

Customizing Social Media Posts

How do I insert individual hashtags in my posts?

Hashtags are an easy way for users to find relevant content on social media. By including hashtags with important keywords into your social media posts you can effectively increase the reach of your posts.

With Blog2Social, you can either add individual hashtags for your posts when you customize them, you can put permanent hashtags for every social media network into your posting templates or let Blog2Social generate hashtags from your WordPress or WooCommerce tags.

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How to add individual hashtags?

When you schedule your blog posts, you can add individual #hashtags by simply typing them into your comment box within the one-page-editor.

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The screenshot displays the Blog2Social interface for customizing social media posts. On the left is a dark sidebar with a menu including 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 'BLOG2SOCIAL' (Profile | Twitter) and features a text area with the placeholder 'How Often To #Share Your #BlogPost on #SocialMedia', a link field with the URL 'https://www.blog2social.com/en/blog/how-often-to-share-your-blog-post-on-social-media/', a 'Schedule post recurrently' dropdown, and a scheduling section with 'Duration' (4 Weeks), 'Time' (1:00 PM), and 'Days' (Mon, Wed, Fri selected). The bottom section is for 'ADENION_GMBH' (Profile | Instagram) and features a text area 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 ...', a link field with the same URL, and a 'Share Now' button. A green 'Share' button is located at the bottom right of the interface. On the right side, there is a '17 SOCIAL ACCOUNTS' panel with a 'Default' dropdown, an 'ADD MORE...' button, and a list of connected accounts including BLOG2SOCIAL (Twitter), 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).

[Learn how to customize your social media posts individually.](#)

How to add permanent hashtags?

If you always want to post a certain hashtag on one of your social media networks, you can add your hashtag directly to your post template for this network. Just add “#SocialMedia” into your template for example.

Customizing Social Media Posts

 Edit Post Template ×

Profile **Page** Group

☒ Activate Instant Caching [Info](#)

Format [Info](#) Load default settings


Link Image

Content [Info](#)

{TITLE} {EXCERPT} {CONTENT} {KEYWORDS} {AUTHOR}

clear

{CONTENT} #SocialMedia #Marketing

 The link will be added automatically at the end of the post.

[Learn how to use post templates for your social media posts.](#)

How to let Blog2Social generate hashtags from blog tags?

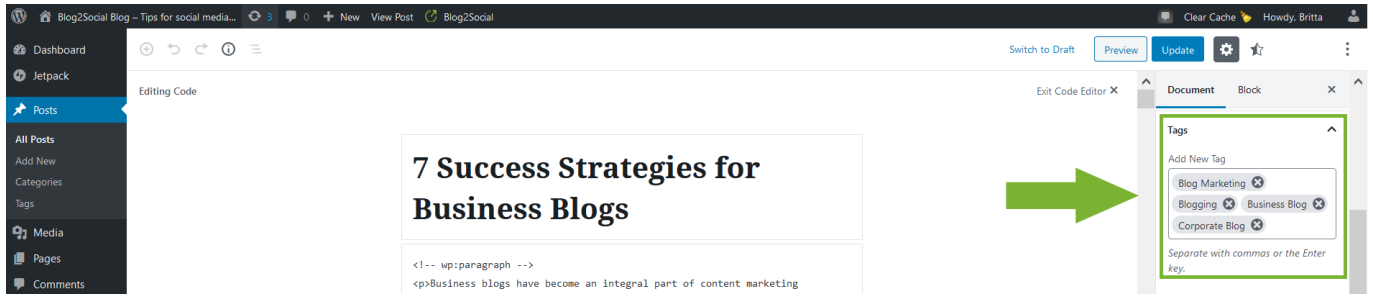
By automatically generating and adding hashtags them Blog2Social helps you to save time for one more routine step in your social media marketing to create better-performing posts.

Free and Smart license users have this option enabled by default in their network-templates to set the tags from WordPress posts automatically. Users that were using Blog2social Free and Smart licenses on previous Blog2Social versions still have the option to keep their keyword configuration like it was configured before the Blog2Social version 6.5.0.

For this to work, please make sure that you have set "**Tags**" for your blog post in WordPress.

These tags of your blog post will then be automatically added to your social media posts as hashtags if you have added "**Keywords**" in your networks [post templates](#).

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