

Social Media Best Practices

Follow these best practices to help promote yourself or your business

FREQUENCY

Twitter

At least 1x/day for a non event time (12:15pm), then 3x/day leading up to an event (8am, 12:15pm, 4:30pm), then 6x/day during an event, (6am, 9am, 12pm, 3pm, 6pm, 8pm)

Facebook B2B

2 times per day, seven days a week, 10:08 a.m. and 3:04 p.m.

LinkedIn

1 time per day, 8:14 a.m., no weekends

Google Plus

2 times per day, 9:03 a.m. and 7:04 p.m., no weekends

Instagram

1-2x/day, include weekends

PHOTO SIZES

Know your photo sizes: they vary by destination

- Facebook: 1200x628
- LinkedIn: 552x368
- Twitter: 1024x512
- Email Signature: 909x111

WHAT TO POST, RECOMMENDATIONS

1. Short but, entertaining and educating phrases (statistics, 5 top things, etc)
2. All posts must have images and links
3. Create shareable content, linked from posts
4. Make sharing, tagging and bookmarking easy
5. Reward inbound links, send personal thank you from well known reposters
6. Promote employee sharing and liking
7. Provide value, PDFs, links to articles
8. Encourage interactivity (comments)
9. Utilize URL shorteners if possible

SOME GENERAL STRATEGIES

- Spend 2 hours on Twitter, identify who is an influencer in both the space and the local area you are operating in, like their posts and follow them
- Get into the habit of posting on the same set of topics every day, ie: technology in the morning, parenting at noon, funny stuff on Friday afternoon.
- Find out every holiday (grandparents day, someone's birthday) or event happening at your organization, tell people to send you their pics share the pics.

VBRICK SOCIAL MEDIA

Twitter: twitter.com/warrendsmithd

Facebook: www.facebook.com/warrendsmithd7

LinkedIn: www.linkedin.com/in/warrendsmith/