

Customizing Social Media Posts

How do I post content as the first comment of my social media post?

Sharing additional information in the first comment, rather than the main caption, is a popular strategy for savvy social media managers. But what are the advantages?

- **Algorithm Favoritism:** Many platforms prioritize posts that don't contain external links in the main text. By placing your link in the first comment, you keep the algorithm happy while still driving traffic to your website.
- **Cleaner Aesthetics:** Long captions can look cluttered. Moving hashtags or secondary details to the first comment keeps your main post sleek and focused on your message.
- **Increased Engagement:** It encourages users to open the comment section, which signals to the platform that your content is worth promoting. It can also increase the likelihood of users leaving their own comments.

Does Blog2Social support posting to the first comment?

Yes! Blog2Social allows you to automatically post your links, hashtags or additional text into the first comment for specific platforms. This helps keep your main caption clean and professional.

Currently, this feature is available for **Facebook, Instagram, LinkedIn, X, and Bluesky**. As soon as additional networks are supported and offer this functionality, we will list them here.

How can I enable the "First comment" feature?

Ensure that **Blog2Social version 8.8.2 or later** is installed and that you are using a **Pro** or **Business** license. Then, **refresh your social media connection** by following [these steps](#).

Enable the "**First Comment**" feature in the Blog2Social post preview. This will open a text box where you can add your custom content.

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BLOG2SOCIAL
Page | Facebook

[Edit Post Template](#) post format: [Link Post](#) | [Insert full-text](#) | [Delete text](#) | 554 characters

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.

[Rewrite with Assistini AI](#) [Reset](#) [AI Settings](#)

First comment [Info](#)

First comment 0/8000 characters

Write a comment...

[cut & rotate image](#)
[Change image](#)

[Info: Change Open Graph Meta tags image, title and description for this network](#)

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<https://www.blog2social.com/en/blog/5-ways-to-use-social-media-to-demonstrate-experl> [refresh](#)

[show calendar](#)

Share Now

[Save as Draft](#) [Share](#)

If you would like to enable this option by default for all social media posts on a specific network, please follow these steps:

- Open the [post templates](#) under "**Networks**" or in the post preview by clicking "**Edit Post Template**".
- Now you can enter the content you want to appear in the first comment.
- Click "**save**" to apply your changes.
Please note: Any changes made to templates will not affect posts that have already been scheduled.

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First Comment

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

{TITLE}

{EXCERPT}

{CONTENT}

{KEYWORDS}

{AUTHOR}

{URL}

{PRICE}

{REGULAR_PRICE}

{SALE_PRICE}

clear

Enter first comment...

Blog2Social will handle the timing so the comment appears immediately after the post goes live.

Other helpful guides

- [Social Media Post Formats - The differences between Image Post and Link Post](#)
- [How to share multiple images in one Social Media Post?](#)
- [Why is my image not displayed in my Social Media Posts?](#)

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