

How to Publish the First Comment Alongside Your Post

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Catholic Social Media allows you to prepare a first comment when creating a social media post. Use it to share a link, provide additional information, or add text that you want to appear in the comments.

This feature is available to dioceses, third-party content creators, parishes, and schools.

Adding a First Comment

1. Log into Catholic Social Media.
2. Click **Create Post**.
3. Upload your image or video.
4. Write your caption.
5. Find the **Add a link in the first comment** field.
6. Enter the link or text you want to include in your first comment.
7. Complete your usual scheduling or publishing process.

When your post publishes, your first comment publishes automatically alongside it. If you schedule your post for a later time, the comment publishes when the post goes live.

Choosing What to Include

Although the field is labeled **Add a link in the first comment**, you do not need to include a link. You can enter:

- A link by itself.
- A link with a short explanation.
- Text without a link.

For example, if you are promoting a parish event, you could include the registration link with a short message explaining how to sign up.

Best Practices

- If you place a link in the first comment, mention it in your caption so readers know where to find it.
- Include a brief explanation with your link so readers know what it opens.
- Check that your link works and points to the correct page before scheduling.
- Review your caption and first comment together to make sure they provide the information readers need.

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