

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 several filters (all authors, shared by user, all categories & tags, all post types, all posts, all statuses) are present. A list of posts follows, with the first post 'The Best Times to Post on Social Media' having a 'Share on Social Media' button highlighted with a green box and a green arrow. Other posts include 'The Instagram Algorithm, and How to Make Use of It' and 'Social Media Videos: A Must-Have in every Marketing Strategy!'. At the bottom left, there is a 'RATE BLOG2SOCIAL' button.

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

Customizing Social Media Posts

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 Twitter, showing the profile 'BLOG2SOCIAL' and a text input field with the placeholder 'How Often To #Share Your #BlogPost on #SocialMedia'. Below the text field is a link input field containing 'https://www.blog2social.com/en/blog/how-often-to-share-your-blog-post-on-social-media/'. Underneath is a 'Schedule post recurrently' dropdown menu. Further down are fields for 'Duration' (4 Weeks), 'Time' (1:00 PM), and 'Days' (Mon, Tue, Wed, Thu, Fri, Sat, Sun) with checkboxes. A '+ Add Posting Time' button and an 'Apply Settings To All Networks' link are also present. The bottom section is for Instagram, showing the profile 'ADENION_GMBH' and 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 ...'. Below the text field is a link input field containing the same URL as the Twitter section. At the bottom right of the main content area is a green 'Share' button. On the right side of the interface is a sidebar titled '17 SOCIAL ACCOUNTS' with a dropdown menu set to 'Default'. Below this is 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).

Customizing Social Media Posts

The screenshot displays the Blog2Social dashboard with a sidebar on the left containing 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 Twitter, showing a post draft for 'BLOG2SOCIAL' with the text 'How Often To #Share Your #BlogPost on #SocialMedia'. It includes a link field with the URL 'https://www.blog2social.com/en/blog/how-often-to-share-your-blog-post-on-social-media/' and a scheduling section with a dropdown for '4 Weeks', a time picker set to '1:00 PM', and checkboxes for days of the week (Mon, Wed, Fri are selected). A green box highlights the scheduling section. The bottom section is for Instagram, showing a post draft for 'ADENION_GMBH' with the text '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 ...'. It includes a link field with the same URL and a 'Share Now' button. A green box highlights the 'Share Now' button. On the right side, there is a '17 SOCIAL ACCOUNTS' panel with a dropdown menu set to 'Default' and a list of connected accounts including BLOG2SOCIAL (Twitter), PRESSE TICKER (Facebook), BLOG2SOCIAL (Facebook), PRGATEWAY@GOOGLE... (Google+), BLOG2SOCIAL (Google+), SOCIAL MEDIA & D... (Google+), VERA SCHMIES (LinkedIn), ANDREAS WINKLER (LinkedIn), BLOG2SOCIAL WORD... (LinkedIn), and ADENION (Tumblr).

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.](#)

Save your customized posts as drafts

After the individual customization of your post, you can [save these as drafts](#). All of

Customizing Social Media Posts

your customizations, as well as your network selection and scheduling times, will be saved in your draft.

The screenshot shows the Blog2Social interface for customizing a social media post. At the top, there's a header with the title "7 Success Strategies for Business Blogs" and a timestamp. Below this, the post content is displayed in a preview format. A green arrow points to the "Save as Draft" button at the bottom right of the post customization area. To the right of the main post area, there's a sidebar with "28 SOCIAL ACCOUNTS" listed, including "ANDREAS WINKLER", "BLOG2SOCIAL", and "SOCIAL MEDIA MARKETING STR...".

If you are happy with your settings, click on "**Save draft**".

The screenshot shows a dialog box titled "Overwrite Draft" with a close button (X) in the top right corner. The text inside the dialog box reads: "There is already a saved draft for this WordPress post or page. If you save a new draft it will overwrite the old draft. Are you sure you want to overwrite your draft?". At the bottom right, there are two buttons: "NO" and "YES".

Please note: When you try to save a draft for a WordPress post or page with an already existing draft, you will be notified that saving your draft will overwrite the old saved draft. Please make sure that you are okay with this before you proceed.

After [saving your social media post customizations you can edit and share them later](#). This saves time that you can spend on other things like creating valuable content or engaging with your community.

Customizing Social Media Posts

More tips for customizing social media posts

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

Unique solution ID: #1036

Author: n/a

Last update: 2019-09-02 00:00