

# Customizing Social Media Posts

## How do I customize my social media posts individually?

Every social network is different and every social community reacts differently to contents, post formats, personal comments, and post frequency. Tailoring your social media posts for each network and each community will help you to increase your reach.

Blog2Social provides you with multiple options to customize and tailor your posts, individually and automatically for each of your social network accounts and communities.

### How to customize your social media posts individually

To customize your social media posts individually, 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 the website-posts you have created so far. Select the posts you want to share by clicking on "**Share on Social Media**".

The screenshot displays the Blog2Social dashboard interface. On the left, a dark sidebar contains navigation links: Blog2Social, Dashboard, Networks, Social Media Posts (highlighted with a green box and a green arrow), Video Posts, Social Media Metrics, Calendar, Settings, PR-Service, Help & Support, and PREMIUM. The main content area is titled 'Social Media Posts' and includes a subtitle 'Your complete social media management in one place'. Below this, there are buttons for 'Share WordPress Content', 'Share New Link Post', 'Share New Text Post', 'Share New Image Post', and 'Share New Video Post'. A search bar and filters for authors, shared by user, categories, post types, and statuses are present. A list of posts is shown, each with a 'Share on Social Media' button (highlighted with a green box and a green arrow) and a 'Details' button. The first post is 'The Best Times to Post on Social Media' by Author 51 Free, published on 2023/11/30. The second post is 'The Instagram Algorithm, and How to Make Use of It' by Author Tarik New, published on 2023/10/20. The third post is 'Social Media Videos: A Must-Have in every Marketing Strategy!' by Author pdc, published on 2023/09/29.

You will now see a post preview editor for all your selected social media channels and you can now customize your post for each network individually in the preview editor: add custom text, @-handles, and hashtags, change pictures, and define

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posting times.

Here you can:

- Select and deselect the networks you want to post to
- Use the automatically generated comment
- Insert a personal comment
- Insert @handels and #hashtags
- Insert the full-text or delete it
- Choose to post according to the Best-Time-Scheduler
- Choose to post according to your own time settings
- Post immediately or decide to schedule for one specific time or choose a recurring scheduling scheme

The screenshot displays the Blog2Social interface for customizing social media posts. On the left is a dark sidebar with navigation links: Dashboard, Posts, Media, Pages, Comments, Icegram, Contact, Author Bio, Appearance, Plugins (4), Users, Tools, Settings, SEO (1), Multi Importer, BWS Panel, SEO Friendly Images, WP-Optimize, Comet Cache, Blog2Social, and Collapse menu. The main content area is divided into two sections. The top section is for a Twitter post by 'BLOG2SOCIAL'. It features a text input field with the placeholder 'How Often To #Share Your #BlogPost on #SocialMedia', a link input field with the URL 'https://www.blog2social.com/en/blog/how-often-to-share-your-blog-post-on-social-media/', and a scheduling section. The scheduling section includes a 'Schedule post recurrently' dropdown, a 'Duration' dropdown set to '4 Weeks', a 'Time' input set to '1:00 PM', and a 'Days' section with checkboxes for Mon, Tue, Wed, Thu, Fri, Sat, and Sun. Below the scheduling section is a 'Share' button. The bottom section is for an Instagram post by 'ADENION\_GMBH'. It features a text input field with the placeholder 'Social Media are the best source to drive traffic to your blog. Social networks will bring your blog content to an engaged audience. So, social media should be a ...', a link input field with the same URL as the Twitter post, and a 'Share Now' button. On the right side of the interface is a '17 SOCIAL ACCOUNTS' panel. It includes a 'Default' dropdown, an 'ADD MORE...' button, and a list of accounts: BLOG2SOCIAL (Twitter, checked), PRESSE TICKER (Facebook), BLOG2SOCIAL (Facebook), PRGATEWAY@GOOGLE... (Google+), BLOG2SOCIAL (Google+), SOCIAL MEDIA & D... (Google+ Group), VERA SCHMIES (LinkedIn), ANDREAS WINKLER (LinkedIn), BLOG2SOCIAL WORD... (LinkedIn), and ADENION (Tumblr).

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You can change all of these settings individually for each and every network. The editor automatically adapts your comment to the available character count of each network and suggests automatically generated #hashtags (from your keywords, see [How to automatically add hashtags to social media posts?](#)) or tags added to your posts.

## Twitter Tip

[Twitter restricts accounts in posting the same or even substantially similar original content to one or multiple accounts.](#) This limitation applies regardless of whether the Tweets are published at the same time, or are scheduled for future publications. With this change of rules, customized content becomes essential for posting on Twitter. By using Social Media Automation Tools like Blog2Social you can customize your tweets and optimize your Twitter-Marketing according to the newest Twitter rules.

[Find out what these new changes mean for your social media marketing.](#)

## More tips for customizing social media posts

- [How do I schedule posts to be shared on social media in advance, using the](#)

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[best-time-scheduler?](#)

- [How to share individual images on social media?](#)
- [Social Media Post Formats - The differences between Image Post and Link Post](#)
- [How to use post templates for social media posts?](#)

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