



## **Social Media Tips, Hacks & Best Practices**

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## **General Social Media Best Practices - 2018**

- Employ clear, consistent messaging across all platforms.
- Lead posts - and followers - back to your website when possible.
- Mix up your verbiage and terminology in posts.
- Measure back-end social metrics against overall goals for each platform.
- Utilize branded, recognizable images for profile & cover photos.
- Keep 'About' sections consistent & up to date across all platforms.
- Post at least once/day on each platform.
  - If not once/day, every other day.
- Schedule posts ahead of time if possible - HUGE timer saver!
  - Hootsuite
  - Buffer
  - Sprout Social
- Always tag another page, account, public figure, etc. mentioned in posts.
- Respond to every comment - especially if negative!
- Focus on quality of your posts, as opposed to quantity.

## **Facebook Best Practices**

- Have clear, measurable Facebook goals & target demographics.
- Make sure profile & cover photos are filled in.
- Follow correct Facebook image sizes.
  - 1200 x 630 px.
- Best time to post? Saturday or Sunday from 12 - 1 PM.
- Use links back to content, images, videos or article links in every post.
- Try not to exceed 120 characters in a post.
  - 23% more engagement rate.
- Keep hashtag & emoji use to a minimum.
  - 0 - 3 hashtags per Facebook post.
  - 0 - 1 emojis per Facebook post.
- Ask questions to followers - these posts perform better!
- Utilize Facebook stories.
  - At the top of users' feeds - one of the first things they see.

## **Instagram Best Practices**

- Have clear, measurable Instagram goals & target demographics.
- Make sure profile & cover photos are filled in.
- Follow correct Instagram image sizes.
  - 1080 px wide.
- Best time to post? Monday from 2 - 3 PM or 8 - 9 PM.
- Use links back to your content in bio and try out videos when posting.
- Employ hashtags in company's best interest.
  - Research the best hashtags for the business and/or brand.
  - Instagram allows up to 30, but try 0 - 11 hashtags.
- Utilize Instagram stories.
  - At the top of people's feeds - one of the first things they see.

## Twitter Best Practices

- Have clear, measurable Twitter goals & target demographics
- Make sure profile & cover photos are filled in
- Follow correct Twitter image sizes.
  - 506 x 253 px.
- Best time to post? Wednesday from 12 - 1 PM or 5 - 6 PM.
- Use images in every single post.
- Keep hashtag use to a minimum.
  - Research the best hashtags for the business and/or brand.
  - 2 -3 hashtags per Tweet.

## LinkedIn Best Practices

- Have clear, measurable LinkedIn goals & target demographics.
- Make sure profile & cover photos are filled in.
- Follow correct LinkedIn image sizes.
  - 531 px wide.
- Best time to post? Mid-week from 5 - 6 PM.
- Use images in every single post.
- Try not to exceed 125 characters in a post.
- Keep hashtag use to a minimum.
  - 0 - 2 recommended for each LinkedIn post.
- Avoid question marks, but use exclamation points. They perform better.
- Share informative industry or company news.
- Add job listings to company page.