

TIP SHEET

social media: beyond the basics

f FACEBOOK

Post 1-2 times per day.

Best times: Weekdays 6-8 a.m. and 7-9 p.m.
Worst times: Weekends and 10 p.m. to 6 a.m.

Think headline.

Get attention, then add ?, action or link.

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 about once a day.

Best times: Midweek 7-8:30 a.m. and 5-6 p.m.
Worst times: Monday and Friday, 9 a.m. to 5 p.m.

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 times: Wednesday-Friday, 2-5 p.m.
Worst times: Weekends and after 10 p.m.

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 times: Monday, Friday and Saturday at 11 a.m.
Worst times: 11 p.m. to 8 a.m.

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.

For B2B, focus on safety practices in your industry, labor issues, business management tips and new and emerging technologies.

How-To.

For B2B or B2C, share tips & tricks and step-by-step tutorials.

