

TIP SHEET

social media: beyond the basics

f FACEBOOK

Post 1-2 times per day.

Best days: Fairly even Monday-Saturday
Best times: 9 a.m. to 5 p.m. & 9 p.m. ET

Think headline.

Get attention, then provide a clear call to action.

A picture is worth 1,000 words.

Don't treat it like Twitter.

Less is more.

Pose a question or action.

Promotes readers to share/engage.

Keep a steady voice.

Consistency is key.

in LINKEDIN

Post two times per week.

Best days: Monday & Wednesday
Best times: 5 p.m. Eastern (end of the work day)

We mean business.

Include business-related articles and relevant industry topics.

Get personal.

Use your personal LinkedIn account to grow your reputation within your industry.

Contribute.

Give insight to discussions relevant to your industry.

Create a gathering place.

Use Groups to create a place where industry leaders can gather to spark discussion.

Instagram

Post 2-3 times per week.

Less is *even* more.

Put your best foot forward.

Post only your best photos.
Vary shots (close-up or from afar.)

Twitter

Post 5-7 times per day.

Best days: Monday & Friday
Best time: 1 to 3 p.m. ET

Loosely follow the 4:1 rule.

For every 4 original tweets, aggregate or RT once.

Use Buffer, HootSuite or TweetDeck.

Keep 'em up and running, even on holidays.

Tweet news items.

Differing from Facebook, tweet these daily.

A picture is (still) worth 1,000 words.

Images, GIFs & video are more widely shared.

#Hashtag.

Search hashtags for relevancy
Use one per tweet.

Be a tease.

Tweet teasers for upcoming content or events.

BLOGS

Post 1-3 times per week.

Best days: Monday, Friday & Saturday
Best times: 11 a.m. to 1 p.m. ET

The long and the short of it.

A strong 300 or 1500 words will beat a weak 800.

Kick your shoes off.

Relax, share your opinion, be informal.

TOPICS OF INTEREST

Equipment & technology.

Show details of the tools & products you use to give your customers a behind-the-scenes look at your work and to interest prospective employees & partners.

How-To.

Offer prospects and customers guidance on how to improve their lawn care and yard maintenance routine.