidebar lists connected accounts: My Profile, ADD MORE... (Profiles | Pages | Groups), BLOG2SOCIAL (Page | Facebook), BLOG2SOCIAL (Profile | Twitter), TESTUS (Profile | YouTube) with a green checkmark, and ALEXANDER (Profile | Vimeo) with a green checkmark. At the bottom of the sidebar, there are status indicators: 'network connected' (green checkmark), 'video properties not supported' (red X), and 'refresh authorization' (red X). At the bottom of the main interface, there are 'Save as Draft' and 'Share' buttons.

Now you can click on "**Share**" to share your video including text on social media.

After sharing your video content, you can find the sharing report for each video file by clicking on "**Details**" next to the file in the "**Share Videos**" section.

Information about failed posts of video files can be found in the "**Notifications**" section in the Blog2Social menu.

## Supported Social Media Networks

- Facebook (Pages)
- X (Twitter)
- Instagram (Reels & Stories)
- Threads
- Pinterest
- LinkedIn (Profiles & Pages)
- YouTube
- Vimeo
- TikTok

# Customizing Social Media Posts

- Discord
- Mastodon
- Flickr
- Tumblr

## Supported Video Formats

With Blog2Social, you can share videos up to 250 MB on social media. For more information on the supported video formats, we recommend this blog post:

[Social Media Video Sizes 2025: Trends, Tips and Recycling-Strategies](#)

Here you will find a detailed explanation of how to add the Video Add-on for Blog2Social:

[How can I add the Video Add-on for Blog2Social?](#)

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