

Fix an old picture showing when you share a link

Social sites keep an old copy of your link's picture. Check the picture on your site is right, then ask each social site to look again.

You changed the picture, but when you paste your link into Facebook, X, LinkedIn or a message, the old one still shows. That's because the social site saved a copy of your page's details, and it keeps showing that copy for a while. Your site isn't broken.

Steps

1. Check that your site has the right picture. See [Set the picture that shows when your site is shared](#). Check the page's own picture as well as the site-wide one.
2. Publish if you haven't already. If you don't see a **Publish** button, tell us and we'll publish it for you.
3. Ask each social site to fetch your page again. Facebook, X and LinkedIn each have a debugger tool for this. Visit each one's debugger and ask it to fetch new information for your link. Instagram uses Facebook's tool.
4. Share the link again to check. If it still shows the old picture, wait a little and try again.

Good to know

- Your site can't clear another site's saved copy. Only the social site, or time, can.
- Each social site keeps its own copy, so you may need to refresh more than one.

If it still looks wrong

Email us the link and tell us which site shows the old picture. We'll check that your site's picture and page settings are right.

Need a hand?

Email hello@zossoz.com with your business name, the link and which social site, and we'll take a look. We reply within one business day. See [Request a change](#).

Related guides: [Set the picture that shows when your site is shared](#) · [Add share buttons](#) · [Change the small icon in the browser tab](#)

More guides: [the Zossoz Help Center](#) · [Questions?](#) Email hello@zossoz.com