Booooooh · App guide

Posts and comments

Create posts with photos, videos, music, filters, places, tagged stores, a video cover and subtitles; preview, drafts and scheduling; choose who sees them; repost, download, like, react, comment with photos, share, translate and report; AI labels.

Version
11/2026

Language
English

Online
docs.linework.app

Posts and comments

Share photos, videos and text with everyone, with your followers or only with yourself, and decide who sees what.

Create a post

1. In Spiral, tap the round spiral button at the bottom right, or **+** at the top → **Post**.
2. Write your text ("What's going on?"), up to 400 characters: the counter is next to the Post button. Use **@** to mention people and **#** for hashtags.
3. Add up to **10** photos and videos from the **Gallery** or the **Camera** (icons at the bottom). With more than one they become a swipeable carousel.
4. Choose the audience: **Public**, **Friends** or **Private** (only you). New posts start as **Friends**.
5. Optional: **Add place** (pin icon), **Tag a store**, music, a Spotify song, for videos a **Cover** and **Add subtitles**, or a schedule (calendar icon).
6. Optional: tap the eye button to see a **Preview**.
7. Tap **Post**.

A post needs at least some text, a photo or video, or a Spotify song. Long videos are fine: uploads can take up to an hour. If you cancel while uploading, the app asks for confirmation. If you leave the editor before posting, what you wrote is kept in Drafts.

Preview before posting

In the editor bar tap the **eye** button: you see the post exactly as it will look in the feed, with your photo and name, the text with mentions and hashtags, the photos and videos with the same cropping as the feed, the place and the Spotify song. From the preview tap **Keep editing** to change something, or **Post** to publish.

> **Tip:** the feed crops tall photos to 3:4. Check the preview when your first photo is very tall or very wide, and change the order of the photos if needed.

Who can see your post

Audience	Who sees it	Use it for
Public	Everyone on Linework, in the feed, on your profile, in Explore, hashtag pages and the map. If your account is private, only your followers.	Content you want to grow with: only public posts can be found by people who don't follow you.
Friends (default)	The people who follow you.	Everyday moments for your circle.
Private	Only you.	Keeping a post on your profile without showing it to anyone.

Someone who opens your profile from the web without an account sees at most your 12 latest **public** posts. People you have blocked, and people who blocked you, never see your posts.

> **Tip:** want new people to find you? Choose **Public** before you tap Post: with the default (Friends) the post only reaches those who already follow you.

Mentions, hashtags and location

- **@mentions**: the people you mention get a notification and their name links to their profile.
- **#hashtags** work in every alphabet (for example #café, #España, #Київ, #東京): they are highlighted in full, you can tap them and search them. They make your public post appear on the hashtag's page, in **Trends** and in Explore suggestions for people interested in that topic. Advertisers can also target people by the hashtags they use and like.
- **Location**: shows the place on the post and puts it on LineMap; the country counts for your country's Trends. With **Use my current location** only your city and country are shown, rounded to about 1 km. Tap the X to remove it before posting.

Places and stores in posts

Tell people where a photo was taken, or which store sold you what you are wearing. Both are free, in the app and on web.linework.app.

1. In **Create post** (or **Edit post**) tap **Add place** (the pin icon).
2. Choose how: **Use my current location** (only your city and country are shown), **Show places near me** (bars, restaurants, shops, squares nearby) or type in **Search a place, city or address**. You can choose any place, even far from where you are now.
3. Tap the place: it appears in the editor. Choosing another replaces it; the X removes it.
4. To tag stores, tap **Tag a store**, search in **Search Bloop stores** and choose up to **5** active, verified Bloop stores. Tap **Done**.

- The post shows 📍 **the place's name** under your name, and the tagged stores as labels. Tap the place to open its **place page**: map, address, **Directions** (Apple Maps or Google Maps), **View on LineMap** and the other **Posts here**.
- Tap a store label to open the store on Bloop. The store owner gets the notification "**tagged your store ... in a post**"; tapping it opens your post.
- **Privacy**: only the place you choose is saved (its public address), never your phone's exact position. The app asks for location only while you use it and only when you tap **Show places near me** or **Use my current location**; on the web the browser asks only when you tap it. You can always search by name without location.
- Places come from OpenStreetMap. If you search a lot in a short time, wait a moment and try again.

Products in posts and videos

Show what you are selling or wearing, and let people buy it without leaving the video.

1. In **Create post** or **Edit post**, first tag at least one store with **Tag a store**.
2. Tap **Tag a product** and choose up to **5** products of the tagged stores. Tap **Done**.

- In the full-screen video feed, the post shows a 🛍️ **Shop** label with the name of the first product. Tapping it opens the product: photo, price, availability and quantity, with **Add to cart** (or **Choose options** if it has variants) and **Go to cart**. You then pay with the normal Bloop checkout.
- Only active products of the tagged stores can be tagged. If you remove all the stores, the products are removed too.
- For now product tags are in the app only, not on the web app.

Music, filters and drawing

- **Add sound**: For you, Trending, New, Saved or search; choose the part of the track, keep or mute the video's own audio and set the music volume.
- **Spotify**: attach a song as a "Listen on Spotify" card (a link, not audio in the video).
- **FILTERS** on each photo or video: Natural, Warm, Cool, Film, B&W, Creative, with intensity; **Adjust** brightness, contrast, saturation, warmth, tint, fade, highlights, shadows, grain and vignette; **Save as my filter**. Hold the photo to compare with the original.
- **Draw** (pen, marker, neon, eraser), text and stickers.

Video cover and subtitles

- **Cover**: on a video in the editor tap **Cover** and drag the slider over the frames to choose the one shown on your profile grid, in the feed and in Explore. Tap **Done**. If you don't choose, Linework uses the first clear frame, never a black one.
- **Subtitles**: with a video of up to **10 minutes**, tap **Add subtitles** in the editor. After you post, Linework writes them automatically from the video's audio (the language is detected by itself); you

see **Subtitles in preparation…** on your video, usually for less than a minute. The post is published even if the subtitles can't be created.

- People watching tap **CC** on the video, in the Spiral feed or full screen, to show or hide them; the app remembers their choice.
- To correct them: … on your post → **Subtitles**. Tap a line to fix the text (the timings stay the same, an empty line is removed), or use **Create again** and **Remove subtitles**.

> **Tip:** many people scroll with the sound off. Subtitles let them follow what you say, so they watch longer.

Schedule a post

In the editor tap the calendar icon, pick date and time (your time zone is shown) and tap **Schedule post**. The editor closes and you see "Your post has been scheduled". Until then nobody sees the post; at that time it is published by itself (within a few seconds) and appears as a new post at the top of the feed.

Drafts and scheduled posts

If you leave the editor without posting (X, back, or the app goes to the background or closes), the post is saved by itself in **Drafts**: text, mentions, photos and videos, place, stores, Spotify song and audience. You don't need to do anything.

1. Open your Profile and tap the tab with the **pencil** icon (**Drafts and scheduled**). It is visible only to you.
2. **Drafts**: tap a draft to continue editing it; the bin deletes it.
3. **Scheduled**: each post shows when it will come out. Use **Change date/time** (then **Save**) or **Cancel scheduling**: the post isn't published and goes back to Drafts, where you can edit it and publish or schedule it again.

Drafts are kept on your phone, not on your account: you don't see them on another phone or on the web. Scheduled posts are on Linework's servers and come out even if your phone is off.

> **Tip:** schedule posts for when your followers are online, for example in the evening, to get more views in the first hours.

Edit, delete or promote your post

Linework Fans creators also see **Who can see this post** (see Linework Fans).

Likes, reactions and comments

- Tap the heart to like; **long-press** it to react with ❤️ 😂 😢 🔥 🙃 . Each person has one reaction per post, which also counts as a like; next to the likes you see the most used emojis.
- Comments can be text, a **GIF**, a **photo** or a **voice comment** (up to 60 seconds). You can reply to comments and translate them.
- **Photo in a comment or a reply**: tap the photo button next to GIF and the microphone, then **Choose from gallery** or **Take a photo**. One photo per comment, up to 10 MB. Tap a photo in a comment to see it full screen.
- Under a post, **Translate post** translates the text into the app language; **Show original only** brings it back.

Repost

A repost puts someone else's post on your profile and in your followers' feed, with its author in plain view. It is the quickest way to recommend something.

1. Tap the **two arrows** button under a post (in the video feed it is in the column on the right, next to the heart, comments, share and save).
2. The post appears in your followers' feed with **Reposted by @you** on top; the original author's name is highlighted and tapping it opens the original post. On your profile, reposts are in the **Reposts** tab; the **Posts** grid shows only your own posts.
3. To take it back, tap the two arrows again (**Undo repost**): "Repost removed from your profile".

You can repost	You can't repost
Public posts of public accounts, when the author allows sharing.	Your own posts, **Friends** or **Private** posts, posts of private accounts, exclusive Linework Fans posts, posts whose author turned off sharing, or posts of people you blocked or who blocked you.

- The author gets a notification the first time you repost.
- **Privacy**: a repost never shows more than the original. If the author deletes the post, makes it non-public or blocks someone, the original disappears from the repost for whoever can no longer see it.
- Don't want your posts reposted? Turn off **Allow sharing** in Menu → Settings → **Post settings**.

Share

Tap **Share** on a post: the **Send to** sheet opens.

- **Send in chat**: search people (**Search people**) or pick your chats and groups, select one or more and tap **Send (n)**. You see "Sent to n".
- **Repost** to your Spiral (see above).
- **QR code**: shows a code that opens the post ("Scan to open the post").

- Share straight to **WhatsApp**, **Telegram**, **Messenger**, **Instagram**, **X**, **Facebook**, **Email** or **SMS**: the app opens with the link ready.
- **Copy link**, **Download** (see below) and **More**, which opens your phone's share sheet.

Linework links (`linework.app/post/…`) open directly in the app. When you paste one in another app or a chat, the preview shows the photo of the post or the cover of its video.

Download photos and videos

Save the photos and videos of a post to your phone's gallery, for example a recipe, a map or your own post when the original is no longer on your phone.

1. Tap **Share** on the post (also from the video feed) and choose **Download**, or use … → **Download**.
2. The first time, allow access to Photos.
3. You see "Saved to your gallery": all the photos and videos of the post are saved, carousels included.

- You can always download your own posts. Other people's posts only if they are public posts of a public account and the author allows it. Exclusive Fans posts can never be downloaded.
- **Your choice**: in Menu → Settings → **Post settings**, **Allow downloading my posts** (on by default) decides whether others can download the photos and videos of your public posts, including those already published.

> Respect the author: downloading a post doesn't give you the right to publish it again as your own. Use Repost to share it with its author.

AI labels

- Videos made with Linework's AI video tools show **Made with AI** on the post.
- Accounts run by Linework that post and comment automatically have an **AI** badge next to their name, in posts, comments and on the profile: they are not real people.

Other people's posts

From …: share, **Download** (if allowed), follow or unfollow, **Hide Post** (with Undo), **Report post** or block the author. Posts you report disappear from your feed. Reports are anonymous; reports of child abuse, terrorism and self-harm hide the post right away until it is reviewed. See Safety.

Good to know

- **Why can't someone see my post?** Check the audience: with **Friends** only your followers see it, with **Private** only you. If your account is private, even public posts are for followers only.
- **Can I change the audience later?** Yes: … → **Edit post** lets you change the text and the audience.

- **Where do my posts appear?** On your profile, in the Spiral feed of the people who can see them, and videos also in the Home video feed. Public posts can also show up in Explore, on hashtag pages and, with a location, on the map.
- **Where did my unfinished post go?** In your Profile, tab with the pencil (**Drafts and scheduled**) → **Drafts**.
- **Why can't I repost or download a post?** Only public posts of public accounts can be reposted, and downloaded only if the author allows it. See Repost and Download.
- **How do I get more reach?** Post in public, use a few relevant hashtags, add a location for local posts, and use **Sponsor post** for the posts that matter.