

# Customizing Social Media Posts

## How do I share a Carousel Post on Instagram?

Photos and graphics are an essential asset of content marketing. Visual content is an eye catcher. Images are irresistible for the reader to look at your social media posts. Images do not only amplify text messages, they also communicate on their own. They attract more attention, can evoke emotions and trigger associations.

Sharing more than one image on Instagram also improves the visibility of your post. With Blog2Social, you can share or schedule a carousel post or an image gallery on Instagram. Carousel posts on Instagram allow you to create creative and engaging posts that enhance your social media feed.

In addition, you can easily share multiple images in one post (image post) on the following social media networks:

- **Facebook Pages** - Up to 4 images
- **X (Twitter)** - Up to 4 images
- **Instagram Business** - Up to 10 images
- **LinkedIn** - Up to 4 images
  
- **TikTok** - Up to 10 images

To do this, you have two options:

- 1)** selecting a WordPress post that was already published on your website
- 2)** creating a new image post

Please click on "**Social Media Posts**" in your Blog2Social menu. Now you can choose your preferred WordPress post and click on "**Share on Social Media**" or click on "**Share New Image Post**" -> "**Customize & Schedule**" to create a new social media post.

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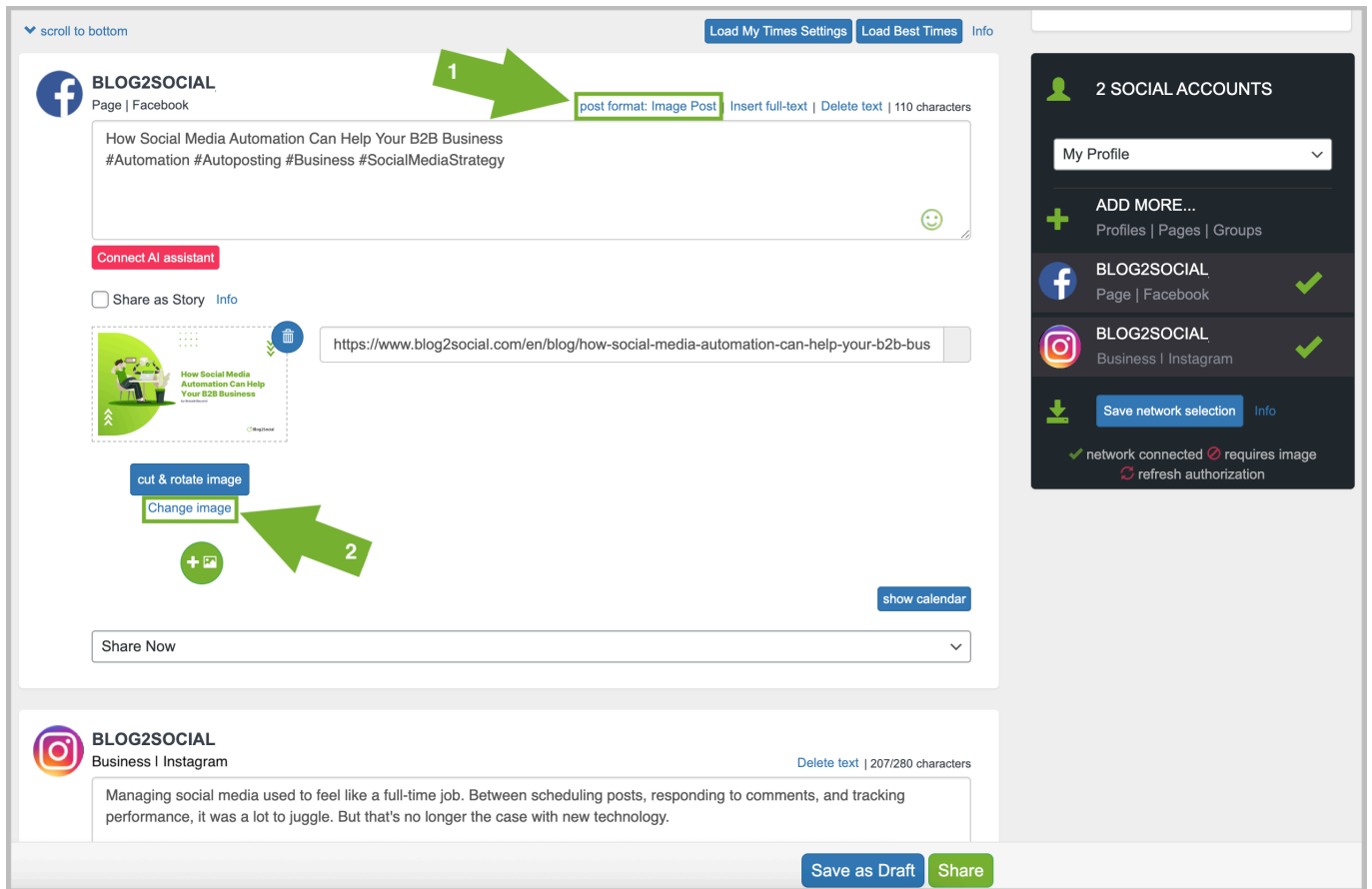
The screenshot displays the Blog2Social dashboard. On the left sidebar, the 'Social Media Posts' menu item is highlighted with a green box and a green arrow. The main content area is titled 'Social Media Posts' and features a navigation bar with buttons for 'Share WordPress Content', 'Share New Link Post', 'Share New Text Post', 'Share New Image Post' (highlighted with a green box and a green arrow), and 'Share New Video Post'. Below this is a search and filter section with dropdown menus for 'Search Title', 'all authors', 'shared by user', 'all categories & tags', and 'all post types'. A list of posts follows, each with a 'Share on Social Media' button and a 'Details' dropdown. One of these buttons is also highlighted with a green box and a green arrow.

Now you can see the Blog2Social post preview and start editing your post.

Please note: To share your post with multiple images on Facebook pages, X and LinkedIn please change the **post format** from “**Link Post**” to “**Image Post**” first.

If your WordPress post or page already contains an image, it will be shown as the first image of your gallery. If you like to change it, you can click on “**Change image**” and select another image from your post gallery or select or upload another image from your media gallery.

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Add more images for your multiple-image post.  
To share more than one image, you can click on the green button with an image icon below your gallery image.

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The screenshot displays the Blog2Social interface for customizing social media posts. At the top, there are navigation links: "scroll to bottom", "Load My Times Settings", "Load Best Times", and "Info".

The main content area is divided into two sections:

- Facebook Post:** The post is for "BLOG2SOCIAL Page | Facebook". The text reads: "How Social Media Automation Can Help Your B2B Business #Automation #Autoposting #Business #SocialMediaStrategy". Below the text is a "Connect AI assistant" button and a "Share as Story" option. A URL is entered: "https://www.blog2social.com/en/blog/how-social-media-automation-can-help-your-b2b-bus". There is a "show calendar" button and a "Share Now" dropdown menu. A green arrow points to the image selection icon (a green square with a white plus sign and a camera icon).
- Instagram Post:** The post is for "BLOG2SOCIAL Business | Instagram". The text reads: "Managing social media used to feel like a full-time job. Between scheduling posts, responding to comments, and tracking performance, it was a lot to juggle. But that's no longer the case with new technology." Below the text are "Save as Draft" and "Share" buttons.


On the right side, there is a sidebar titled "2 SOCIAL ACCOUNTS". It shows "My Profile" and "ADD MORE..." options. Two accounts are listed: "BLOG2SOCIAL Page | Facebook" and "BLOG2SOCIAL Business | Instagram", both with green checkmarks. A "Save network selection" button is also present.

A window will open, where you can choose between  
1) the images from your blog post if available or  
2) upload an image from your media gallery.

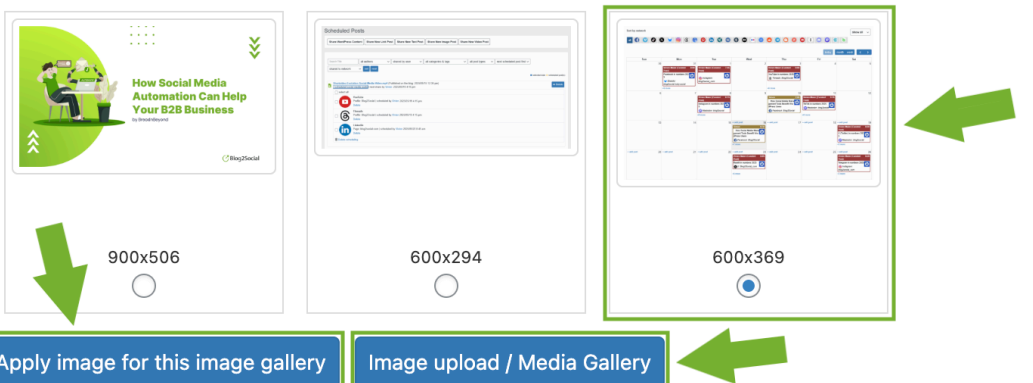
When you have chosen an image, you can click on **“Apply image for this image gallery”**.

Now your gallery contains 2 images.

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Select image for  blog2social ✕

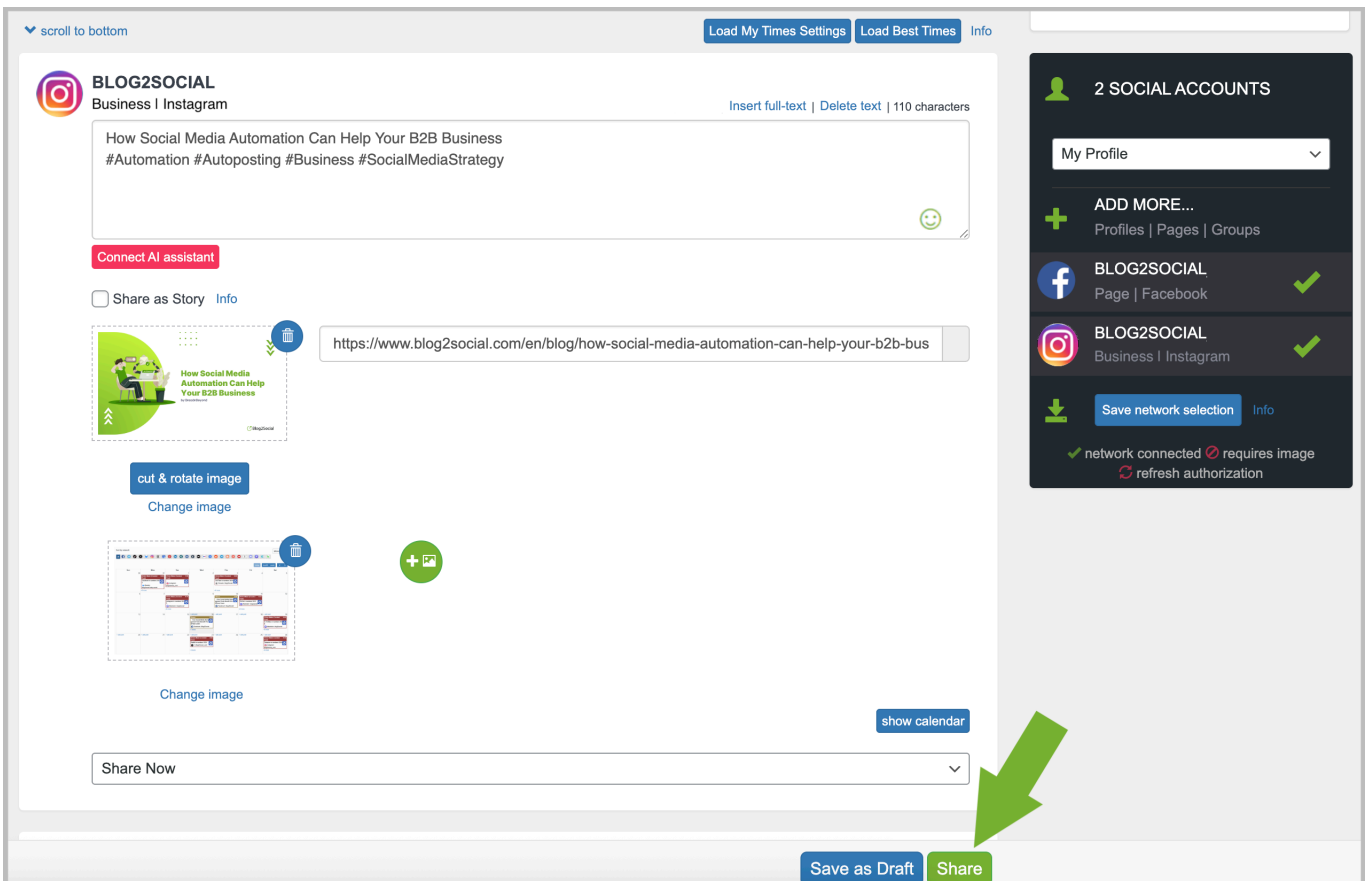
Sharing more than one image improves the visibility of your content. You can create image series, show sequences, and level up your storytelling. With Blog2Social you can share up to 10 images per post on Instagram, up to 4 images in one post on Facebook (page and group) and Twitter. The best size for images in social media posts are between: 667-1000px X 523-1000px. Blog2Social will automatically resize your image according to the requirements of each network. Changes to the image for link-posts will apply to the image for all networks with link-post settings for this post.



The screenshot shows three image options in a gallery. The first image has dimensions 900x506 and a blue button labeled 'Apply image for this image gallery'. The second image has dimensions 600x294 and a blue button labeled 'Image upload / Media Gallery'. The third image has dimensions 600x369 and is highlighted with a green border and a green arrow pointing to it from the right. Below the gallery, there are two blue buttons: 'Apply image for this image gallery' and 'Image upload / Media Gallery', with a green arrow pointing to the second button from the right.

To add more images, you can repeat these steps until you have selected the maximum number of images allowed (typically 4-10), depending on the requirements of the social platform where you plan to share your posts.

When you have completed your post gallery and you are happy with your post, you can click on **“Share”**.



The screenshot shows the Blog2Social post creation interface. At the top, there are links for 'Load My Times Settings', 'Load Best Times', and 'Info'. The main content area includes the Instagram logo, the text 'BLOG2SOCIAL Business | Instagram', and a character count of 110. The post text is 'How Social Media Automation Can Help Your B2B Business #Automation #Autoposting #Business #SocialMediaStrategy'. Below the text, there is a 'Connect AI assistant' button and a 'Share as Story' option. The image gallery shows two images: the first is the same as in the previous screenshot, and the second is a calendar. At the bottom, there is a 'Share Now' dropdown menu and a 'show calendar' button. A green arrow points to the 'Share' button at the bottom right.

# Customizing Social Media Posts

You have now shared a post with multiple images, fantastic!

## Find more options for customizing your social media posts and messages

- [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 customize my social media posts individually?](#)

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