

Supported Post Types in Publish

Each network supports their own mix of universal and network-specific post formats. Social Media Management helps you create all these different types of content from one central place.

In this article, we've made an easy overview of the supported post types in Publish, with links to more detailed articles on how to create them.

Note:

This article covers all post types that are supported for content creation. Due to network-specific API limitations, other modules in the Social Media Management platform might support additional or fewer of the below listed post types.

Supported post types per network

The below table shows which post types can be created for which network. Follow the links in the header to get more information on how to create that type of post in Social Media Management.

Post type	Facebook	Instagram	X (Twitter)	LinkedIn	TikTok	Pinterest
Text	✓	✗	✓	✓	✗	✗
Single-image	✓	✓	✓	✓	✗	✓
Multi-image	✓	✓	✓	✓	✗	✓
Album	✗	✗	✗	✗	✗	✗
GIF	✓	✗	✓	✓	✗	✓
Video	✓	✓	✓	✓	✓	✓
Reel	✓	✓	✗	✗	✗	✗
Link	✓	✗	✓	✓	✗	✗

Post type	Facebook	Instagram	X (Twitter)	LinkedIn	TikTok	Pinterest
Facebook Link Carousel	✓	X	X	X	X	X
Instagram Carousel	X	✓	X	X	X	X
LinkedIn Document	X	X	X	✓	X	X
LinkedIn Poll	X	X	X	✓	X	X
Story	X	✓	X	X	X	X
Dark Post	✓	X	X	X	X	X

Note:

If you don't see a particular post type listed above, that means it's not yet supported in Publish for any network. This includes event posts, job posts, and other specialty post types.

Although Facebook album posts cannot be created in Publish, [images can be added to existing Facebook albums](#).

Post type descriptions

[Text](#)

Has only text copy and no other attachments. The text can include clickable links. If a link generates a link preview card containing a title, description, and thumbnail, the post is rather considered a *Link post* as described below.

[Single-image](#)

Has one image file attached.

[Multi-image](#)

Has more than one image file attached.

[Album](#)

Has multiple images that get added to an Album on Facebook. A post is created on the timeline, linking to the Album. Separate posts will appear in Social Media Management for each image added to the Album, since users can interact with each image separately.

[GIF](#)

Has an animated GIF file attached.

[Video](#)

Has a video file attached.

[Reel](#)

Instagram-specific post type with a video file attached.

[Link Post](#)

Has a link preview card filled with metadata about the attached link. Bear in mind that links can also be added in the text of a post, without generating a link preview card. Only posts with a link preview are considered link posts.

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.

[Facebook Link Carousel](#)

A Facebook-specific Carousel post consisting of up to ten links with link preview cards. Users can flip through the link cards like a carousel.

[Instagram Carousel](#)

An Instagram-specific mixed media Carousel post that consists of up to ten images and videos. Users can flip through the images and videos like a carousel.

[LinkedIn Document](#)

A LinkedIn-specific post with a document attached. The following file types are supported: PDF, PPT, PPTX, DOC, DOCX.

Note:

Previews in the post editor are currently only available for PDFs. Additionally, document posts will always appear in the Publish Calendar and List views with a post type badge as their thumbnail.

[LinkedIn Poll](#)

A post that presents your fans with a question and up to four responses that they can choose from.

[Story](#)

Instagram stories are image or video posts that are displayed in a slideshow format, separate from your main content feed.

[Dark Posts](#)

Dark Posts can be created from all Facebook post types described above here, except for Album posts. They are posts that do not appear on your timeline nor on the newsfeed of your fans. If you promote the post, it will only become visible in the places where your advertisement is targeted to.