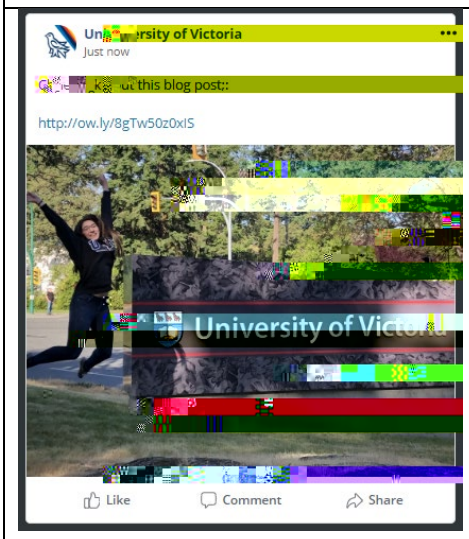
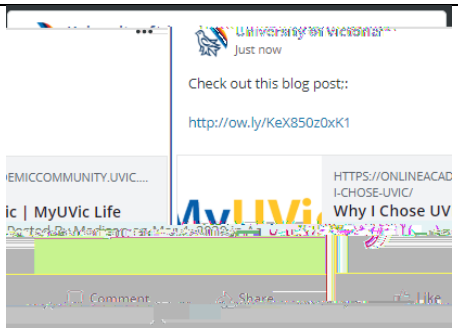
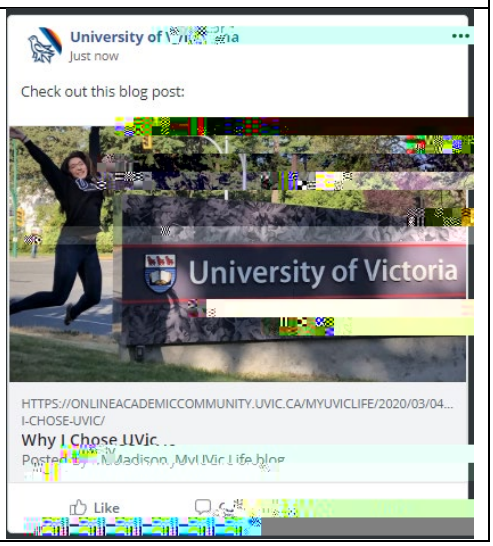
Customizing link previews in Hootsuite

What is a link preview?

facebook and linked in only.

Let’s compare the options

Link and photo uploaded separate	**Automatic link preview**	**Customized link preview**