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Overview

Facebook allows people to share updates, photos, and ideas with friends, communities, and public audiences. A post helps you express thoughts, share moments, or communicate important information in a simple and engaging way.


A standard Facebook post can include text, photos, videos, links, locations, or emojis. You can publish posts on your timeline, inside groups you join, or on pages you manage. These posts help you start conversations, receive responses, and stay connected with your audience.

Posting is useful for personal storytelling and plays a major role in business communication. Businesses use posts to share promotions, highlight services, and reach customers quickly. Well-crafted posts improve visibility, build trust, and support brand growth.

The Limitations of Facebook posts are as follows:

- Text posts allow up to 63,206 characters.
- Images and videos have file size limits.
- Supported file types upload only.
- Group admins may review posts before approval.
- Large documents cannot appear directly in the newsfeed.
- Facebook does not support audio posts.

This guide explains how to create a post from a web browser or mobile device. It includes steps for adding text or media, selecting an audience, and using related posting features such as Check-Ins and Reels. These tasks help you share updates confidently and engage your audience effectively.

 Flow chart

Prerequisites

Before you get started, make sure that you have the following:

- A Facebook account.
- A web browser or the Facebook mobile app.
- An Internet connection.

System requirements

Make sure your system meets the following basic requirements before you create a post:

- Device: Smartphone, tablet, or computer.
- OS:
 - Android 8.0 or later.
 - iOS 13 or later.
 - Any of the modern OS: Windows, macOS, Linux.
- Browser: Latest version of Chrome, Firefox, Edge, or Safari.
- Storage: The Facebook app requires about 200–300 MB of free space.

Accessing Facebook

You can access Facebook from either a web browser or the mobile app.

- On a web browser, go to <https://www.facebook.com/>
- On mobile devices, download the Facebook app from the Google Play Store (Android) or App Store (iOS).

Note: Once you access Facebook, Log in with your registered email or phone number and password.

Adding a post from a web browser

Log in to Facebook on a web browser to create and share standard posts. The following steps help you create one:

To create,

1. On your home page, click **"What's on your mind?"**.
2. Perform one of the following:
 - Enter your message, to share a text only post
 - Click **Photo/Video**, to share an image post
 1. Select an image file.
 2. Add a caption.
 - Click **Photo/Video**, to share a video post
 1. Select a video file.
 2. Add a caption.

3. Select one of the following privacy options:

- Public
- Friends
- Only me
- Friends except
- Specific friends
- Custom
- Close friends
- Family

4. Click **Post**.

Note: Click the cross button on the top-right corner to discard the post.

Your post is live on your account with the selected privacy option.

Adding a post from a smartphone

Log in to the Facebook mobile app to create and share standard posts. The following steps help you create one: To create,

1. On your home page, tap **“What’s on your mind?”** text box.

2. Perform one of the following:

- Enter your message, to share a text only post
- Tap **Photo/Video**, to share an image post
 - 1. Select an image file.
 - 2. Add a caption.
- Tap **Photo/Video**, to share a video post
 - 1. Select a video file.
 - 2. Add a caption.

3. Select one of the following privacy options:

- Public
- Friends
- Only me
- Friends except
- Specific friends
- Custom
- Close friends
- Family

4. Tap **Done**.

5. Tap **Post**.

Your post is now live on your account based on the privacy options you choose.

Adding a check-in to a post

A Check-In adds your current or visited location to a post. It helps share where you are or where an activity happened.

Prerequisites:

- Enable location access on your device.

To add,

1. On your home page, tap **“What’s on your mind?”** text box.
2. Select **Check In**.

Note: Allow location permissions if prompted on your screen

3. Search for a place you wish to add.
4. Add the photo/ text for the post if necessary
5. Click **Post**.

Your post is now published with the location.

Property	Details
Purpose	Display current or past location in a post
Privacy option	Choose the audience before posting
Visibility	Depends on your post privacy settings

Usage Notes:

- Use Check In only for public or safe places.
- Avoid tagging your exact home or private location.
- Update privacy before posting.
- You can remove or edit a check-in anytime.

Adding a reel post on Facebook

Facebook allows users to create and share Reels from both the mobile app and desktop web browser. Reels help share short, engaging videos with your audience. They can be customized with music, text, and effects. The following helps you to add and publish a Facebook Reel from a smartphone or web browser.

Prerequisites:

- Allow camera and microphone access.

Adding a reel from a web browser

Log in to Facebook on a web browser to create and share Reels post. The following steps help you create one:

To add,

1. On your home page, click the **Menu** icon.
2. To create a new reel, click **Reel**.
3. To upload from the device, perform one of the following:
 - Click **Add video**.
 - Do drag and drop.
4. Click **Upload**.

Note: Click **Replace video** to change the video before posting.

5. To modify the video, click **Next**.
6. To add privacy settings and tagging, click **Next**.
7. To publish, click **Post**.

Your reel post is now live on your account based on the privacy options you choose.

Adding a reel from a smartphone

Log in to the Facebook mobile app to create and share Reels posts. The following steps help you create one:

To add,

1. On the top right corner of your home page, perform one of the following:
 - Tap **Menu** icon.
 1. To create a new reel, tap **Reel**.
 2. Tap Camera icon.
 - Tap plus icon
 1. To create a new reel, tap **Reel**.
2. Perform one of the following:
 - To upload from a device, select a video from your device storage.
 - To upload a live video, tap the **Camera icon** **Note:** Allow necessary audio and video permissions to proceed.
3. To edit the video, tap **Edit reel**.
4. To add privacy settings and tagging, tap **Next**.
5. To publish the reel, tap **Share now**.

Your reel post is now live on your account based on the privacy options you choose.

Property	Details
Purpose	Create and publish short videos using Facebook Reels
Duration limit	Up to 90 seconds
Edit tools	Music, text, filters, and effects (mobile only)
Audience options	Public, Friends, Only me
Content visibility	Appears on Reels feed and News Feed

Usage Notes:

- Use vertical video format for best visibility.
- Avoid copyrighted audio or reused clips.
- Review privacy settings before sharing.
- Keep captions short and meaningful.
- Add subtitles for accessibility.

Frequently Asked Questions

Q1: Can I edit a post after publishing?

A1: Yes. Select the three dots menu, then select Edit Post.

Q2: Who can see my post?

A2: Your privacy settings control visibility.

Q3: Can I delete a post?

A3: Yes. Select the three dots menu, then select Move to trash.

Q4: Can I schedule a post?

A4: Yes, but only for pages. You cannot schedule posts on a personal profile.

Q5: Can I turn off comments on my post?

A5: Yes. Select the three dots menu, then select Who can comment on your post.

Troubleshooting

Issue	Solution
Post not uploading	Check your internet connection and file size.
The Image looks blurry	Upload a higher-resolution image.
Video not playing	Re-upload the video in a supported format (MP4, MOV).
File not attaching	Check file type and size. Facebook supports PDF, DOCX, XLSX, JPEG, PNG, GIF, MP4, and MOV.
The Post is taking too long to load	Refresh the page or update the Facebook app.
Cannot edit post	Make sure the post is not a shared post or an expired Story.

Best practices

Follow these best practices to make your posts effective and engaging. They help you reach the right audience and improve visibility.

- Keep posts short and clear.
- Add images or videos to improve engagement
- Check privacy settings before posting.