UBINODES

GUIDE:

WORDPRESS TO TWITTER

Guide: WordPress to Twitter

Updated 08 January 2024.

Introduction.

The functionality of WordPress enabling direct post publication on various social media platforms once your website is linked to your social accounts might seem straightforward and appealing. However, the reality is quite different.

It doesn't work. Result is totally inconsistent.

We utilize it specifically with Twitter to enable our stakeholders to stay updated on the numerous websites we manage. To access this feature, navigate to:

WP Admin -> Settings -> Sharing -> Publicize Settings -> Connect your account.

Following this article, you'll discover all the tests we've conducted.

TL;DR:

Only the Title will show up in your Tweet. So you have to work around this bug.

Step 1:

Creating a post with all content, including the URL, solely in the title and leaving the content section empty while adding a featured image.

Example:

On the website Ubinodes.org we've added a page "Updates" where visitors can track all updates made on our websites. Link: https://ubinodes.org/blog/

Start writing or type / to choose a block   +

Step 2:

Click "Publish." Enter content in the customization section, but note that it may not consistently appear at the top of your Tweet; at times, only the title might display, possibly duplicated.
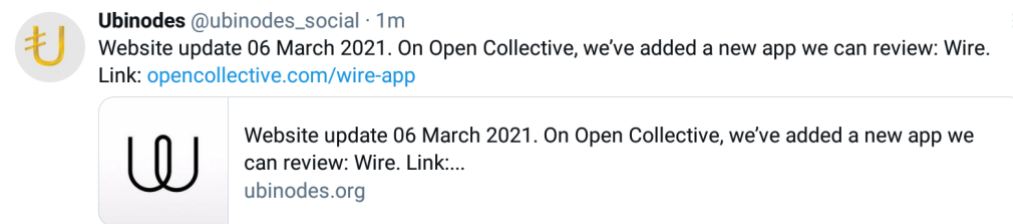
Step 3:

Please ensure your Twitter post is live. Titles can appear both atop the Tweet and in its link. Custom messages might display at the Tweet's start, with the title as its content. Head and

Tail. Include a URL, which will be clickable, directing readers to your website. If available, a featured image may also display.

Example:

The title appears twice.

Showing the featured image.

Custom message at the top and featured image. Lucky strike.

Step 4:

Editing the post with the accurate title and content, then clicking "Update," ensures that no additional information will be posted on Twitter. Readers will arrive at the correctly published post when accessing the link.

Example:

Testing.

Extensive testing was conducted to comprehend the issue with this feature and explore potential workarounds.

Test 1:

- Testing with one title, one content and one custom message.
- The outcome reveals that the custom message appears at the top of the Tweet while the Title is displayed in the post. However, it's inconsistent as subsequent tests did not display the custom message reliably.

Screenshots:

Title. This is going to show up in Twitter.

Content. This is NOT going to show up in Twitter.

One Title, One content.

Customise your message

This is a custom message.

217 characters remaining

Twitter settings

○ Single Tweet
Share a link to this post to Twitter.

◉ Twitter Thread
Share the content of this post as a Twitter thread.

One custom message.

Ubinodes @ubinodes_social · 5m
Custome message.

Title.
ubinodes.org

Result. We see the custom message and the Title but not the content.

Test 2:

- Testing with the message all as a title, no content. We added a custom message.
- Result: We see only the tile in the Tweet, both at the top and in the content.

Screenshots:

Customise your message

Website Update 05 March
2021_Bravo.

220 characters remaining

A custom message.

Ubinodes @ubinodes_social · 3m
Title.

Title.
ubinodes.org

Result. We see only the title.

Test 3:

- Testing with the message all as a title and no Custom Message.
- Result: We see the content of the title both at the top of the Tweet AND in the content of the Tweet.

Screenshots:

Website Update 05 March 2021_Bravo.
On the website Ubinodes.org we've added
a page "Updates" where visitors can track
all updates made on our websites. Link:
https://ubinodes.org/blog/

All as a title.

Customise your message

Leave Blank.

243 characters remaining

No custom message.

Title in the Tweet, twice.

Test 4:

- Testing with a content only, no title and no custom message.
- Result. Tweet is empty, bot at the top and inside.

Screenshots:

No title, content only.

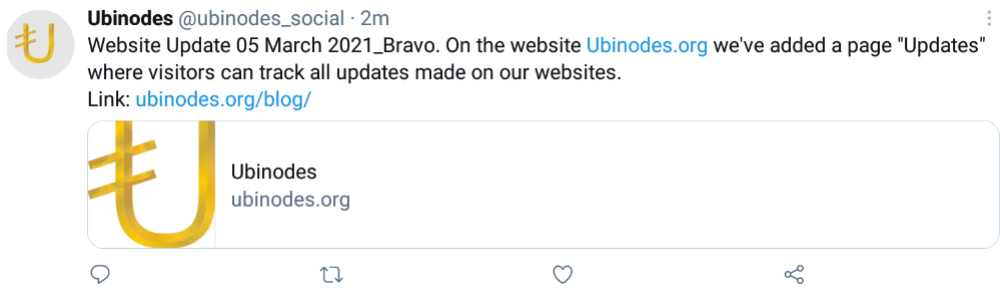Result. Tweet is empty.

Test 5:

- Testing with no title, one content, and one custom message.
- Result: The custom message appears at the top, the Tweet is empty, but clicking on it directs you to the website's post. This could be the optimal choice if only it were consistent.

Screenshots:

No title, One content and One custom message.

The custom message appears at the top and Tweet is empty.

Test 6:

- Testing with one title, one content, one custom message, and a featured image created from a screenshot of the content didn't display the featured image in the Tweet. Instead, only the custom content appeared at the top of the Tweet, with the title in the Tweet itself. Subsequent attempts using a different image, while posting about Wire in Open Collective, showed the featured image successfully. Thus, while a featured image can be utilized, it cannot contain text for display in the Tweet.
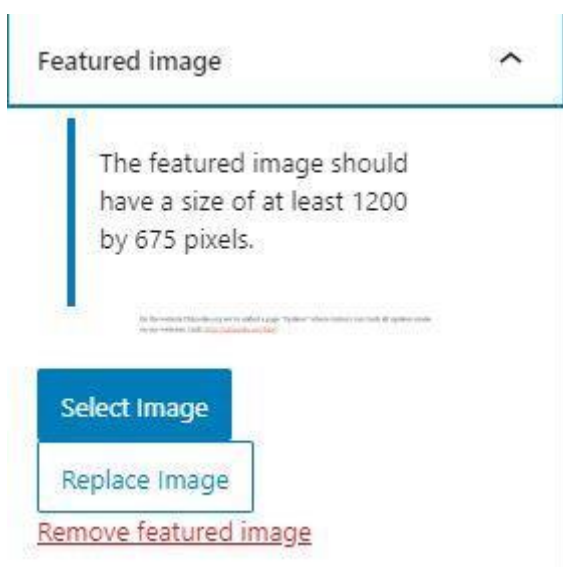
Screenshots:

05 March 2021_Charly.
On Open Collective, we've added a new app we can review: Wire.
Link: https://opencollective.com/wire-app

Text in the title.

On the website Ubinodes.org we've added a page "Updates" where visitors can track all updates made on our websites. Link: https://ubinodes.org/blog/

Screenshot of the text used as featured image.

Use a screenshot of the text as featured image.

The screenshot as featured image doesn't show up.

Test 7:

Testing with multiple titles alongside a custom message revealed that only the first title "Title 1" appeared in the Tweet, both at the top and in the content section. The custom message did not display in the Tweet.

Screenshots:

Several titles.