

How to best use social media platforms

Facebook – 1 - 2 post per day, best time 1pm-4pm, 1 emoji

1. Sends more traffic to your website than other media platforms
2. Geared towards both news and entertainment – things to do in the community
3. Places strong emphasis on video content

Twitter – 15 tweets per day, top of the hour, 2 hashtags, 1 emoji

1. News platform
2. Retweeting and curation are encouraged
3. Share blog post or promoting website content

LinkedIn – 1 every other day, best time 10am-11am

1. Professional network – content should reflect this
2. Used heavily for sharing industry articles and other general professional content

Instagram – 1-2 post per day, best time 8am-9am, 5 hashtags, 3 emoji

1. Highly visual for photos and short videos
2. Best suited for strong visual brand

Pinterest – 11 pins per day, top of the hours with the bulk in the afternoon

1. Highly visual
2. Used most often for project inspiration

High Performing, Eye Catching Visual Formats

- Quotes – visually show your favorite quote in a graphic design
- Videos – catches attention in busy news feeds, no matter the network
- Multi-images – captures follower interest while increasing engagement
- GIFs – people share content on social media because it's entertaining
- Info plus Statistics – include a chart, how to and helpful tips
- Infographics – longer graphics help content perform better on Pinterest
- Titles plus Headlines – use headlines in graphics for those who skim

Engagement

- Questions – close-ended questions
- Controversy – question a behavior, belief or sense of belonging
- Anecdotes – an opinion you hold as true but not backed by any data
- Quotes – mention key influencers and tag them in your social messages
- Benefits – share key benefit of your service
- Sound bite – a sub headline, sentence or statement of some kind you copy from content