

Creating Image and GIF Posts

You can really make your social media content pop in the feed and add flair to your messaging using images and GIFs. Social Media Management lets you do this several ways that we'll explore in this article.

Supported image post types per network

The networks supported in Social Media Management each have their own supported image post types. We've made an easy overview:

Image post type	Facebook	Instagram	X (Twitter)	LinkedIn
Single-image post	✓	✓	✓	✓
Multi-image post	Up to 25 images	Up to 10 images	Up to 4 images	Up to 9 images
GIF post	1 GIF per post	X	1 GIF per post	X

To check which file types and properties are supported for each network, we recommend reviewing our [media attachments guide](#).

Creating an image or GIF post

Whether you'd like to add one image, multiple images, or a GIF, you can create an image post using the following steps:



Publish

Create post

Create campaign

1. In Publish, click **Create Post** in the upper left corner.
2. Select the network and channel(s) you would like to publish your image post to, then click **Create [Network] post**. This will open the post

editor.

Create post

The screenshot shows the 'Create post' interface. On the left, under 'Select channels', there are icons for Facebook, X (Twitter), LinkedIn, Instagram, TikTok, Messenger, and Pinterest. Below these is a search bar labeled 'Search for channels'. A list of channels is shown with checkboxes and 'Connected' status: Kale's Shop (0 Fans), Nope Ropes (1 Fan), The Head Chef (0 Fans), The Hound Pits Pub (2 Fans), and The Seven Cats Inn (0 Fans). On the right, a 'Summary' panel shows 'Selected channels on Facebook' as 3, with a 'CREATE FACEBOOK POST' button below it.

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.

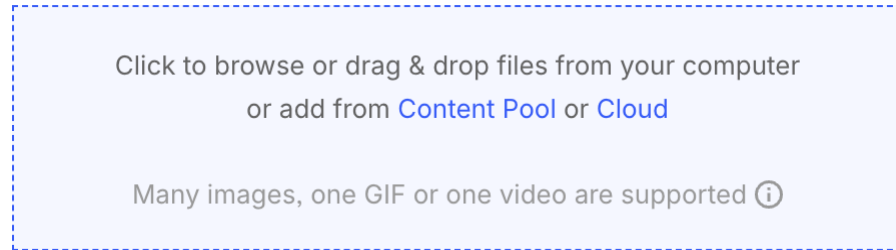
3. (Optional) Add text to your post.

The screenshot shows the post creation form. At the top are three tabs: 'Status post' (selected), 'Reel', and 'Add to album'. Below the tabs is a text input area with the placeholder 'Add text to your post. You can use Iris writing assistant to edit or create the post...'. Below the text area is a dashed box for 'Add media files' with a plus icon and the text 'Many images, one GIF or one video are supported'. At the bottom are three buttons: 'ADD FIRST COMMENT', 'ADD LOCATION', and 'TAG BUSINESS PARTNER'.

4. Add your image file(s) to the **Add media files** area. There are four ways to do so:

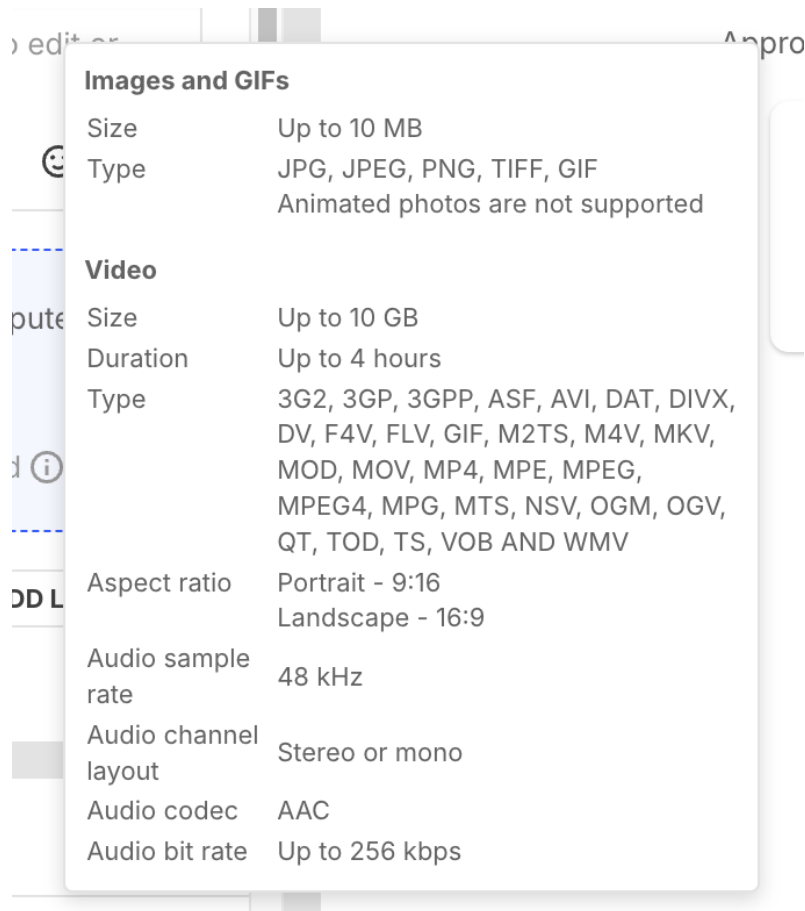
- Drag and drop the image file(s) to the file area.

- Click the file area to open your local file browser.
- While hovering over the file area, click **Cloud** to access [cloud storages](#) such as Google Drive and Dropbox.
- While hovering over the file area, click **Content Pool** to select files from the Social Media Management [Content Pool](#).



Tip:

Hover over the information icon to learn more about the network's requirements for image files. Publish may not always be able to warn you if an image is too large or the wrong file type, so please take to double check if you're unsure.



Tip:

Once your images have been added to the post, you can drag and drop them to change their order of appearance.

5. (Optional) [Add alt text](#) to your image(s) to improve accessibility.

Status post

Reel

Add to album


Add text to your post. You can use Iris writing assistant to edit or create the post...

😊 ✨

+

Add media files

Many images, one GIF or one video are supported ⓘ



ADD ALT TEXT

ADD FIRST COMMENT

ADD LOCATION

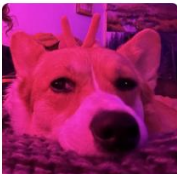
TAG BUSINESS PARTNER

💡

Save time and generate alternative (alt) text for the uploaded images

GENERATE ALT TEXT

×



Alternative description

400 GENERATE ALT TEXT

6. (Optional) Hover over an image and click the pencil icon to open the [image editor](#), where you can crop your image, resize it, apply filters, and more. Click **Export**

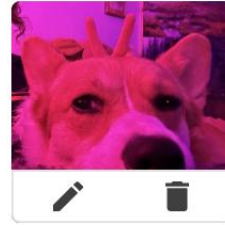
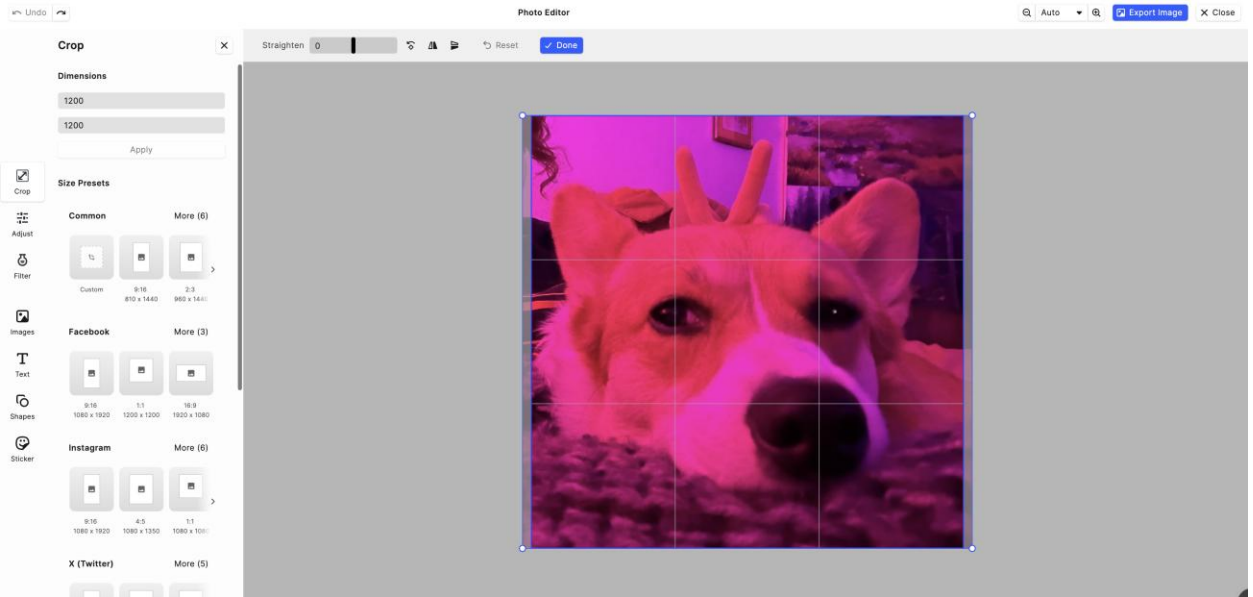
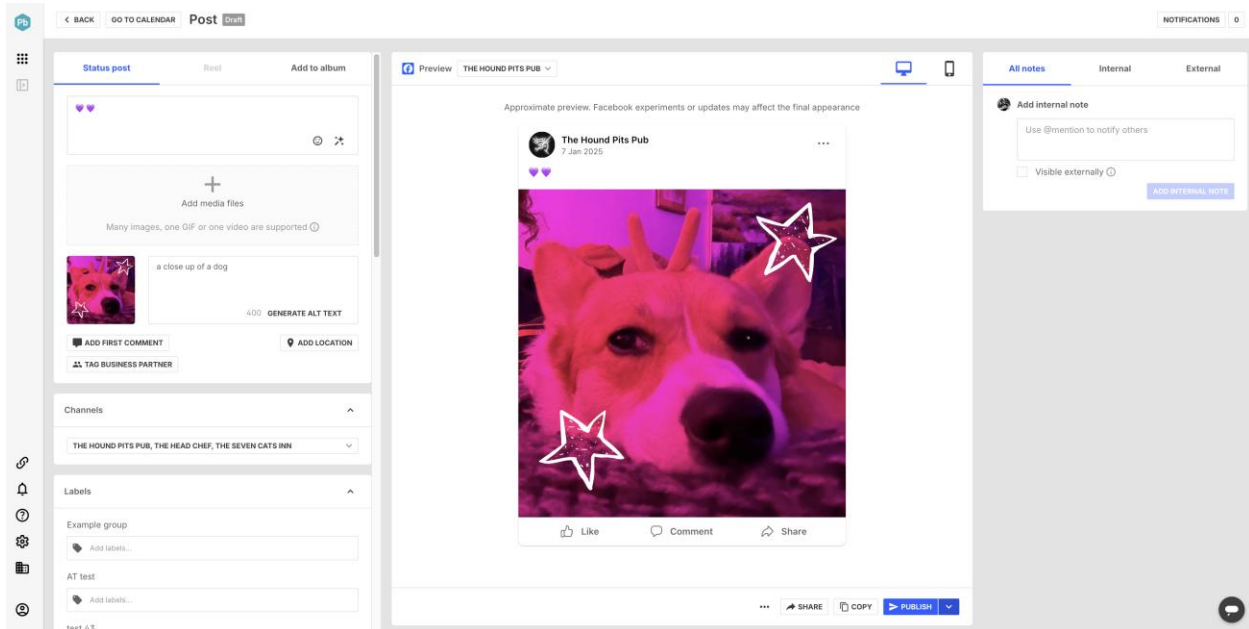


image in the upper right corner to save changes.



7. Once everything looks good, click **Publish, Schedule, or Send for Approval**.



Tip:

You can use [Campaigns](#) and the [Content Pool](#) to upload images, GIF, and video stock assets. From there, they can easily be copied to a post.

Adding alt text

Alternative (alt) text describes images to screen-reading tools, helping visually impaired users. In Social Media Management, you can add alt text to Facebook, X (Twitter), and LinkedIn image posts. We recommend adding text which describes the key details of the images you share.

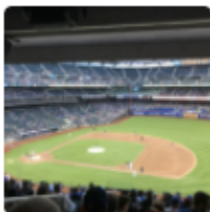
To get started, follow the steps below:

1. Create a Facebook, X (Twitter), or LinkedIn image post by following the steps above.
2. Once you've added your image(s), click the **Add Alt Text** button below the image.



 **ADD ALT TEXT**

3. Manually add your image description(s) to the text box or auto-generate alt text for each image by clicking **Generate Alt Text**.



A crowd of people watching a baseball game

7958 **GENERATE ALT TEXT**

When manually adding or editing alt text, bear in mind the character limits for each network listed below:

- Facebook: 8,000 characters (recommended: 125 characters or fewer)
- X (Twitter): 1,000 characters (recommended: 300 characters or fewer)
- LinkedIn: 4,086 characters (recommended: 120 characters or fewer)

Note:

Alt text is not supported for GIFs or videos. In addition, due to Instagram API restrictions, it's not possible to generate or manually add alt text to Instagram images in advance.

However, **alt text will be added to all images published to Instagram automatically.**