

Creating Text Posts

Text posts consist of only text, without any media files or link preview cards attached. In a landscape dominated by visual storytelling, it can be refreshing to share the occasional plain text update.

This article will help you get started in creating a basic text post in Publish and cover the available customization options for your post.

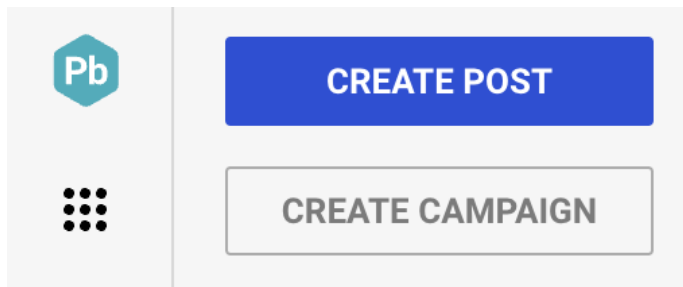
Tip:

Visit our [Supported Post Types](#) article to get more information on all of the post types you can create in Publish.

Creating a text post

All networks support a text component as part of your posts. However, Instagram and TikTok require you to add at least one media file in addition to your copy. All other networks support plain text posts without any media attachments. Here's how you can add and customize your post copy for any type of post:

1. In the Publish module, click **Create Post** in the top left.



2. Choose the network and channel(s) you'd like to publish your post to, then click the **Create Post** button on the right side of the screen.

Note:

Currently, it is not possible to create and publish a post to multiple networks or platforms at the same time. However, for all networks except X (Twitter), you can select multiple channels on the network to publish your post to.

Publishing: **Create a new post**

The screenshot shows the 'Create a new post' interface. On the left, under 'Select channels', there are icons for Facebook, Twitter, LinkedIn, Instagram, TikTok, and Messenger. Below these are buttons for 'SELECT ALL' and 'SELECT NONE', and a search bar labeled 'Search for channels...'. A list of channels is shown below, with 'Hollan Vintage Books' selected (indicated by a checkmark) and marked as 'Connected' with '0 Fans'. On the right, a 'Summary' box shows 'Selected channels on Facebook' with a count of '1' and a 'CREATE FACEBOOK POST' button.

3. Within the Publish editor, type or copy your text into the text box in the top left. Some networks have limitations to the amount of characters you can use, shown in the bottom right of the text box.

Tip:

Copying content over from a document or text editor? Be sure to paste your text using **Cmd/Ctrl + Shift + V**. This keyboard shortcut will ensure that your content is pasted without any hidden formatting that could cause issues with your post layout.

4. Consider any further [customizations](#) to your copy, such as emoji, mentions, branded content, or tagging a location.
5. Once you're happy with your post, click the **Publish, Schedule, or Send for Approval** button.

The screenshot shows the 'Status post' editor and preview. The editor on the left has a text box with 'Hello, world!', a media upload section with a plus sign and the text 'Add media files' and 'Many images, one GIF or one video are supported', and buttons for 'ADD FIRST COMMENT', 'ADD LOCATION', and 'TAG BUSINESS PARTNER'. Below the editor is a 'Channels' section with a list of channels, including 'Hollan Vintage Books'. The preview on the right shows the post as it will appear, with the profile picture and name of 'Hollan Vintage Books', the text 'Hello, world!', and buttons for 'Like', 'Comment', and 'Share'. At the bottom of the preview are 'DELETE' and 'PUBLISH' buttons.

Customization options for text posts

Note:

For now, it is not possible to italicize, bold, or otherwise format your text, either in Publish or on the native networks.

In-text links

There is a difference between links in your post copy and an actual [link post](#). The latter consists of your post copy in addition to a link preview card with more information about the link.



Adding a clickable link to your post copy without generating a link preview can be done in the following way:

1. Add your copy, including the link, to the text box in the Publish editor.
2. If no other attachments have been added yet, Social Media Management might automatically create a link preview card.
3. Click **Remove Link** below the post text box to remove the link preview card while keeping the link in your post text.

Note:

X (Twitter) automatically creates a link preview card for your post if no other media was attached. Due to API limitations, Social Media Management can't show the link card in the preview of the post.

4. Consider using our built-in [URL shortener](#) to condense the link in your post. You can also apply a [link tracking template](#) via the Advanced options in the URL shortener, if you have [set up a campaign tracking template](#) for your channel's posts..

Mentions

Pages and profiles can be mentioned in your copy. Per network, there are slight differences to the API support for this feature. For all types of mentioning, you can simply type the **@ symbol** followed by the name of the page or profile you'd like to mention. A drop-down menu will appear from which you can choose the correct page or profile.

For Facebook posts, you can mention pages but not user profiles. For LinkedIn posts, you can mention pages or user profiles, but only if the user follows your page. And finally, X (Twitter) and Instagram support mentions of all profiles, although Instagram mentions will appear as plain text in the post preview. These will be converted to blue, clickable mentions in Instagram once the post is published.

Hashtags

Hashtags can be added to your copy by adding the **# symbol** in front of a word. For Facebook and X (Twitter) posts, Social Media Management's post previews will show them as blue clickable hashtags in your post text.

Note:

Instagram and LinkedIn hashtags will not appear as blue clickable hashtags in the post preview, but will convert to hashtags once your post gets published.

Emoji

The bottom right of the text box contains an emoji menu. You can use emojis in all posts for all supported networks.