

Steps To Create Shareable Posts On Facebook

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Quick answer

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Over the years, there have been significant changes in how we live our everyday life. From how to work to communicate with our friends and loved ones, everything has shifted and evolved with time. However, we can easily say that most of these changes are attributable to the rise of the internet, especially social media platforms.

A few ago, social gatherings were the primary occasions to meet and connect with your loved ones. Intimate family meetings to large public assemblies on weddings and birthdays were the only opportunity to meet people. But ever since social media came into our lives, there has been a change in how we make new friends and keep up with our existing ones.

Facebook is among the most used social interaction and communication platforms in the world. It lets you connect with new people, your friends, and your family through online posting, direct messaging, and social groups. Speaking of posts, you can create them with an option to share with the entire world or a particular group of friends on your timeline.

In this article, we will share how to make Facebook posts shareable with a few simple steps. So if you want to know how to create sharable or even unshareable posts on Facebook, keep reading. But before that, let us understand why shareable Facebook posts are beneficial for different individuals and organizations.

Benefits Of Shareable Facebook Posts

Here are the top five advantages of shareable Facebook posts. So every time you create posts on Facebook and make them shareable with everyone, you can enjoy the following benefits.

1. These are excellent for the online promotion of brands and eCommerce businesses: Facebook makes business promotion easy for brand and social media managers through online advertising. With Facebook, you can share your products, services, upcoming launches, product demo, and much more to entice new customers towards you.
2. Shareable Facebook posts help you draw public attention to necessary topics: With shareable posts, you also have the perfect opportunity to attract the awareness of crowds towards essential issues in society. From sharing online petitions to helping spread the word about social concerns garner attention on local and international levels.
3. These posts provide you an opportunity to promote worthy charities and social causes: Another advantage of shareable Facebook posts is that they allow you to highlight deserving causes, charities, and organizations. From reachable go-fund-me pages to sharing information about international social organizations, you can do so much with Facebook.

4. The chance to reach a large audience group thanks to the wide presence of Facebook: Facebook is undoubtedly among the most used social networking websites, with a considerable audience base. So if you are looking for a website to share any information with a higher number of people, Facebook presents itself as an ideal choice.

Steps to Create Shareable Facebook Posts

Now that we have gone through some of the top reasons to create shareable Facebook posts, it's time to see how you can easily make these. Follow these simple steps to learn how to make a post shareable on Facebook.

Step 1: Log into your Facebook account from which you want to create a Public post and click on the 'What's on your mind?' tab.

Step 2: Type in the message you want to share with the internet and include images, videos, people, and location tags in your post.

Step 3: Next, click on the select audience option at the top of your pop-up window. By default, this is always set to your friends, meaning that all your friend accounts linked to the current profile can view the post.

Step 4: Change the visibility by clicking on the Public option, generally at the top of the list. It will allow anyone on and off Facebook to view your shareable posts.

Step 5: After you have checked your post for verification, click on the Post tab at the bottom of your window. That's it you have created and shared a new Facebook post.

Steps to Share an Already Published Post on Facebook as Public

After you have learned how to create a new shareable post, let us see how to make a post shareable on Facebook. To convert the audience visibility of a previously published post on Facebook, follow these steps.

Step 1: Log in to your desired account and scroll through your timeline to find the post you want to make public.

Step 2: After you discover the posting that you want to share with the larger audience of Facebook, click on the three dots on the upper right-hand side of the post.

Step 3: You will find several options regarding the post in question by doing so. First, select the Edit Audience option from the permissible actions.

Step 4: Select Public from the different alternatives to share your posts to allow everyone on Facebook to view your posts.

Step 5: Save your settings, and just like that, you have made your private post available for public viewing.

Steps To Create Private Facebook Posts

Now that we have shared public posts on Facebook, finally, let's learn how you can create posts visible to your friends, or specifically a particular group of audience.

Step 1: Sign in to your desired account and click on the 'What's on your mind?' tab.

Step 2: Create a post like we have shared above by including backgrounds, images, videos, and more.

Step 3: In the select audience section, choose the Friends option to share the post with all your Facebook friends.

Step 4: If you want to share it with everyone except a few friends, click on the 'Friends Except...' and exclude the friends you don't want to see the post.

Step 5: If you want to share the post with just a few people, pick the 'Custom' option and add your desired viewers.

Step 6: After you save your audience, go through your post for errors, and hit on publish option at the bottom. You have shared it with your desired audience.

Steps To Make A Public Post Unshareable

Lastly, let us learn how to make a Public post on Facebook private and restrict the audience who can view it. Follow the steps to unshare a public post on Facebook, follow.

Step 1: Select the post you want to make private on your timeline.

Step 2: Click on the upper right-hand corner to access the post-editing options.

Step 3: Select the edit audience feature and change the post visibility by selecting the new audience option of your choice.

Step 4: You can choose from Friends, Custom, Specific Friends, or Only Me options.

Step 5: After applying the setting of your choice, press on save. You have made a public post unshareable.

Conclusion

We hope, going through this article, you learned how to make a post shareable on Facebook. We also included a few scenarios under which making shareable posts is beneficial for you and your company. Along with creating shareable posts on Facebook, we also discussed how to make unshareable posts. These will help you in protecting your identity from strangers and safeguarding your data.

So whether you want to create shareable or unshareable posts on one of the world's largest social media platforms, Facebook, we got you covered. Follow the steps that we have mentioned above, and you can create any post on Facebook. We even teach you how to make a post shareable after you have initially made it shareable.

References

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