

How to create custom captions by platform (for parishes and schools)

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You can create custom captions for each social media platform connected to your Catholic Social Media account. This allows parishes and schools to tailor posts for Facebook, Instagram, X, YouTube, or multiple connected pages without needing to create separate posts from scratch.

Editing Platform-Specific Captions

Each connected platform will have its own caption area you can open and edit.

- Click the platform you want to customize.
 - Facebook
 - Instagram
 - X
 - YouTube
 - Any additional connected pages
- Open the caption for that platform.
- Edit the caption as needed.
- Repeat this process for any other platforms that need a unique version.

For example, Instagram does not support clickable links in post captions. If the original caption includes a link, you can customize the Instagram version to say something like “Read more at the link in our bio.”

Using the Primary Caption

The main caption still serves as your primary caption.

If you edit the primary caption, that version can apply across the post.

You can then choose to customize individual platform captions when you need a different version for a specific platform.

Publishing Custom Captions

When you publish the post, Catholic Social Media will use the caption assigned to each platform.

For example:

- The Facebook caption will publish to Facebook.
- The Instagram caption will publish to Instagram.
- The X caption will publish to X.
- The YouTube caption will publish to YouTube.

This allows you to publish one post while still tailoring the message for each platform.

Creating Your Own Posts with Custom Captions

You can also use custom captions when creating your own content.

1. Create a new post.
2. Write your primary caption.
3. Open each connected platform.
4. Customize the caption for that platform as needed.
5. Schedule or publish the post.

This gives you one place to manage different versions of the same post.

Best Practices

- Customize Instagram captions when the post includes links.
 - Use platform-specific language when it helps the post feel more natural.
 - Keep the most important message consistent across every platform.
 - Review each caption before publishing.
 - Use custom captions when posting to multiple Facebook pages that need slightly different wording.
 - Remember that each platform can have its own version while still being part of the same post.
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