

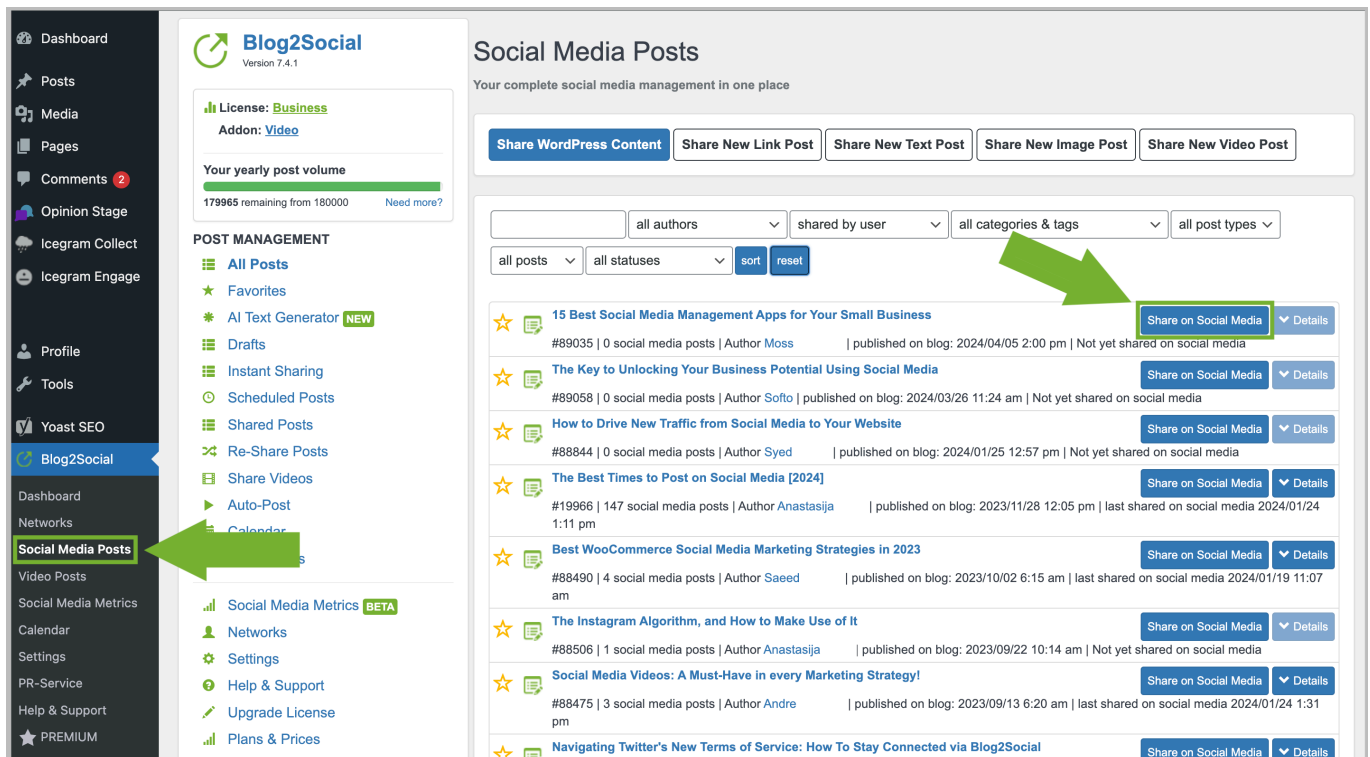
Customizing Social Media Posts

How can I edit my blog post in the HTML editor for re-publishing on Medium, Tumblr and Torial?

Blog2Social enables you to not only share and post your Wordpress posts to Social Media but also re-publish your whole posts on blog networks like Tumblr, Medium and Torial.

To optimize blog posts for republishing on Medium, Tumblr, and Torial, please follow these steps:

- Go to the Blog2Social dashboard and click on the "**Social Media Posts**" button.
- Select the blog post you want to republish on the blog networks.
- Click on the "**Share on Social Media**" button.



You will then be redirected to the Blog2Social post preview editor.

- First, make sure you have Blog2Social connected to your blog networks.
- By default, Blog2Social automatically filters out the blog post on Medium, Tumblr and Torial with the HTML codes. You have the option to optimize and customize the post in the preview on Medium, Tumblr and Torial.

Additionally, you can customize the post with the following HTML tags in the one-page-editor:

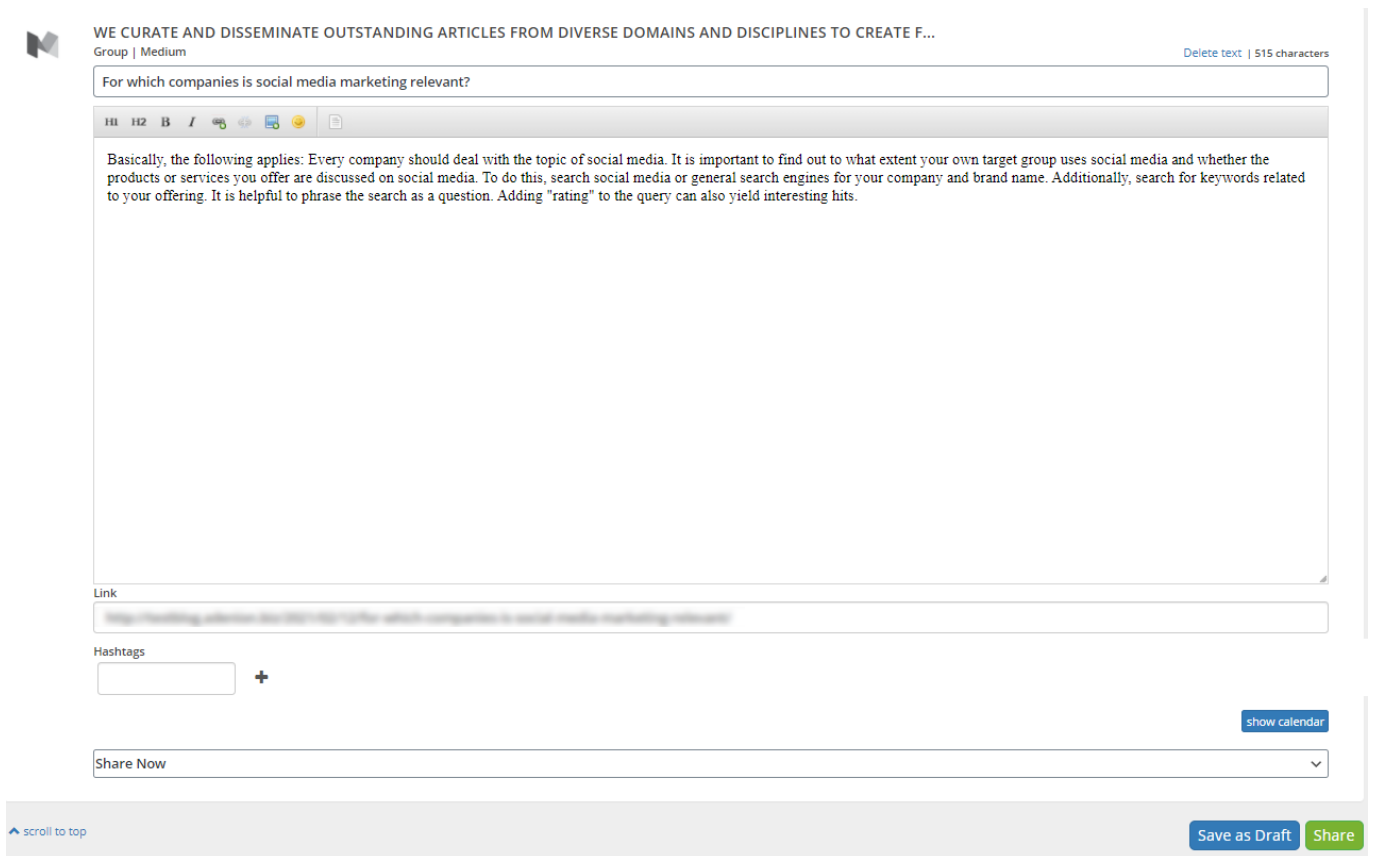
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In the post preview editor you will also see that Blog2Social already automatically generated the posts text. Scroll down through the blog post to check whether you like the format.



The screenshot shows the Blog2Social post editor interface. At the top, there's a header with the Blog2Social logo and the text "WE CURATE AND DISSEMINATE OUTSTANDING ARTICLES FROM DIVERSE DOMAINS AND DISCIPLINES TO CREATE F...". Below this, there's a "Group | Medium" label and a "Delete text | 515 characters" link. The main editing area has a title field with the text "For which companies is social media marketing relevant?". Below the title is a rich text editor with a toolbar containing icons for bold, italic, link, unlink, list, and image. The editor contains the following text: "Basically, the following applies: Every company should deal with the topic of social media. It is important to find out to what extent your own target group uses social media and whether the products or services you offer are discussed on social media. To do this, search social media or general search engines for your company and brand name. Additionally, search for keywords related to your offering. It is helpful to phrase the search as a question. Adding 'rating' to the query can also yield interesting hits." Below the editor is a "Link" field with the URL "http://marketing-advice.de/2015/10/12/for-which-companies-is-social-media-marketing-relevant/". There is also a "Hashtags" field with a plus sign. At the bottom right, there is a "show calendar" button. The footer contains a "scroll to top" link and two buttons: "Save as Draft" and "Share".

When you have edited your blog post, scroll down and click on "**Share**" to re-publish your post.

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