

# Customizing Social Media Posts

## How to share individual images on social media?

Pictures are traffic drivers on social media. Find out how individual images work best with your social media posts for more engagement and visibility. And learn how to automatically share individual photos for your post on Twitter, Facebook, Instagram, Pinterest, LinkedIn, Reddit and many other networks in one single step with Blog2Social.

### Why you should share more pictures on social media

Snapchat and Instagram are the new stars among social media. If you think about it, it comes naturally that images are simply more interesting than regular text updates. Visual content catches one's eye faster and stirs up emotions easily. If you see a photo you like, you are much more likely to share, comment, or like it. And in fact, statistics show that social media posts with pictures or infographics perform much better than others. On Facebook image posts even show a [39 % higher engagement rate](#) than status updates. Plus, the [Facebook algorithm ranks images posts higher on your followers' news feeds](#). If you share photos with your posts, you will get more impressions and a greater reach. Especially if you are looking to promote your blog post, sharing your images and other pictures from your media gallery, can help you reach more readers and extend the lifetime of your post.

### Why sharing individual images on social media is important

When your blog post contains more than one image, it can make sense to select other images than the featured image to promote your post. Try to think, which image works best for your specific target audience on each channel and post individual pictures with comments and links to your website. And, if you are re-sharing posts, doing so with different images and comments will make your feed look more diverse, personal, and engaging.

### How to post individual images across all social media networks with Blog2Social

The Blog2Social helps you to avoid spending the majority of your working hours by posting individual images to all your social networks.

You can select individual images for each social media channel, vary your comments and schedule your posts at different times.

To do so you have two different options. When you are done with editing your blog post, you can click on "**Customize & Schedule Social Media Posts**" in the right sidebar of your WordPress post editor.

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The screenshot displays the WordPress 'Edit Post' interface. The main content area shows the title 'Josine Wille and theBiggerBlog - The Blog2Social Community' and a paragraph of text. Below the text are two images of a woman, Josine Wille, one in a colorful patterned coat and one in a black hat. A logo for 'theBiggerBlog' is overlaid on the bottom image. On the right sidebar, the 'Share on Social Media' section is expanded, and the 'Customize & Schedule Social Media Posts' button is highlighted with a green box and a green arrow pointing to it.

Or you can go to your Blog2Social Dashboard, select “**Social Media Posts**” and select the blog posts you want to share by clicking on “**Share on Social Media**”.

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The screenshot displays the Blog2Social dashboard interface. On the left is a dark sidebar with navigation options: Dashboard, Posts, Media, Pages, Comments (2), Opinion Stage, Istagram Collect, Istagram Engage, Profile, Tools, Yoast SEO, Blog2Social, and a sub-menu for Social Media Posts (highlighted with a green box and arrow). The main content area is titled 'Social Media Posts' and includes a license status (Business), a post volume bar (179965 remaining from 180000), and a 'POST MANAGEMENT' section with options like All Posts, Favorites, AI Text Generator (NEW), Drafts, Instant Sharing, Scheduled Posts, Shared Posts, Re-Share Posts, Share Videos, Auto-Post, and Calendar. Below this is a list of social media posts with columns for title, author, publication date, and a 'Share on Social Media' button (highlighted with a green box and arrow). The top of the main area features buttons for 'Share WordPress Content', 'Share New Link Post', 'Share New Text Post', 'Share New Image Post', and 'Share New Video Post'. Filter options for authors, shared by user, categories & tags, and post types are also visible.

Both options will lead you to the Blog2Social post preview editor, where you can customize your posts for each network, elect individual images for each post, and schedule your social media posts. To change the featured image and select an individual picture to go with your blog post, simply click on the images frame and a pop-up window will open.

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The screenshot displays the Blog2Social WordPress dashboard interface. On the left is a sidebar menu with various tools and settings. The main content area shows three social media post preview cards for different networks: Twitter, Facebook, and Xing. Each card includes a text editor, a 'Share Now' button, and a 'Change image for this network' option. A green arrow points to the image selection area in the Facebook post preview. On the right side, there is a vertical list of connected social media accounts, each with a checkmark indicating it is active. The accounts listed include BLOK2SOCIAL on Twitter, PRESSE TICKER on Facebook, BLOK2SOCIAL on Facebook, PRGATEWAY@GOOGLE... on Google+, BLOK2SOCIAL on Google+, SOCIAL MEDIA & D... on Google+, ANDREAS WINKLER on LinkedIn, VERA SCHMIES on LinkedIn, BLOK2SOCIAL WORD... on LinkedIn, VERA SCHMIES on Xing, ADENION on Tumblr, BLOK2SOCIAL on Medium, PR-GATEWAY.SOCIA... on Torial, ADENION\_GMBH on Instagram, and ADENION SOCIAL@A... on Instagram.

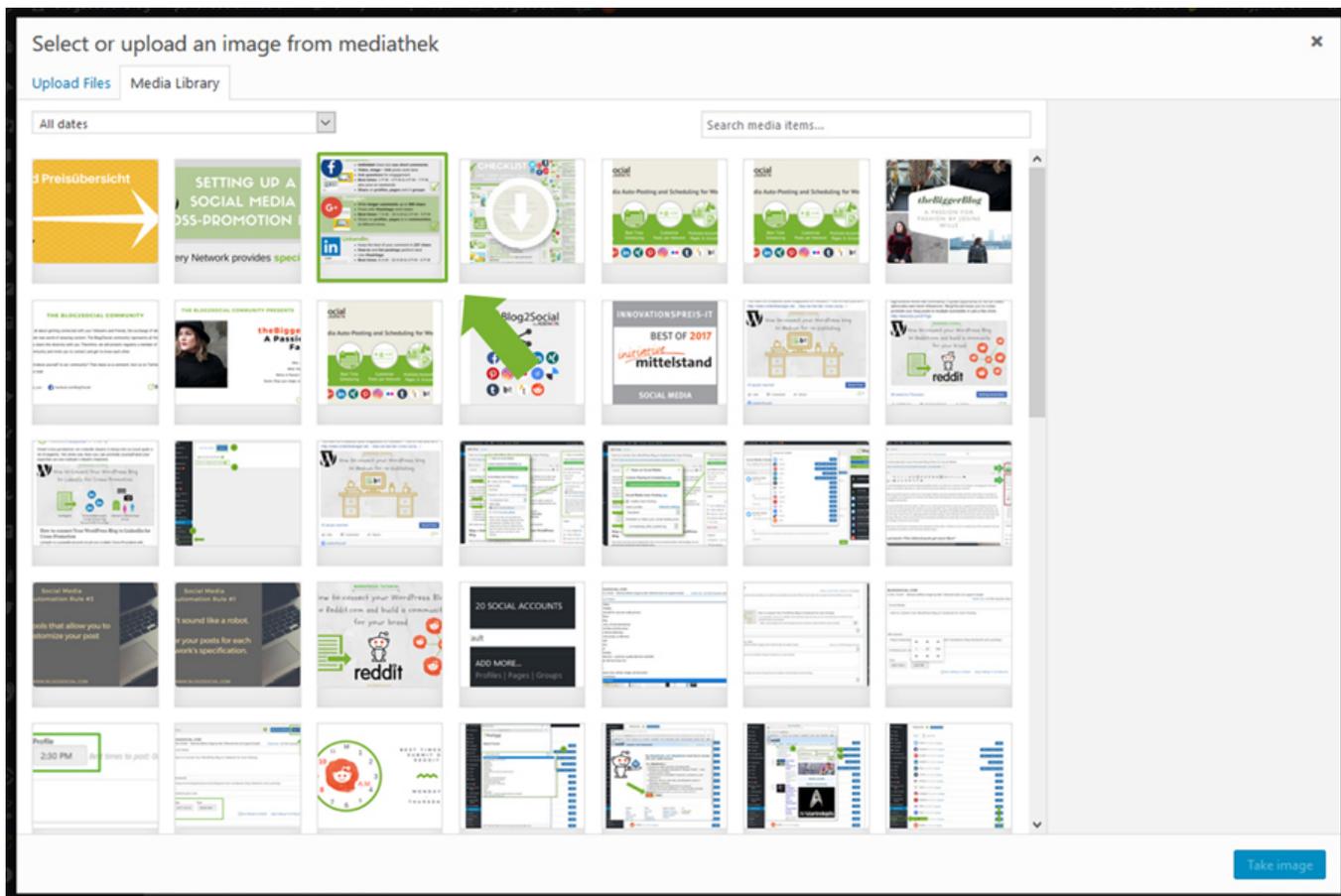
Depending on your Blog2Social license you can choose between the following options:

- Select one of your blog posts images
- Choose your selected as an individual image for this particular social network
- Choose to apply this image selection for all connected social networks
- Select and upload an image from your media library

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With a Pro and Business license you can even upload any new images to share on your social media. Simply click or upload your desired images and click on “Get image”.

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By selecting individual images you can choose

- Individual images for each of your social media profiles, pages, and groups on Facebook, Twitter, LinkedIn, and others and set up a diverse and engaging post plan.
- Individual images for custom post formats, such as link posts and image posts. Re-sharing posts as image posts with different images will also upload more images for your blog posts to your photo gallery on Facebook and Twitter.
- Different images for re-sharing old posts or setting up recurrent sharing schemes on various social networks and channels to extend the lifetime of your blog posts.
- Upload images or import other images from your media library which you can also apply to posts for all social networks.

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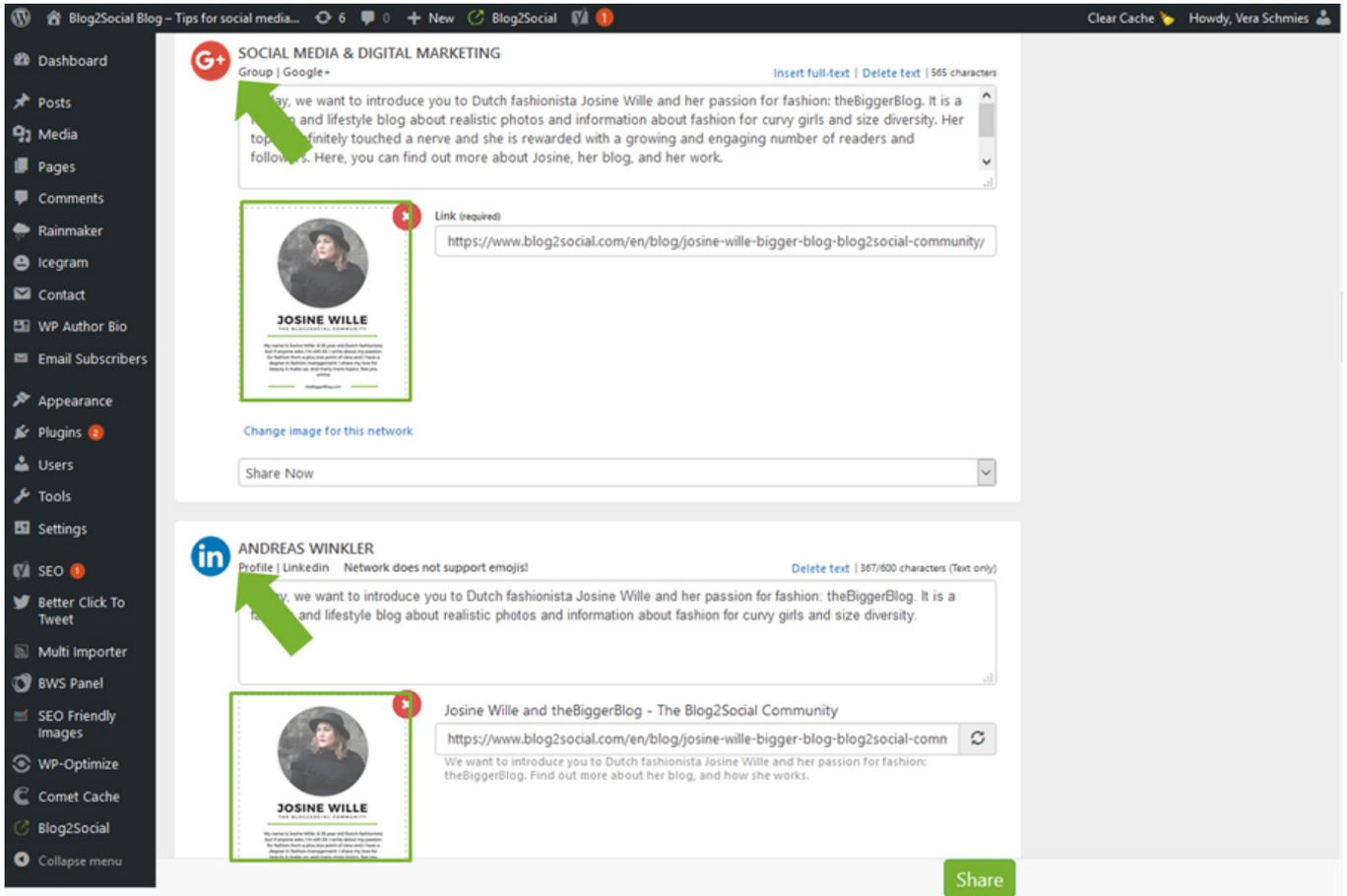
The screenshot displays the WordPress dashboard on the left with a sidebar menu containing: Dashboard, Posts, Media, Pages, Comments, Rainmaker, Icegram, Contact, WP Author Bio, Email Subscribers, Appearance, Plugins (3), Users, Tools, Settings, SEO (1), Better Click To Tweet, Multi Importer, BWS Panel, SEO Friendly Images, WP-Optimize, Comet Cache, Blog2Social, and Collapse menu.

The main content area shows two social media post editors:

- Twitter Editor:** Profile: BLOG2SOCIAL. Post type: Link Post. Text: "Josine Wille and theBiggerBlog - The Blog2Social Community". Image: A collage of fashion photos with a central logo for "theBiggerBlog". URL: <https://www.blog2social.com/en/blog/josine-wille-bigger-blog-blog2social-community/>. A green arrow points to the Twitter icon.
- Facebook Editor:** Profile: PRESSE TICKER. Post type: Photo Post. Text: "Today, we want to introduce you to Dutch fashionista Josine Wille and her passion for fashion: theBiggerBlog. It is a fashion and lifestyle blog about fashion photos and information about fashion for curvy girls and size diversity." Image: A circular portrait of Josine Wille with the text "JOSINE WILLE THE BLOGGICAL EDWORTS". URL: <https://www.blog2social.com/en/blog/josine-wille-bigger-blog-blog2social-community/>. A green arrow points to the Facebook icon.

A "Share" button is visible at the bottom right of the Facebook editor.

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Since the update to version 7.2.0, Blog2Social supports the optimized transfer of ALT metadata for your images (e.g. on Facebook, Twitter, Pinterest and Tumblr). If this data is stored in your WordPress media library, Blog2Social includes this data in your posts and forwards it to the above-mentioned networks.

## More information and tips on sharing images

- [Social Media Post Formats - The differences between Image Post and Link Post](#)
- [How do I use animated GIFs for my Social Media Posts?](#)
- [How to use post templates for social media posts?](#)

## Troubleshooting solutions for images

- [What are open graph tags and what do I use them for?](#)

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- [Why is my image not displayed in my social media posts?](#)

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