

Scheduling the First Comment for a Post

Your Facebook, Instagram, and LinkedIn posts can look a lot better with your hashtags in the first comment instead of in the post description. It has become common practice for brands to create the first comment immediately after creating the post itself.

Social Media Management lets you easily plan your first comment together with your main post, from inside the post editor. Even if you're publishing at odd hours, you can have Social Media Management leave the first comment right after publishing your post. Follow the steps below to get started.

1. In Publish, create a new Facebook, Instagram, or LinkedIn post.
2. Below the text box and any added media files, click **Add First Comment**.

Status Post

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

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Add media files

Up to 20 images or one video are supported ⓘ

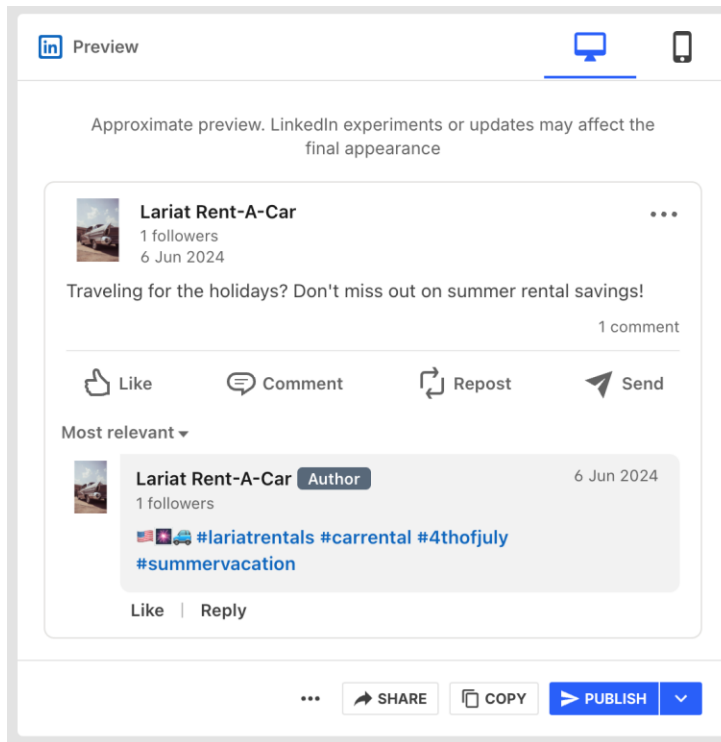
🗨️ ADD FIRST COMMENT

3. Under **First comment**, add the text and emojis for your first comment. You can add a total of 8000 characters for Facebook posts, 2200 characters for Instagram posts, and 1250 characters for LinkedIn posts.

🇺🇸 🚗 #lariatrentals #carrental #4thofjuly #summervacation

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4. You will see a preview of your first comment in the Preview window. Once you're happy with your post, click **Publish**, **Schedule**, or **Send for Approval**.



Note:

Due to API restrictions, it's not possible to schedule the first comment for X (Twitter) posts or any Instagram posts published via the [Hub App](#) (e.g. Instagram stories). In addition, it's not possible to schedule the first comment for posts published via the [Quick Publish App](#).