

SOCIAL MEDIA BEST PRACTICES

SOCIAL MEDIA is a powerful communication medium, and it requires strategy, an ongoing commitment of time and a steady stream of compelling content to sustain engagement with your audience.

ALL PLATFORMS

- Use consistent departmentally appropriate profile photos, bios, logos, etc. across all pages.
- Some social media platforms do not enable editing after posting, double check for errors!

INSTAGRAM: Gen Z's favorite social platform, global internet users ages 16 to 24 prefer Instagram to all other social platforms — even ranking it above TikTok.

WHEN TO POST: Typically between 9 a.m. to 7 p.m., but check your account's analytics to see when your followers are most active. The lifespan of a post is only 24 hours. Instagram posts: Post between 3 and 5 times per week. Instagram Stories: Post 2 times per day.

ANALYTICS: Business accounts have access to analytics. Via your account, you have access to analytics on content performance, profile activity and audience growth demographics.

WHAT TO POST:

- Quality images gain more traction- try this instead of posting a flyer to your grid. Flyers are better suited on Instagram stories.
- Use relevant hashtags- but don't overdo it. 3-5 hashtags, less than 24 characters each.
- Links are not accessible in a post, direct followers to a link in your bio.
- Posts with text are becoming more popular on Instagram. When opting into this, always remember to keep your grid aesthetic in mind as well.
- Keep captions around 130-150 characters.
- Reels are most successful between 7-15 seconds.
- Stories can be kept on your profile in "Highlights" ensure these are organized and focus on the mission of your account.

FACEBOOK

WHEN TO POST: For optimal engagement, post 1-2 times per day. Facebook users are most active between 1-3 p.m., Monday through Saturday.

ANALYTICS: Review the insights tab to see what type of posts are doing well and what areas can be improved.

WHAT TO POST:

- Long URL's hurt engagement, use Bitly for more appealing URL's.
- Include eye catching and relevant photos along with your text.
- Posts using only 40-80 characters perform better.
- Promote upcoming events on Facebook with a clear and engaging description and cover photo.

TWITTER

WHEN TO POST: Tweets have a lifespan of 12-15 minutes. Tweeting 3-6 times a day between 8:30 a.m. and 6:00 p.m. at different times each day is best.

ANALYTICS: Twitter analytics allows access to a monthly view of performance overall and on individual posts.

WHAT TO POST:

- You are limited to 280 characters, but you can create a thread if needed. Try to keep information within one tweet.
- Hashtags are very important here but stick to 1 or 2.
- Video is limited to 2:20 minutes, but creates a lot of engagement if posted directly on twitter (not shared from another app).
- Quality, relevant photos boost your post.
- Long URL's hurt engagement, use Bitly for more appealing URL's.