

# TIP SHEET

# social media: beyond the basics

*Link back to your website whenever possible*



## FACEBOOK

### **Post 1-2 times per day.**

Best times: Weekdays 6-8 a.m. and 2-5 p.m.  
Worst times: Weekends 10 p.m. to 4 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.



## LINKEDIN

### **Post about once a day.**

Best times: 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 gain respect and reliability within your brand's industry.

### **Contribute.**

Give insight to discussions relevant to your industry.

### **Create a gathering place.**

Use your brand's account for a place where industry leaders can gather and spark discussion.



## INSTAGRAM

### **Post 2-3 times per week.**

Less is *even* more.

### **Put your best foot forward.**

Post a photo you're proud of from this month's issue.

## TWITTER



### **Post 5-7 times per day.**

Best times: Weekends 1-3 p.m.  
Worst times: 8 p.m. to 8 a.m.

### **Loosely follow the 4:1 rule.**

For every 4 original tweets, aggregate or RT once.

### **Use HootSuite to schedule tweets.**

Keep 'em up and running even on weekends.

### **Tweet news items.**

Differing from Facebook, tweet these daily.

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

Only shows in feed when posted from mobile devices.

### **#Hashtag.**

Search hashtags for relevancy  
Use one per tweet.

### **Be a tease.**

Tweet teasers for eNewsletters & promotional materials.

## 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.

### **Keep it down.**

Limit blog posts to 500 words or less.

### **Kick your shoes off.**

Relax, share your opinion, be informal.

## PINTEREST



### **Post 1-3 times per week.**

Best times: Saturday 2-4 a.m. and 8-11 p.m.  
Worst times: 1-7 a.m. and 5-7 p.m.

### **How-To.**

Good for tips, tricks, steps & how-to articles.

