

Customizing Social Media Posts

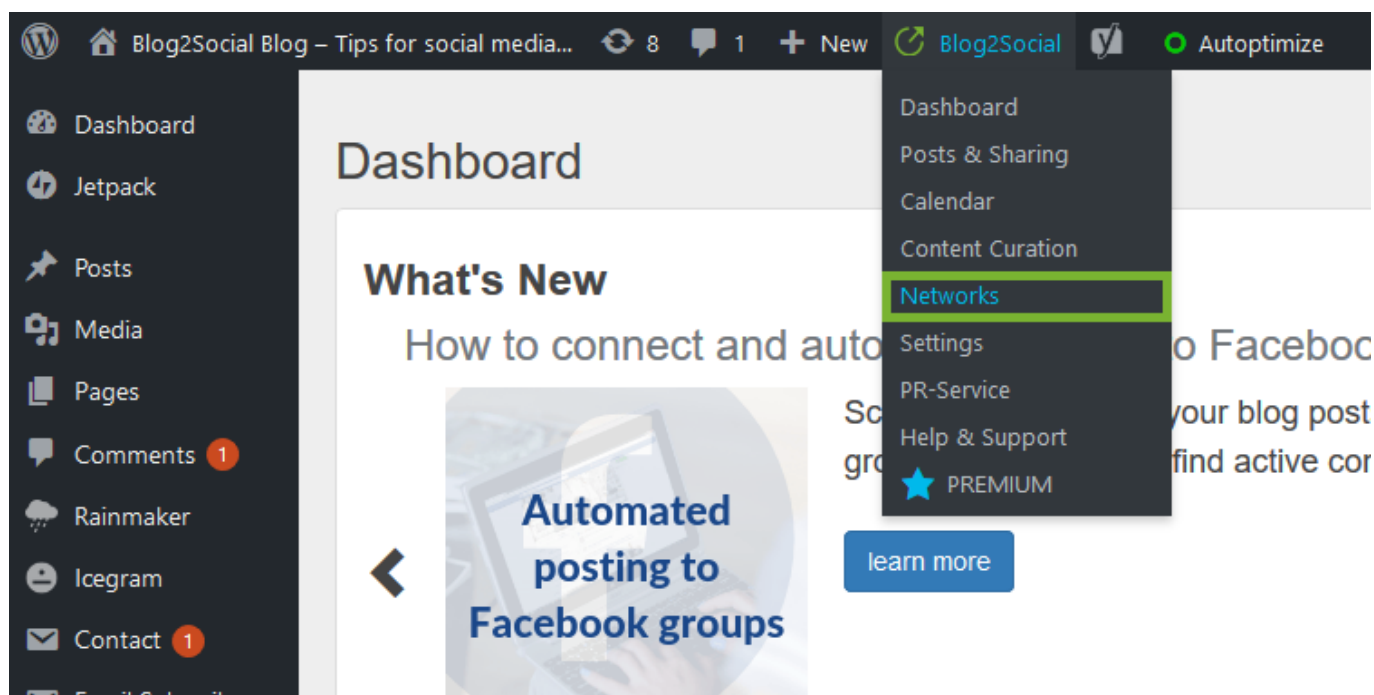
What is Facebook Instant Caching?

What is Instant Caching and why do I need it?

To make sure that Facebook always pulls the current meta data of your blog post for link-posts, Blog2Social adds a "no_cache=1" parameter to the post URL when instant caching is activated.

How can I deactivate Instant Caching?

To activate or deactivate instant caching for Facebook, click on the Blog2Social "Networks" section that you find on the upper or the left-hand navigation bar: Blog2Social>Networks.



Click on the "Edit Post Format" button right-hand of your Facebook connection.

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Networks

The screenshot shows the 'Networks' section of a dashboard. At the top, there is a 'Show all' dropdown, a '+ Create new network collection' button, and a 'Load Best Times' button. Below this, there are two network entries: Facebook and Twitter. For Facebook, the 'Edit Post Format' button is highlighted with a green box, and a green arrow points to it. The Facebook entry shows 'Connections 1/15', 'Page: Blog2Social (My profile)', and a 'Best Time Manager' section with a '0 Days' counter and an '8:30 PM' time slot. The Twitter entry shows 'Connections 4/15', 'Profile: Blog2Social_com (My profile)', and a 'Best Time Manager' section with a '0 Days' counter and an '8:30 AM' time slot.

Please note: If you use varnish caching or another kind of caching on your website, make sure to activate instant caching. This will make sure that Facebook processes the current meta data of your blog post defined for the link-post format. If you don't activate instant caching, Facebook may pull old meta data from your blog post.

The screenshot shows the 'Edit Post Format' dialog box for Facebook. It has a title bar with the Facebook logo and the text 'Edit Post Format'. Below the title bar, there are three tabs: 'Profile', 'Page', and 'Group'. The 'Activate Instant Caching' checkbox is highlighted with a green box. Below the tabs, there is a 'Format Info' section with two sub-tabs: 'Link' and 'Photo'. A 'Load default settings' button is located at the bottom right of the dialog box.

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