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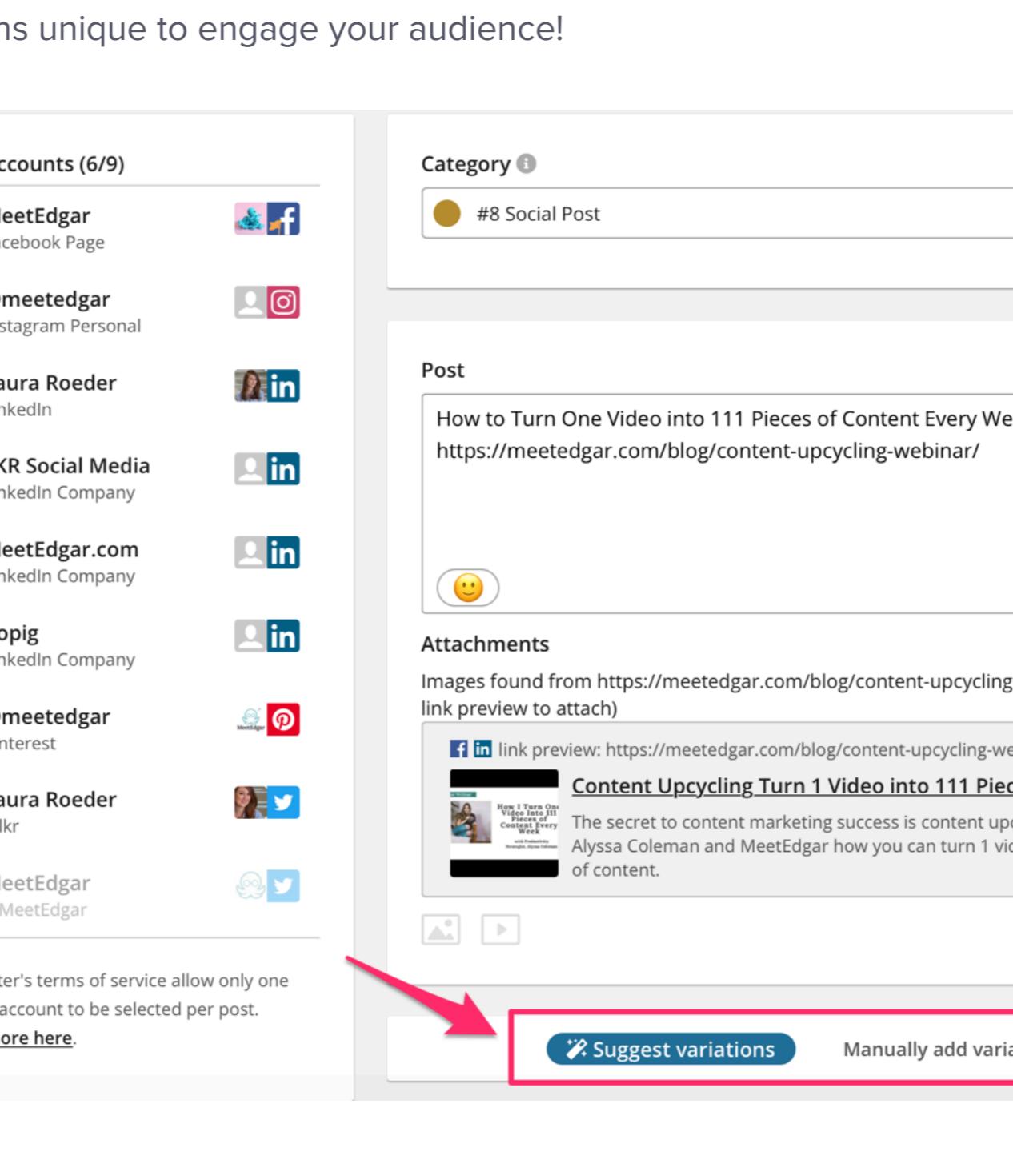
All Collections > Edgar's Features and Best Practices > The Add New Content Button > Variations

Variations

Easily create content variations to keep your social media queue filled with fresh posts!

Written by Team Edgar
Updated this week

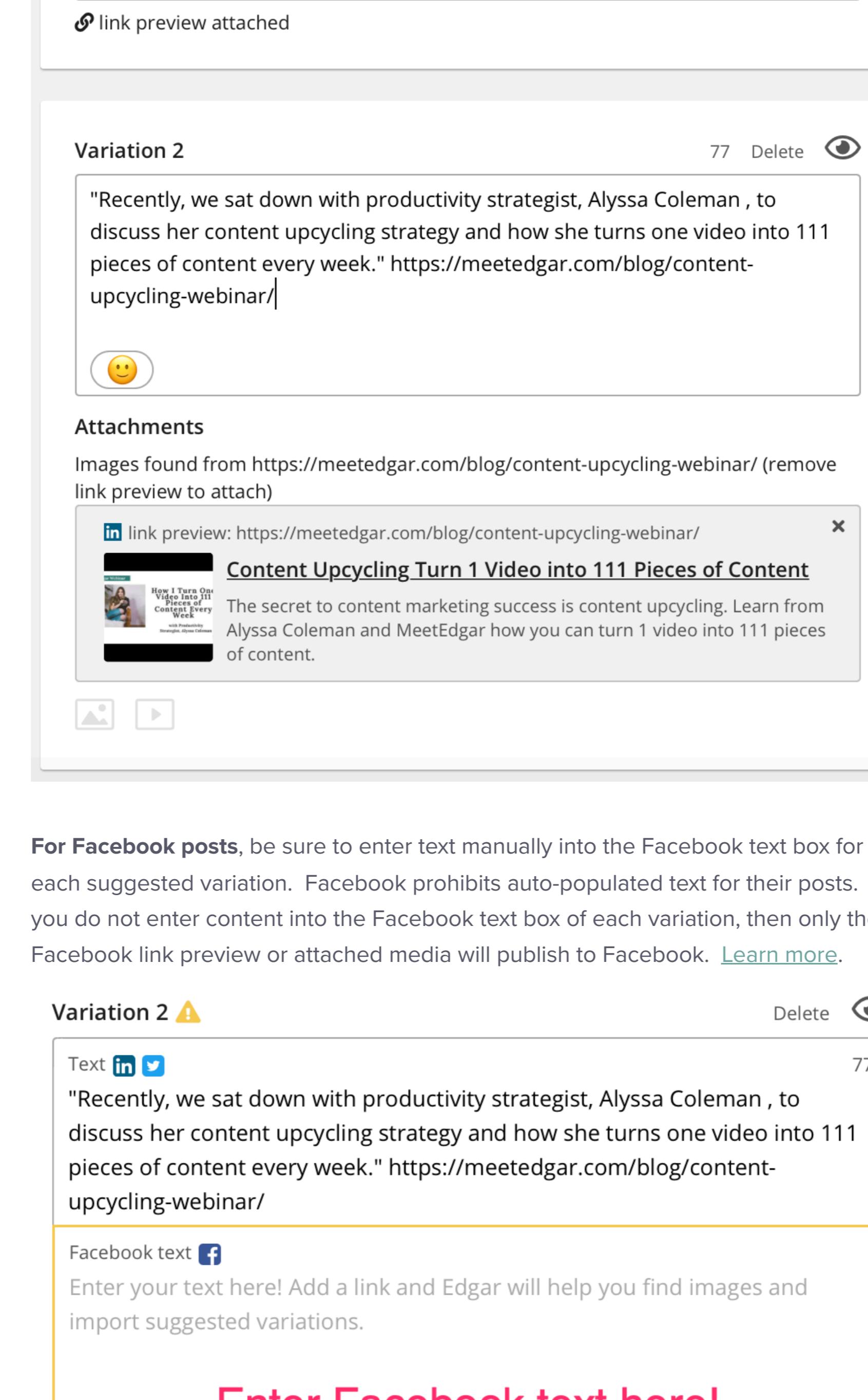
Edgar's variations feature allows you to create multiple versions of a post to add more variety to your Library. He can even suggest variations for you! Learn more:



Create Variations for Your Content

- Go to [Add New Content](#).
- Enter your post text and link in the text box.
- Click the *Suggest variations* button to [import variations](#) from most English-language websites.
- Or click the *Manually add variation* button to add your own variations. There is no limit to how many variations you can add to a post.
- Each variation can have its own media attachment. You choose whether to attach a link preview, image(s), or video for each individual variation for the most variety.

Edgar recommends using different headlines, sub-headings, pull quotes, calls to action, and media attachment types when creating variations for your posts. Make variations unique to engage your audience!



For Twitter and LinkedIn, be sure to include the link in the text of each variation. If no link is in the text of the variation, Twitter and LinkedIn will NOT display a link or link preview.

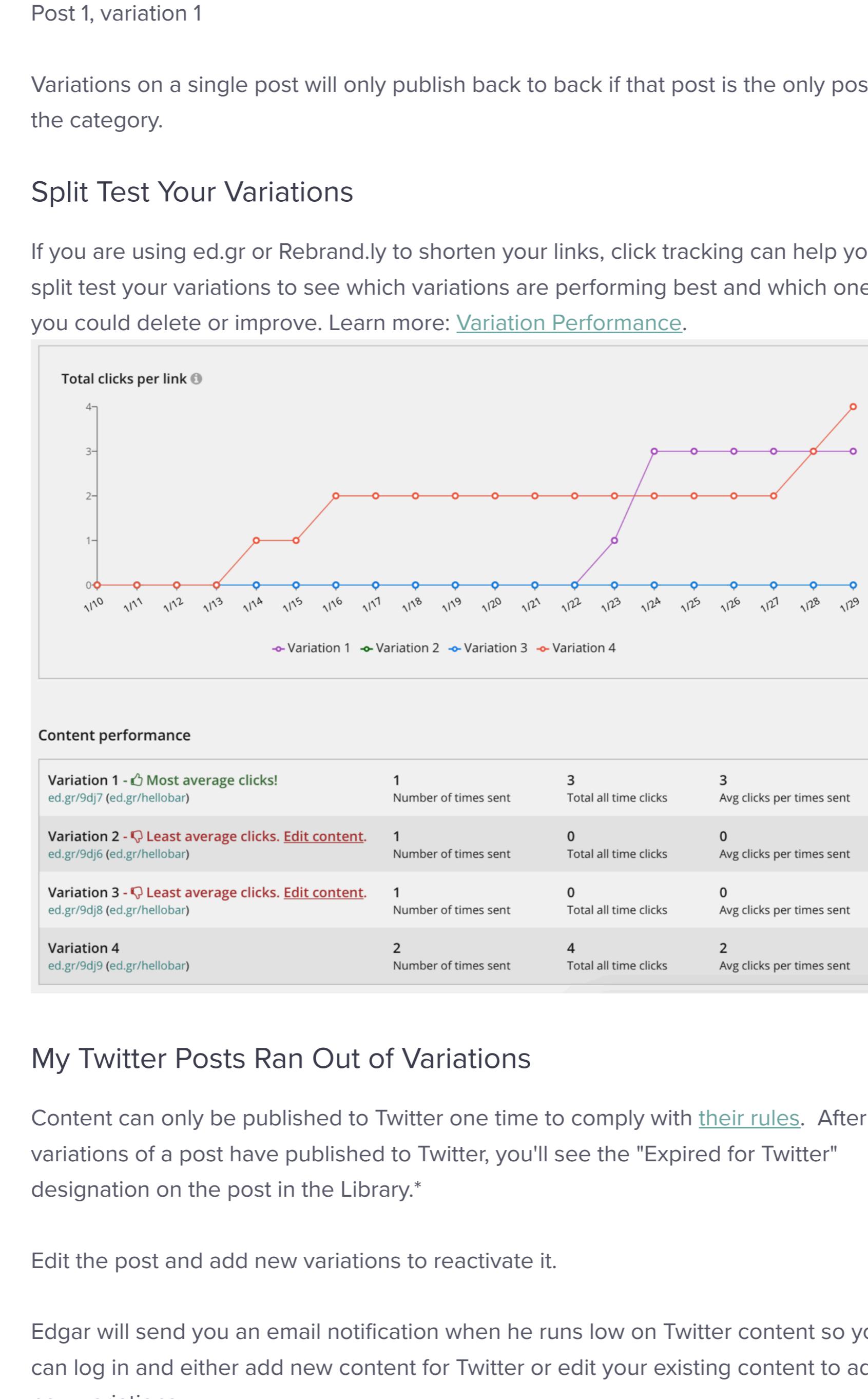
Advanced Settings

Use Once: If you designate a post with variations as Use Once, each variation will publish one time to each of the social accounts you select. Once all variations have published, the post will be retired and none of the variations will be repeated. [Learn more about Use Once](#).

Expiration Date: If you set an expiration date on a post with variations, the post will expire on that date, even if there are unpublished variations remaining. Whether all variations will publish prior to the expiration date depends on how often your schedule publishes that category and how many posts are in the category.

Suggested Variations

Once you enter a link in the first variation of your content, the *Suggest variations* button will be available. Clicking *Suggest variations* will check your link and import up to 4 pull quotes from the website's text automatically.



For Facebook posts, be sure to enter text manually into the Facebook text box for each suggested variation. Facebook prohibits auto-populated text for their posts. If you do not enter content into the Facebook text box of each variation, then only the Facebook link preview or attached media will publish to Facebook. [Learn more](#).

Variation 2
"Recently, we sat down with productivity strategist, Alyssa Coleman , to discuss her content upcycling strategy and how she turns one video into 111 pieces of content every week." <https://meetedgar.com/blog/content-upcycling-webinar/>

Facebook text
Enter your text here! Add a link and Edgar will help you find images and import suggested variations.

Enter Facebook text here!

Attachments
Images found from <https://meetedgar.com/blog/content-upcycling-webinar/> (remove link preview to attach)

link preview: <https://meetedgar.com/blog/content-upcycling-webinar/>
Content Upcycling Turn 1 Video into 111 Pieces of Content
The secret to content marketing success is content upcycling. Learn from Alyssa Coleman and MeetEdgar how you can turn 1 video into 111 pieces of content.

Variation 1
How to Turn One Video into 111 Pieces of Content Every Week
<https://meetedgar.com/blog/content-upcycling-webinar/>

Variation 2
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Variation 3
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