

How to create custom captions by platform (for dioceses and third-party content creators)

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You can create custom captions for each social media platform when creating a post in Catholic Social Media. This allows you to start with one base caption, then make platform-specific edits for Facebook, Instagram, X, and other selected platforms.

Creating Your Post

1. Log into Catholic Social Media.
2. Go to the Planner or Calendar.
3. Click Create Post.
4. Upload your image or video.
5. Review the selected social media platforms.
 - a. Platforms are toggled on by default.
 - b. Toggle off any platform you do not want to optimize the post for.
 - c. For example, if the post is a graphic and not a YouTube video, you can toggle YouTube off.
6. Write your caption like you normally would.
7. Add any links, personalization parameters, or editor's notes if needed.

Using the Base Caption

The first caption you write will serve as your base caption.

This is the default version of the post copy that Catholic Social Media will use across the selected platforms unless you customize it.

Once your base caption looks the way you want, you can create platform-specific versions.

Customizing Captions by Platform

1. Scroll to the Customize Caption by Platform section.

2. Open the platform you want to customize.
 - a. Facebook
 - b. Instagram
 - c. X
 - d. YouTube
3. Any other available platform
4. Each platform will start with your base caption.
5. Make edits to the caption for that specific platform.
6. Repeat this process for each platform you want to customize.

Scheduling or Saving the Post

1. After customizing your captions, click Next.
2. Choose the date and time for the post.
3. Catholic Social Media will validate the post.
 - a. Validation will check the unique caption for each selected platform.
 - b. This helps make sure each version works properly before the post is saved or published.
4. Add content tags if needed.
5. Add distribution groups if needed.
6. Save the post as a draft or click Publish.

Viewing Custom Captions

After the post is saved or published, you can open it to review the caption versions.

You will be able to see:

- The main caption
- The Facebook caption
- The Instagram caption

- The X caption
- Any other custom platform captions

This makes it easier for dioceses, third-party content creators, parishes, and schools to see the different versions of copy available for each platform.

Best Practices

- Start by writing a strong base caption.
 - Customize captions only when a platform needs different wording.
 - Remove links from Instagram captions and direct users to the link in your bio instead.
 - Shorten captions for X when needed.
 - Toggle off platforms that are not relevant to the post.
 - Review each platform caption before scheduling or publishing.
 - Use custom captions to make one post feel native to each social media platform.
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