


Customizing Social Media Posts

What are open graph tags and what do I use them for?

Open Graph tags (og tags) are one of the most important things to make your blog or website social-media-ready. OG tags define how your link preview (snippet), containing your title, description and image to give a preview of your article, is presented in your social media posts.



The screenshot shows a social media link preview. At the top, it says "Blog2Social empfiehlt diesen Link" with a small logo and a dropdown arrow. Below that, it says "Gerade eben". The main text of the preview reads: "The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog posts in less time for more traffic and conversion on your blog. To make your blog stand out you have to make sure that your blog content is awesome, catchy and sticky." Below the text is a featured image for "ULTIMATE GUIDE FOR BLOGGERS" which includes a checklist: "HOW TO WRITE", "OPTIMIZE", and "AND PROMOTE" for "BLOG POSTS". The title of the link is "Ultimate Guide: How to Write, Optimize and Promote Blog Posts [+Checklist]". The description repeats the text from above. At the bottom of the preview are icons for a thumbs up, a comment bubble, and a share icon.

People are much more likely to click on link post previews that look promising and have nice visuals than on links with missing images and nonsense descriptions. With so much content on the internet, our brain decides within seconds whether something seems interesting or not. Open Graph tags make sure that your link previews look professional and your readers get a good glimpse of what your content is about.

[Learn more about the link preview format and how your posts will look on social media.](#)

What are Open Graph tags?

Open Graph tags are the information in your meta tags that tell the respective social network which image, title, and description to pull and display in an automatically generated link preview when sharing an URL. So, if you post a link with an automatically generated link preview, displaying the featured image, title and teaser description of your blog post on Twitter, Facebook, LinkedIn, XING, Reddit make sure the Open Graph Meta Tags for your website are set correctly.

Customizing Social Media Posts

Open Graph tags were developed by Facebook to improve the communication between websites and social media platforms. Since then, many other social networks have followed and used these tags.

If your social media post is not displaying the proper image or your image is missing this is most likely caused by missing or conflicting Open Graph tags. This guide shows you exactly:

[Troubleshooting: Checklist and solutions for setting Open Graph Tags](#)

How are Open Graph tags implemented?

The following networks use Open Graph tags:

- Facebook
- LinkedIn
- XING
- Reddit
- (Twitter)

Open Graph (og) tags are written into the source code of your website. Every network that supports the link post format, ([except Twitter and Telegram](#)) will display the same link preview, as they all read the same Open Graph tags. If you change these tags, they will be changed in your source code, which means they change for every network that displays link previews. For example, your link preview on Facebook will always be the same as your link preview on LinkedIn, XING, Reddit. If you change the og image tag, the change will apply for all social platforms reading og parameters.

You can either add the respective parameters to the HTML source code of your website and in your blog, or you can let Blog2Social do this job for you.

What about Twitter and Telegram?

Twitter is the only network with link previews that can use two types of meta tags. Twitter can use Open Graph tags, but also invented their own tags: Twitter Card Tags.

If there are just Open Graph tags set for your website, Twitter will take the information from the Open Graph tags. If you set Twitter Card tags, Twitter will preferably read and use these. Blog2Social will automatically create Twitter Card tags for your social media posts.

Twitter Card tags provide a major advantage for your social media communication: they allow you to select an individual image, title and teaser text for a Tweet on Twitter without affecting the link previews for other social networks. This allows you to create more variety in your social media communication with a special focus on Twitter. Telegram on the other hand uses Twitter Card Tags to display link preview

Customizing Social Media Posts

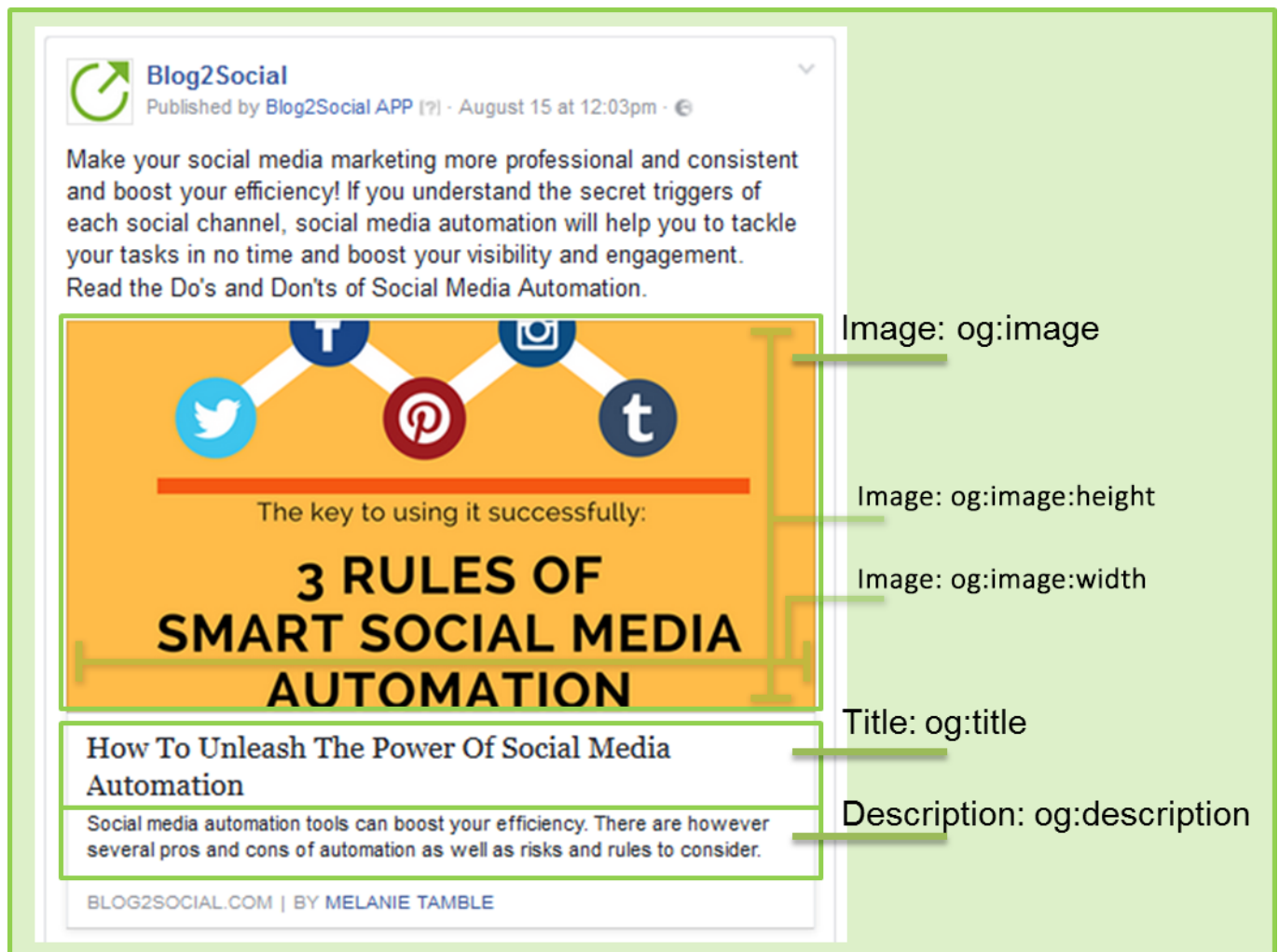
information like image, title and a description.

[Learn more about Twitter Card tags.](#)

Which Open Graph Tags do I need?

To take control of your link preview with the correct image, title, and description, make sure to provide the most basic and most important open graph tags:

- og:image
- og:image:width
- og:image:height
- og:image:alt
- og:image:type
- og:title
- og:description
- og:type
- og:article:published_time
- og:article:modified_time
- og:article:tag
- og:locale



The image shows a social media post from 'Blog2Social' published on August 15 at 12:03pm. The post content is: 'Make your social media marketing more professional and consistent and boost your efficiency! If you understand the secret triggers of each social channel, social media automation will help you to tackle your tasks in no time and boost your visibility and engagement. Read the Do's and Don'ts of Social Media Automation.' Below the text is a large orange graphic with social media icons (Twitter, Facebook, Instagram, Pinterest, Tumblr) and the text: 'The key to using it successfully: 3 RULES OF SMART SOCIAL MEDIA AUTOMATION'. Below the graphic is a link preview for 'How To Unleash The Power Of Social Media Automation' with a description: 'Social media automation tools can boost your efficiency. There are however several pros and cons of automation as well as risks and rules to consider.' The footer of the post is 'BLOG2SOCIAL.COM | BY MELANIE TAMBLE'. On the right side of the image, there are green lines pointing to various parts of the post with labels: 'Image: og:image' points to the graphic; 'Image: og:image:height' points to the vertical dimension of the graphic; 'Image: og:image:width' points to the horizontal dimension of the graphic; 'Title: og:title' points to the link title; and 'Description: og:description' points to the link description.

Customizing Social Media Posts

The open graph tag: og:image

The og:image tag is the most important open graph tag or at least the most obvious if not set correctly. This og tag provides the correct image information. Additionally, information about width and height of the image are provided with the tags og:image:width and og:image:height. The Open Graph tag og:image:alt specifies the alt description of the featured image used. The alt tag or alternate tag is used by screen readers, social media networks and search engines in case featured images cannot be displayed. The Open Graph tag og:image:alt contains the alternate text short description of the image, which can be defined in the WordPress media gallery. If Facebook or other social networks can't find this parameter when they crawl your website's source code, you might end up with a missing or a random image displayed in your preview.

Example:

```
<meta property="og:image" content="https://www.blog2social.com/de/blog/wp-content/uploads/2018/03/blog2social-webapp-beitragsbild.png" />
<meta property="og:image:width" content="1000"/>
<meta property="og:image:height" content="1000"/>
<meta property="og:image:type" content="image/jpeg"/>
<meta property="og:image:alt" content="Blog2Social"/>
```

The open graph tag: og:title

Every good social media post needs a great title, which followers want to click. This is exactly what the og:title tag is for. It provides all necessary information for Facebook and other networks to display your blog posts headline in bold letters within your automatic link preview.

Example:

```
<meta property="og:title" content="How To Unleash The Power Of Social Media Automation" />
```

The open graph tag: og:description

Apart from your post title, a short and promising description of what your blog post is all about will trigger engagement. The og:description tag defines what your followers will see below your blog post title in the link previews on social media.

Tip: Keep your description at less than 200 characters but make it sound interesting to catch your reader's attention.

Example:

Customizing Social Media Posts

<meta property="og:description" content="Social media automation tool can boost your efficiency. There are however several pros and cons of automation as well as rules and risks to consider." />

What about the remaining Open Graph tags?

Some Open Graph tags are post specific set automatically with enabled settings in Blog2Social and do not require any configuration:

- og:type
- og:article:published_time
- og:article:modified_time
- og:article:tag

The Open Graph tag og:type

The og:type tag passes general information about the type of content you are using and is automatically set post-type specific.

For example, the og:type tag in your source code may look like this:

```
<meta property="og:type" content="article"/>.
```

How do I check my open graph tags?

If you have trouble posting your blog posts with images on social media, it might be related to missing Open Graph (og) tags in your website's metadata.

If you don't know whether your website's open graph tags are set up correctly, there are a few ways to check them.

1. [Check the source code or page info](#)
2. [Check your link preview while customizing posts in Blog2Social](#)
3. [Check your link preview with a sharing debugger](#)

Check the source code or page info

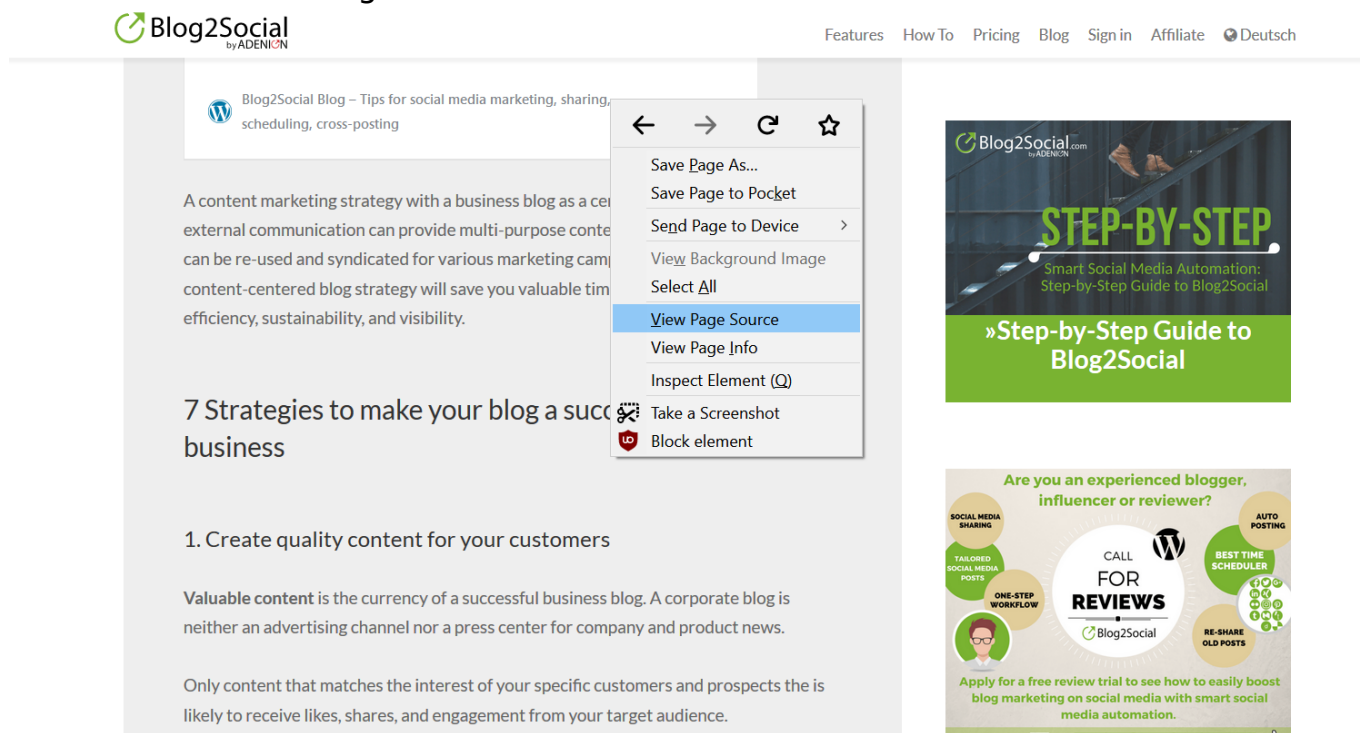
a) Check the source code

1. Open the website or blog post you want to share in your browser. As an example I took this blog post:

<https://www.blog2social.com/en/blog/7-success-strategies-for-business-blogs/>

Customizing Social Media Posts

2. Make a right-click with your mouse anywhere between the lines of the blog post in some free space to open a menu. Don't mark anything or click on a picture or link or the menu will change.



3. Click on "View Page Source" to open the source code. A new window or tab with the source code will open.

```
11 <!-- Open Graph Meta Tags generated by Blog2Social 684 - https://www.blog2social.com -->
12 <meta property="og:title" content="Blog2Social OG Tags"/>
13 <meta property="og:description" content="Beispiel OG Tags"/>
14 <meta property="og:url" content="https://www.blog2social.com" />
15 <meta property="og:image:alt" content="Blog2Social Alt-Text"/>
16 <meta property="og:image" content="https://www.blog2social.com/wp-content/uploads/2021/10/10-13-13-10-46-1000x1000.jpg" />
17 <meta property="og:image:width" content="1000"/>
18 <meta property="og:image:height" content="1000"/>
19 <meta property="og:image:type" content="image/jpeg"/>
20 <meta property="og:type" content="article"/>
21 <meta property="og:article:published_time" content="2021-10-13 13:10:46"/>
22 <meta property="og:article:modified_time" content="2021-10-13 14:25:02"/>
23 <meta property="og:article:tag" content="blog2social"/>
24 <meta property="og:article:tag" content="Social Media"/>
25 <meta property="og:locale" content="de_DE"/>
26 <!-- Open Graph Meta Tags generated by Blog2Social 684 - https://www.blog2social.com -->
27
28 <!-- Twitter Card generated by Blog2Social 684 - https://www.blog2social.com -->
29 <meta name="twitter:card" content="summary_large_image">
30 <meta name="twitter:title" content="Blog2Social OG Tags"/>
31 <meta name="twitter:description" content="Beispiel OG Tags"/>
32 <meta name="twitter:image" content="https://www.blog2social.com/wp-content/uploads/2021/10/10-13-13-10-46-1000x1000.jpg" />
33 <!-- Twitter Card generated by Blog2Social 684 - https://www.blog2social.com -->
```

4. Press Ctrl+F (on Windows) to open the search bar at the bottom of the page.



5. Type in "og:image" and press the enter key. The og:image tag will now be highlighted in your source code.

Customizing Social Media Posts

```
15 <meta property="og:image:alt" content="Blog2Social Alt-Text"/>
16 <meta property="og:image" content="https://www.blog2social.com/de/blog/wp-
17 <meta property="og:image:width" content="1000"/>
18 <meta property="og:image:height" content="1000"/>
19 <meta property="og:image:type" content="image/jpeg"/>
```

The lines

```
<meta property="og:image:alt" content="Blog2Social"/>
<meta property="og:image" content="https://www.blog2social.com/de/blog/wp-
content/uploads/2018/03/blog2social-webapp-beitragsbild.png" />
<meta property="og:image:width" content="1000"/>
<meta property="og:image:height" content="1000"/>
<meta property="og:image:type" content="image/jpeg"/>
```

show the image that is set as the og:image for this blog post. Additionally, information about width and height of the image are provided.

For example, you can also search for “og:title” to check the title tag or “og:description” to check the description tag.

Please note: If any of these tags are set more than once, some social networks might not be able to read your tags. Please make sure that you disable all other plugins that set these meta tags.

[When I post to Facebook, no image or the wrong image appears in my post. Why?](#)

b) Check the page info

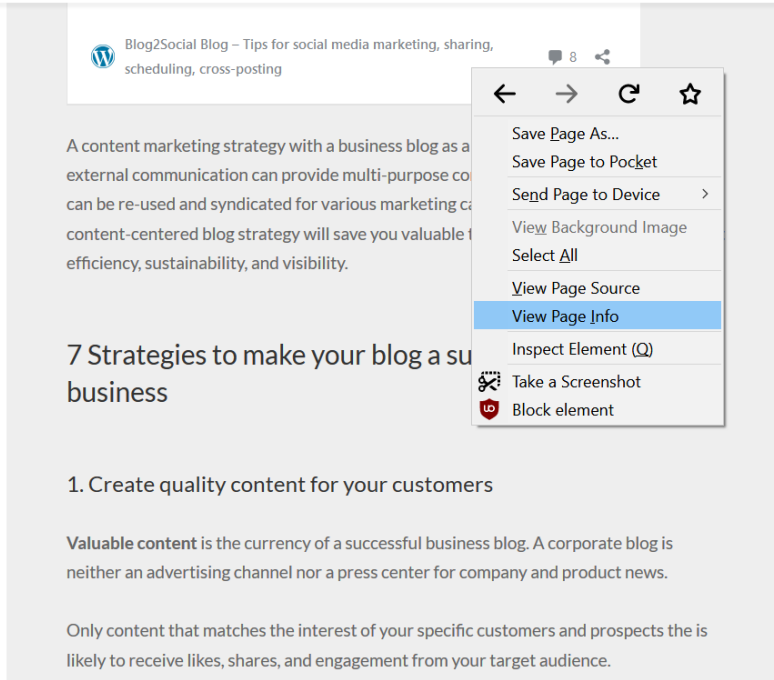
If source code seems scary to you, you can also check the tags in the page info.

1. Open the website or blog post you want to share in your browser. As an example I took this blog post:

<https://www.blog2social.com/en/blog/7-success-strategies-for-business-blogs/>

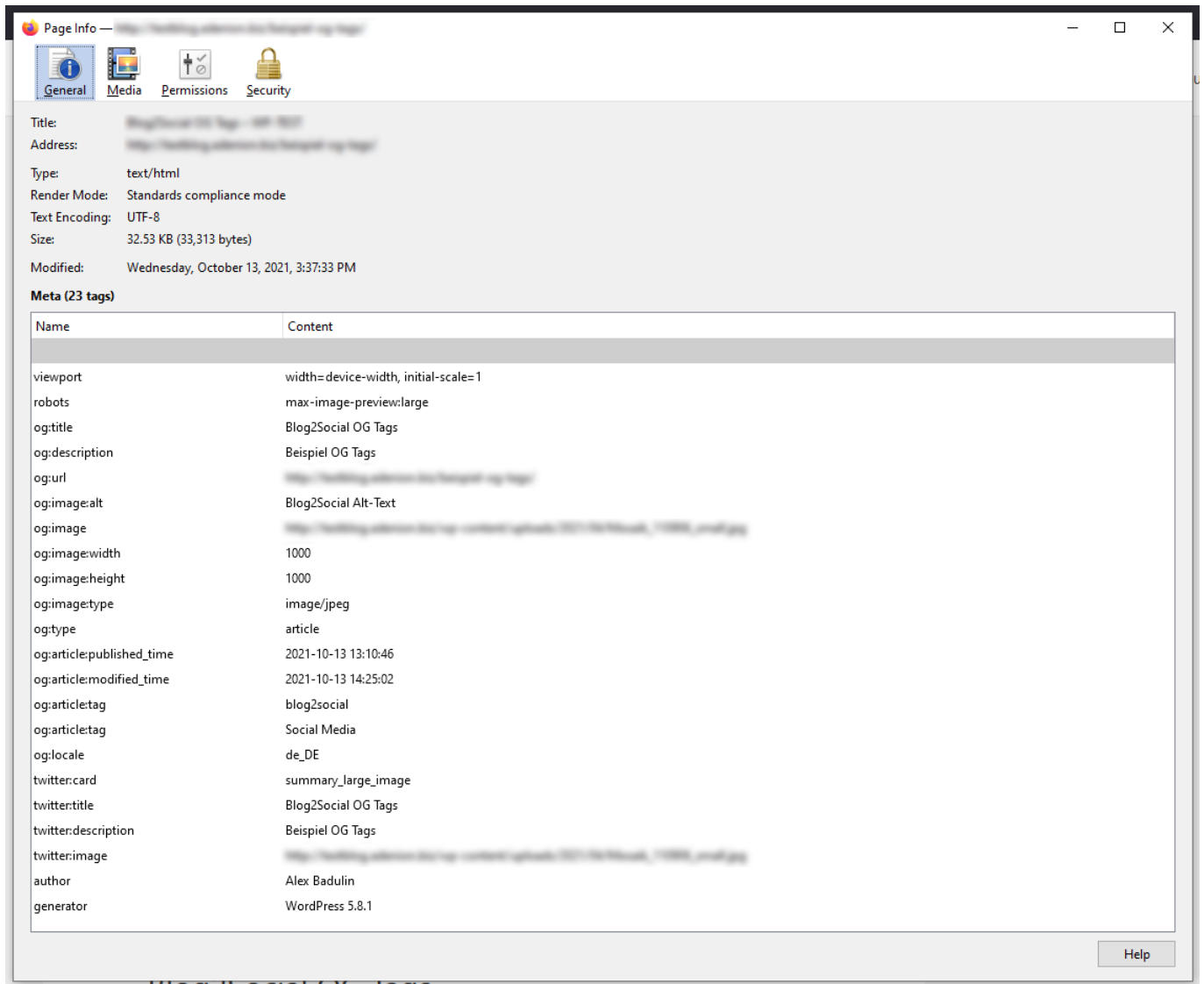
2. Make a right-click with your mouse anywhere between the lines of the blog post in some free space to open a menu. Don't mark anything or click on a picture or link or the menu will change.

Customizing Social Media Posts



3. Click on "View Page Info" to open the page info. A new window with the page info will open.

Customizing Social Media Posts



The screenshot shows a browser's 'Page Info' window for a page titled 'Blog2Social OG Tags'. The window has tabs for 'General', 'Media', 'Permissions', and 'Security'. The 'General' tab is active, displaying the following information:

- Title: Blog2Social OG Tags - 148 KB
- Address: <http://localhost:3000/blog2social-og-tags/>
- Type: text/html
- Render Mode: Standards compliance mode
- Text Encoding: UTF-8
- Size: 32.53 KB (33,313 bytes)
- Modified: Wednesday, October 13, 2021, 3:37:33 PM

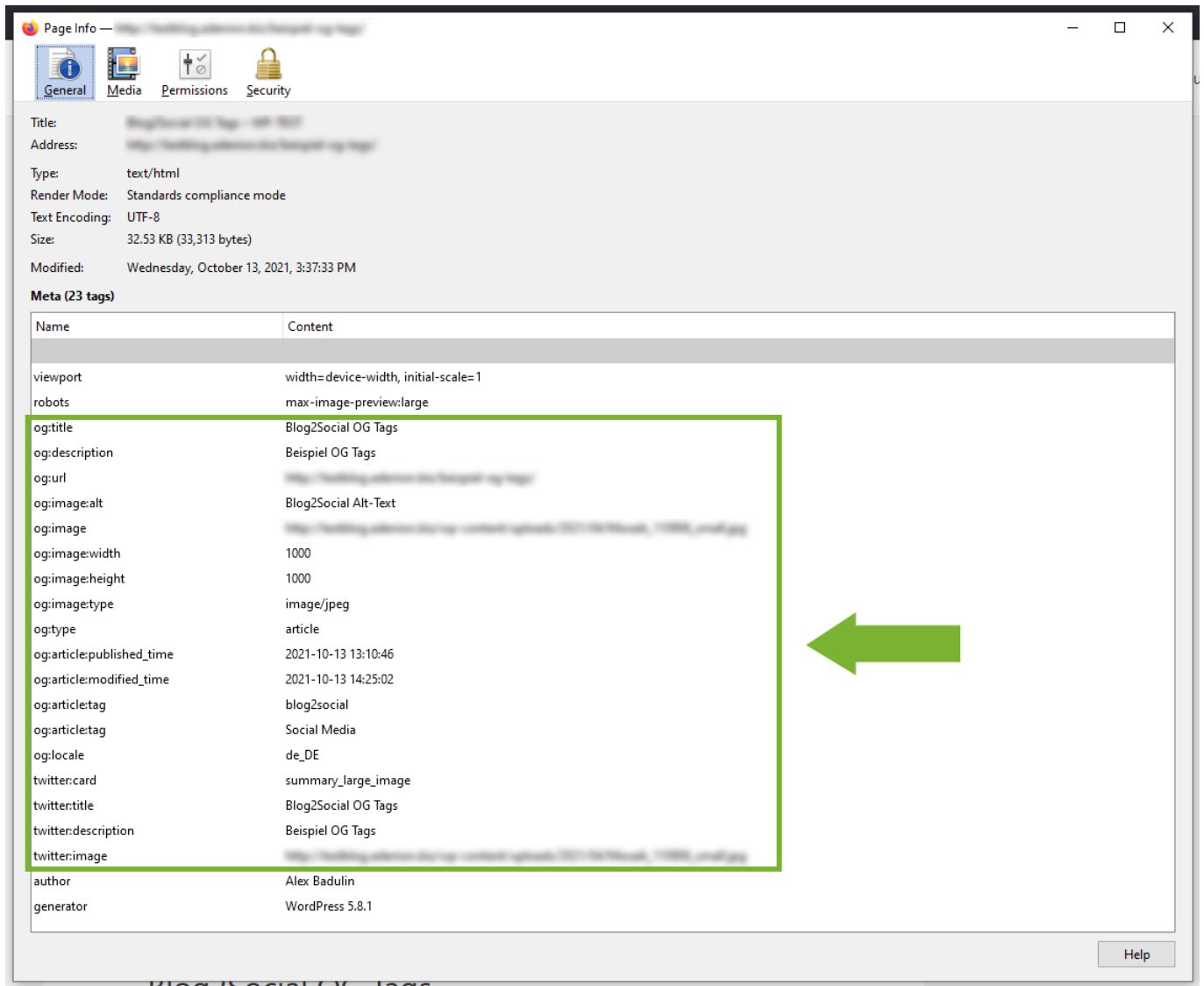
Below this information is a section titled 'Meta (23 tags)' which contains a table of meta tags and their content:

Name	Content
viewport	width=device-width, initial-scale=1
robots	max-image-preview:large
og:title	Blog2Social OG Tags
og:description	Beispiel OG Tags
og:url	http://localhost:3000/blog2social-og-tags/
og:image:alt	Blog2Social Alt-Text
og:image	http://localhost:3000/blog2social-og-tags/wp-content/uploads/2021/10/100x1000.png
og:image:width	1000
og:image:height	1000
og:image:type	image/jpeg
og:type	article
og:article:published_time	2021-10-13 13:10:46
og:article:modified_time	2021-10-13 14:25:02
og:article:tag	blog2social
og:article:tag	Social Media
og:locale	de_DE
twitter:card	summary_large_image
twitter:title	Blog2Social OG Tags
twitter:description	Beispiel OG Tags
twitter:image	http://localhost:3000/blog2social-og-tags/wp-content/uploads/2021/10/100x1000.png
author	Alex Badulin
generator	WordPress 5.8.1

A 'Help' button is located in the bottom right corner of the window.

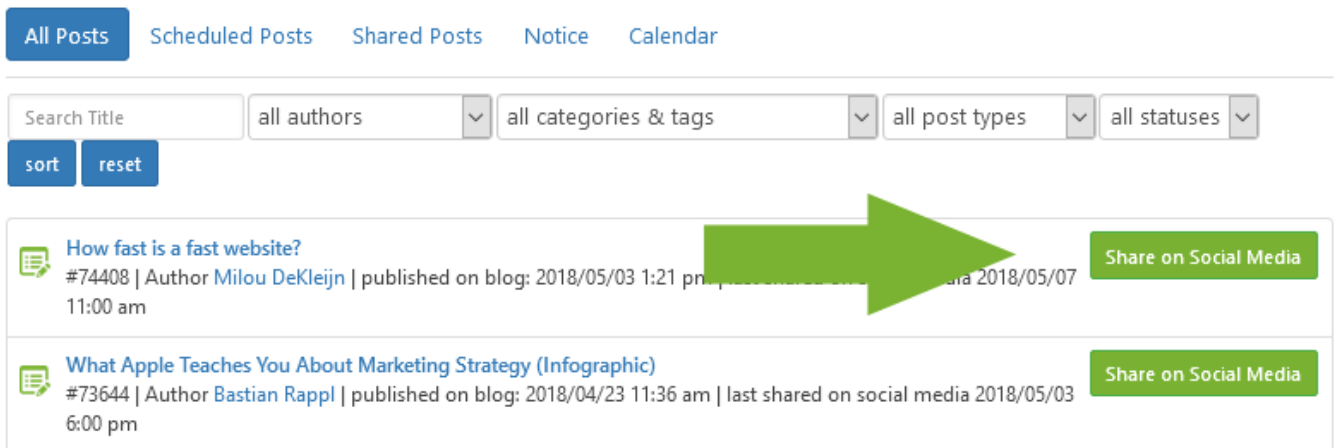
4. Look for the “og:image”, “og:image:width“, “og:image:height“, “og:description” and “og:title” tags to check whether they are set correctly.

Customizing Social Media Posts



Check your link preview while customizing posts in Blog2Social

1. To customize your posts in the one-page preview editor, go to “Blog2Social > Posts & Sharing” and select the blog post you want to share by clicking on “Share on Social Media”.



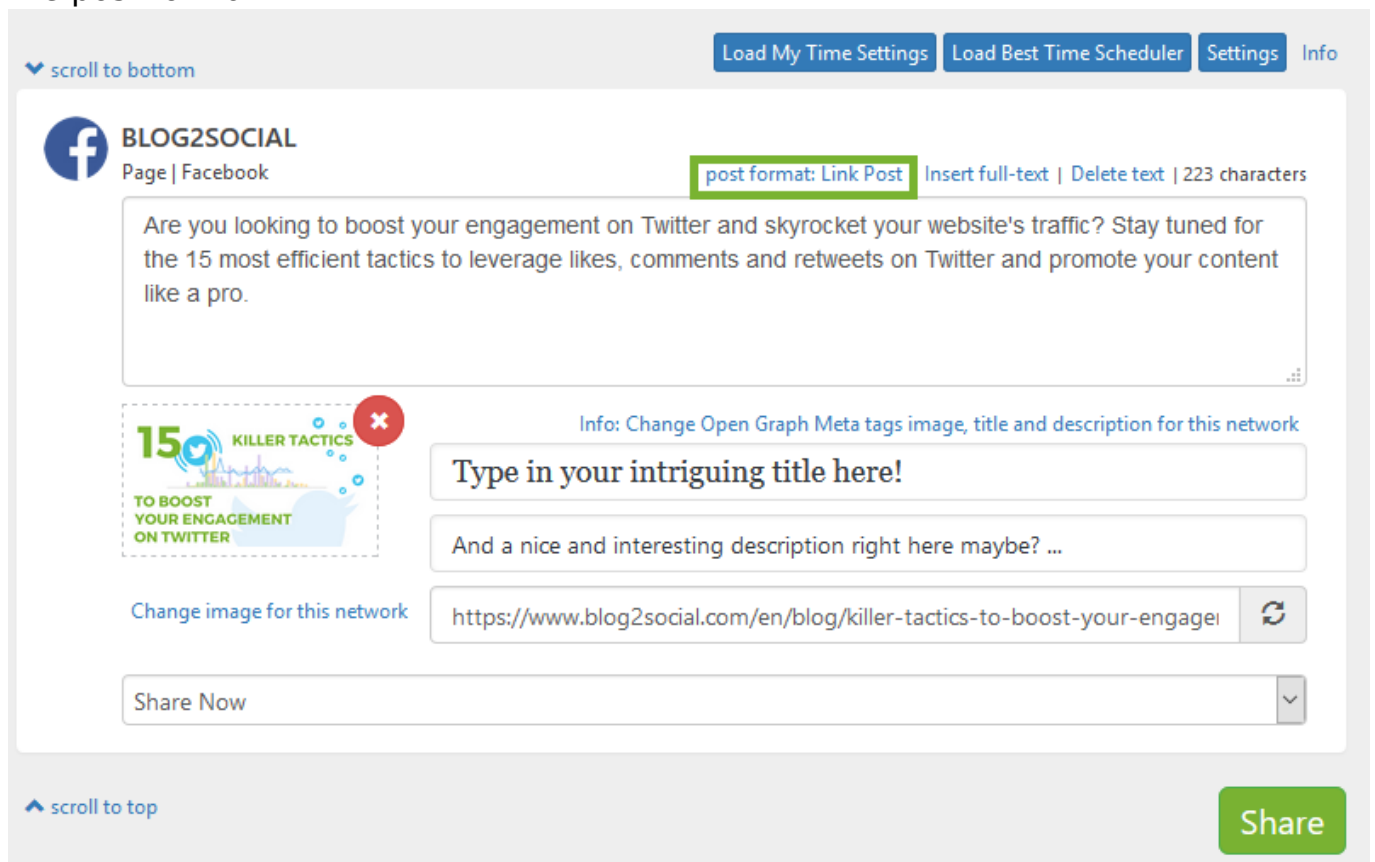
Customizing Social Media Posts

You can also open your blog post editor and click on “Customize & Schedule Social Media Posts”.



2. On the right-hand sidebar, select a social network that allows link posts (posts with link preview) such as Facebook or LinkedIn. (If you use Twitter, you will see the Twitter Card tags instead of the Open Graph tags). [See here for more information about social media post formats.](#)

3. Check whether the “post format” on the upper right side of the respective network’s editor field is set to “Link Post”. If it is not, you can click on it to change the post format.



4. Check the Open Graph tags in the Blog2Social post preview below your text field.

Customizing Social Media Posts

scroll to bottom

Load My Time Settings Load Best Time Scheduler Settings Info

BLOG2SOCIAL
Page | Facebook

post format: Link Post | Insert full-text | Delete text | 223 characters

Are you looking to boost your engagement on Twitter and skyrocket your website's traffic? Stay tuned for the 15 most efficient tactics to leverage likes, comments and retweets on Twitter and promote your content like a pro.

Info: Change Open Graph Meta tags image, title and description for this network

Type in your intriguing title here!

And a nice and interesting description right here maybe? ...

Change image for this network

https://www.blog2social.com/en/blog/killer-tactics-to-boost-your-engagem

Share Now

scroll to top

Share

[Click here to learn how to adjust your link preview while customizing posts in Blog2Social.](#)

Check your link preview with a sharing debugger

1. Click on “Blog2Social>Help & Support” and select the tab “Sharing Debugger”.

Help & Support

Help & Community Troubleshooting-Tool NEW Sharing-Debugger NEW Step-Guide

Enter a URL to see how your link preview will look on social media.

Are you experiencing incorrect images and/or titles being pulled by Facebook or other social media platforms? Social Debugger or code validator tools show you a preview of what your social media post will look like when it's published and help you to fix inconsistencies and errors. [More](#)

Facebook Open Graph Meta Tags | Learn how to edit and adjust Open Graph tags.

https://www.blog2social.com/ Debug & Preview

LinkedIn Post Inspector

https://www.blog2social.com/ Inspect Post

Pinterest Rich Pins Validator

https://www.blog2social.com/ validate

Twitter Card Validator | Learn how to edit and adjust Twitter Card tags.

Validate directly on Twitter

Blog2Social

Dashboard

Site & Blog Content

Social Media Posts

Calendar

Networks

Settings

PR-Service

Help & Support

PREMIUM

2. Enter the URL of your post in the provided text field and click on "Debug & Preview" or "Inspect Post".

Customizing Social Media Posts

The screenshot shows the 'Help & Support' section of the Blog2Social interface. At the top, there are navigation links: 'Help & Community', 'Troubleshooting-Tool NEW', 'Sharing-Debugger NEW', and 'Step-by-Step-Guide'. Below this, a text prompt asks the user to 'Enter a URL to see how your link preview will look on social media.' A note mentions that the 'Social Debugger' or 'code validator' tools provide a preview of social media posts and help fix inconsistencies. The main content area features four tool cards, each with a social media icon, a title, a description, a URL input field, and a button:

- Facebook Open Graph Meta Tags**: Includes a link to learn how to edit and adjust Open Graph tags. The tool card shows the URL 'https://www.blog2social.com/' and a 'Debug & Preview' button.
- LinkedIn Post Inspector**: Shows the URL 'https://www.blog2social.com/' and an 'Inspect Post' button.
- Pinterest Rich Pins Validator**: Shows the URL 'https://www.blog2social.com/' and a 'validate' button.
- Twitter Card Validator**: Includes a link to learn how to edit and adjust Twitter Card tags. The tool card shows a 'Validate directly on Twitter' button.

A dark sidebar on the left contains navigation options: 'Blog2Social', 'Dashboard', 'Site & Blog Content', 'Social Media Posts', 'Calendar', 'Networks', 'Settings', 'PR-Service', 'Help & Support' (highlighted), and 'PREMIUM'.

When entering the URL you will be directed to the debugger-tool of the chosen social network. Use the debugger link preview to see how your posts will appear on social media and find out if your blog posts are social-media-ready.

The Sharing-Debugger will show you, if a parameter is missing or not specified correctly.

Facebook:

Customizing Social Media Posts

facebook for developers

[Sharing Debugger](#)

[Batch Invalidator](#)

[Access Token](#)

<https://www.blog2social.com/en/blog/tips-and-tricks-on-how-to-optimize-your-instagram-profile/>

⚠ Warnings That Should Be Fixed

Missing Properties

The following required properties are missing: fb:app_id

When and how we last scraped the URL

Time Scraped

April 23 at 11:42 PM

[Scrape Again](#)

Response Code

200

Fetches URL

<https://www.blog2social.com/en/blog/tips-and-tricks-on-how-to-optimize-your-instagram-profile/>

Canonical URL

<https://www.blog2social.com/en/blog/tips-and-tricks-on-how-to-optimize-your-instagram-profile/>
247 likes, shares and comments ([More Info](#))

Link Preview



BLOG2SOCIAL.COM

Tips and tricks on how to optimize your Instagram profile

Instagram is one of the most popular social media networks and its power...

Server IP

2a01:488:42:1000:b24d:55a8:ffb8:ccaf

Please note: The message "The following required properties are missing: fb:app_id" only applies to advanced features on Facebook, but does not affect the display of your post on the social network. You can, therefore, ignore them in most cases.

LinkedIn:

Customizing Social Media Posts

 POST INSPECTOR

<https://www.blog2social.com/en/blog/tips-and-tricks-on-how-to-optimize-your-instagram-profile/>

Inspect

When this link is shared, the content will look like this:



Tips and tricks on how to optimize your Instagram profile

<https://www.blog2social.com/en/blog>

Twitter:

Customizing Social Media Posts

Card validator

Card URL

:/blog/tips-and-tricks-on-how-to-optimize-your-instagram-profile/

Preview card

Card preview



Log

```
INFO: Page fetched successfully
INFO: 26 metatags were found
INFO: twitter:card = summary_large_image tag found
INFO: Card loaded successfully
```

Please note: If you want to check the link preview of your post on Twitter, click on "Validate directly on Twitter". You will be automatically directed to the Twitter Card Validator.

Pinterest:

If you want to check the preview of your blog post on Pinterest, enter the post link and click "Validate". You will then be automatically redirected to the Pinterest Rich Pins Validator.

Customizing Social Media Posts

Tools

Widget builder

Rich Pins Validator

Token debugger

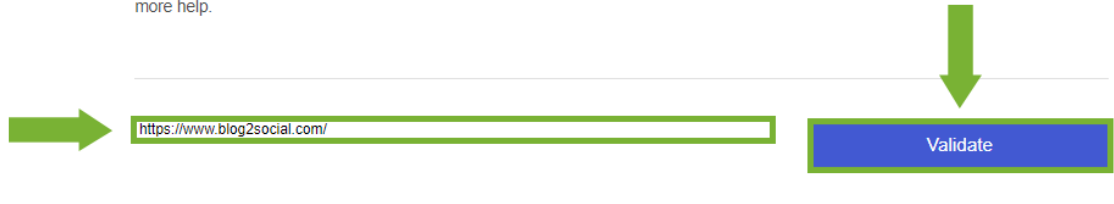
Rich Pins Validator

You'll need to verify your Rich Pins before they'll appear on Pinterest.

To validate and apply for Rich Pins:

1. Choose any page on your site that you've added metadata to. Enter your chosen URL below and click Validate.
2. Correct any problems you see with your metadata.
3. Select one of three options depending on how you marked up your page:
 - HTML Tags, if you used Open Graph or Schema.org formats.
 - oEmbed, if you used oEmbed format.
 - Shopify, if you have a Shopify site.
4. Click Apply now. Your Rich Pins will show up within the hour.
Note: You only need to validate and click apply for one link on your site to enable Rich Pins across your whole domain.

If your page can't be validated, it means the required metadata wasn't detected on your page. See our [Rich Pin documentation](#) for more help.



The image shows a user interface for the Rich Pins Validator. It features a text input field containing the URL "https://www.blog2social.com/". To the right of the input field is a blue button labeled "Validate". A green arrow points from the left towards the input field, and another green arrow points from above towards the "Validate" button.

With a final click on "Validate" the entered link will be checked by the Pinterest Rich Pins Validator and a result will be displayed.

Customizing Social Media Posts

✔ Congratulations! Your rich pins are approved and on Pinterest.

Fetch New Scrape Information



✔ Has qualified Rich Pin Data Type
blog2social.com

✔ Site name
blog2social.com

✔ Favicon

✔ Retina icon

Last Modified Time	Never
Fetches URL	https://blog2social.com
Canonical URL	https://blog2social.com
AMP URL	
AMP Valid?	False
Pin Count	0
Repins	0
Comments	0



Adjust your link preview while customizing posts in Blog2Social

To customize your link preview with Blog2Social, please make sure that you have activated the meta tag settings for your posts and pages under "Blog2Social -> Settings -> Social Meta Data".

Customizing Social Media Posts

Settings

General Auto-Post **Social Meta Data** Re-Share Posts Social Media Networks Social Media Time Settings Post Templates

This is a global feature for your blog, which can only be edited by users with admin rights. [Reset all page and post meta data](#)

Meta Tags Settings for Posts and Pages

- Add Open Graph meta tags to your shared posts or pages, required by Facebook and other social networks to display your post or page image, title and description correctly. [Info](#)
- Add Twitter Card meta tags to your shared posts or pages, required by Twitter to display your post or page image, title and description correctly. [Info](#)
- Add oEmbed tags [Info](#)

[save](#)

This is a global feature for your blog, which can only be edited by users with admin rights.

Frontpage Settings [Check Settings with Sharing-Debugger](#)

Open Graph
Add the default Open Graph parameters for title, description and image you want Facebook to display, if you share the frontpage of your blog as link post (<http://www.yourblog.com>)

Title:

Description:

Image URL: [Image upload / Media Gallery](#)

Please note: Facebook supports images with a minimum dimension of 200x200 pixels and an aspect ratio of 1:1.

- Add Open Graph Image Data.
- Add Open Graph Object Type.
- Add Open Graph Locale.

Please note: If you select a different image for your blog post in the link post format, the image will also be selected for all social media posts you have already scheduled for this blog post.

1. To customize your posts in the one-page preview editor, go to “Blog2Social > Posts & Sharing” and select the blog post you want to share by clicking on “Share on Social Media”.

All Posts Scheduled Posts Shared Posts Notice Calendar

Search Title all authors all categories & tags all post types all statuses

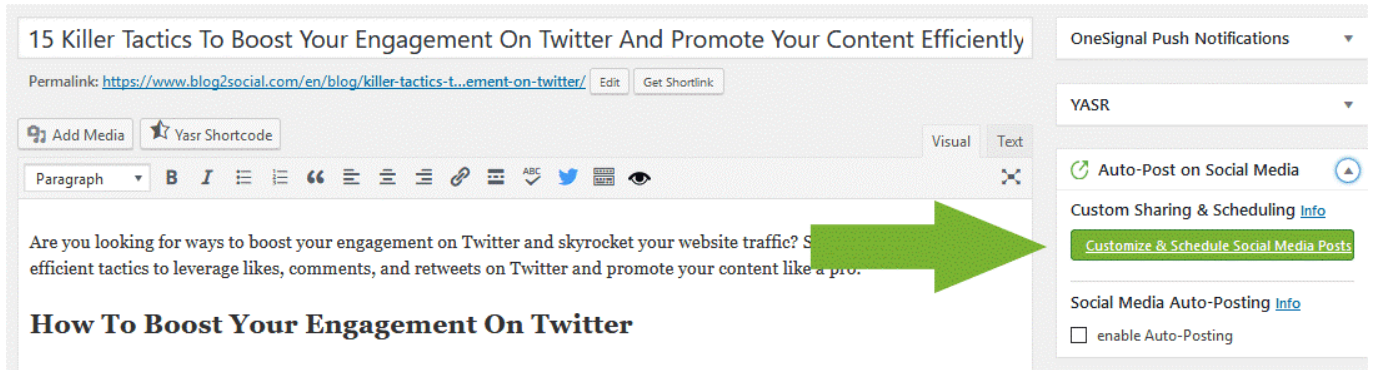
sort reset

How fast is a fast website?
#74408 | Author [Milou DeKleijn](#) | published on blog: 2018/05/03 11:21 pm | last shared on social media 2018/05/07 11:00 am [Share on Social Media](#)

What Apple Teaches You About Marketing Strategy (Infographic)
#73644 | Author [Bastian Rapp](#) | published on blog: 2018/04/23 11:36 am | last shared on social media 2018/05/03 6:00 pm [Share on Social Media](#)

You can also open your blog post editor and click on “Customize & Schedule Social Media Posts”.

Customizing Social Media Posts



15 Killer Tactics To Boost Your Engagement On Twitter And Promote Your Content Efficiently

Permalink: <https://www.blog2social.com/en/blog/killer-tactics-to-boost-your-engagement-on-twitter/> Edit Get Shortlink

Add Media Yasr Shortcode

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Video Icon] [GIF Icon] [Twitter Icon] [Facebook Icon] [Eye Icon]

Are you looking for ways to boost your engagement on Twitter and skyrocket your website traffic? Stay tuned for the 15 most efficient tactics to leverage likes, comments, and retweets on Twitter and promote your content like a pro.

How To Boost Your Engagement On Twitter

OneSignal Push Notifications

YASR

Auto-Post on Social Media

Custom Sharing & Scheduling [Info](#)

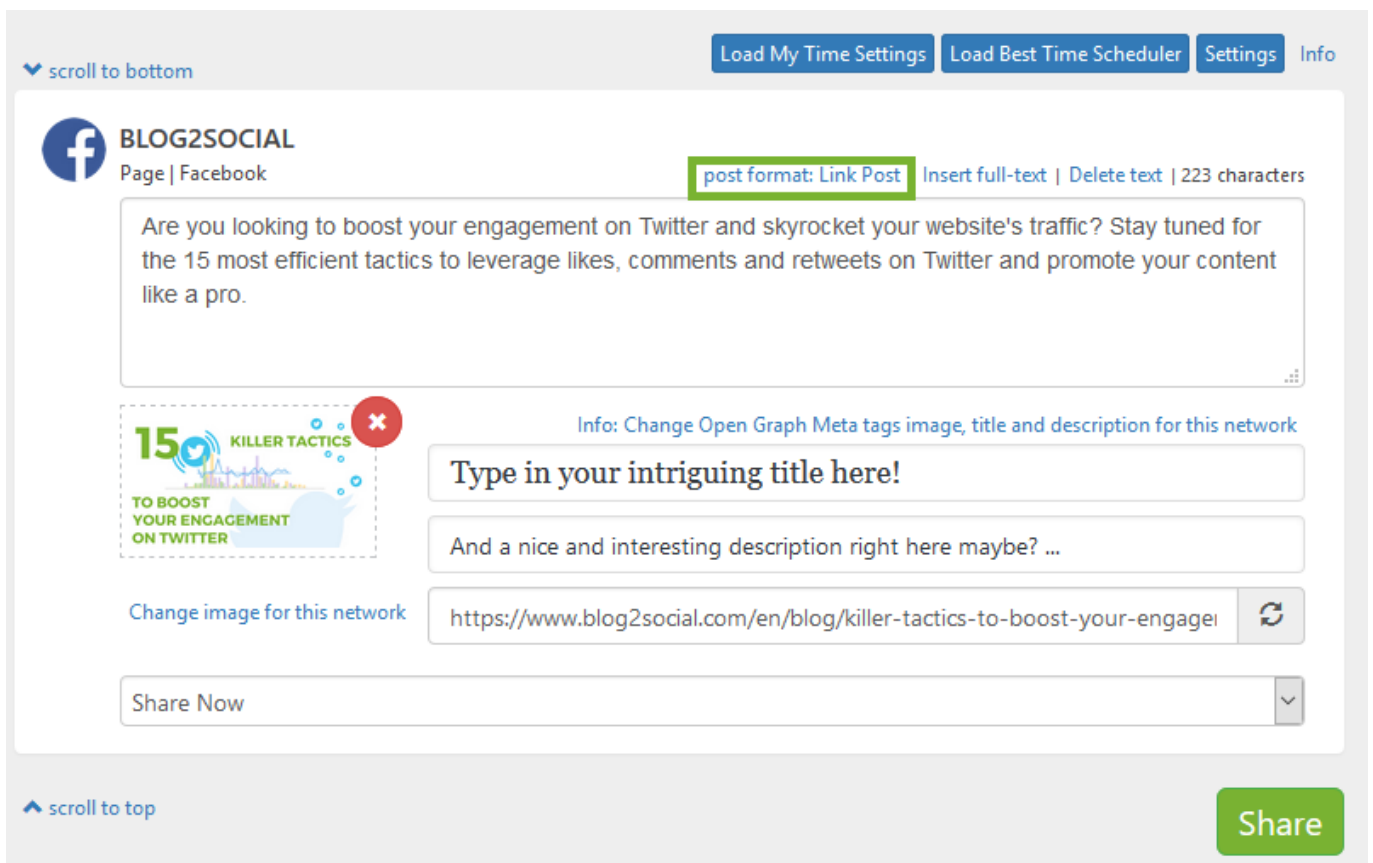
Customize & Schedule Social Media Posts

Social Media Auto-Posting [Info](#)

enable Auto-Posting

2. On the right sidebar, select a social network that allows link posts (posts with link preview) such as Facebook or LinkedIn. (If you use Twitter, you will see the Twitter Card tags instead of the Open Graph tags). [See here for more information about social media post formats.](#)

3. Check whether the “post format” on the upper right side of the respective network’s editor field is set to “Link Post”. If it is not, you can click on it to change the post format.



scroll to bottom

Load My Time Settings Load Best Time Scheduler Settings Info

BLOG2SOCIAL
Page | Facebook

post format: Link Post Insert full-text | Delete text | 223 characters

Are you looking to boost your engagement on Twitter and skyrocket your website's traffic? Stay tuned for the 15 most efficient tactics to leverage likes, comments and retweets on Twitter and promote your content like a pro.

Info: Change Open Graph Meta tags image, title and description for this network

Type in your intriguing title here!

And a nice and interesting description right here maybe? ...

Change image for this network

<https://www.blog2social.com/en/blog/killer-tactics-to-boost-your-engagement-on-twitter/>

Share Now

scroll to top

Share

4. Adjust the open graph tags to your liking in the Blog2Social post preview below your text field. To do this, click on the title or description field and type in your changes directly. They will be applied to your source code after you click to share the post.

Customizing Social Media Posts

scroll to bottom

Load My Time Settings Load Best Time Scheduler Settings Info

f BLOG2SOCIAL
Page | Facebook

post format: Link Post | Insert full-text | Delete text | 223 characters

Are you looking to boost your engagement on Twitter and skyrocket your website's traffic? Stay tuned for the 15 most efficient tactics to leverage likes, comments and retweets on Twitter and promote your content like a pro

Info: Change Open Graph Meta tags image, title and description for this network

Type in your intriguing title here!

And a nice and interesting description right here maybe? ...


Change image for this network <https://www.blog2social.com/en/blog/killer-tactics-to-boost-your-engagem>

Share Now


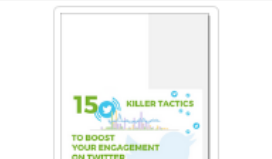




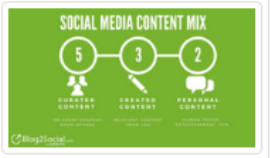
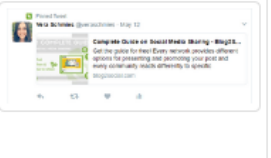







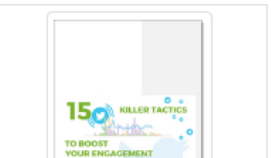
Share

5. To change your image, click on the image to open another window. Select an image from your blog post or click on “Image upload/Media Gallery” to upload a new image or choose one from your media library. Please make sure your image meets the image size requirements as described at the top of the window.

Customizing Social Media Posts

Select image for  social media marketing strategies ✕

The best size for images in social media posts are between: 667-1000px x 523-1000px. Blog2Social will automatically resize your image according to network requirements.

 900x506	 661x918	 591x401	 615x1122
 594x407	 598x117	 900x506	 590x228
 1482x830	 600x544	 600x431	 796x561
 783x391	 900x196	 894x740	 661x918

6. Click on “Apply image for all posts” to apply this image to all the posts you are currently planning or click on “Apply image for this post” to apply it for this post and all other networks that use og tags for their link preview.

If you use Blog2Social to set your tags for Twitter, Blog2Social will set Twitter Card tags, so you can use a different image for Twitter than for your other networks with link previews. If you change the image for Twitter, other networks with link previews

Customizing Social Media Posts

are not affected.

Please note: The link preview will look the same regardless of who posts your link on social media. So if one of your friends or followers shares your link, the link preview will still look the way you wanted it, because it is generated from your og tags.

For more information on Open Graph tags for Facebook and how to set them in your blog posts, please read the following:

FAQ: [What are OG Open Graph Tags for Facebook?](#)

FAQ: [What are Twitter Cards?](#)

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

Unique solution ID: #1102

Author: n/a

Last update: 2021-10-15 09:59