Vye™ Social Media Best Practices

AT A GLANCE

Social Network	How Many Posts a Day?	Times	Post/Reshare Curated Content	Notes
Facebook	1-2	1:00 pm - 4:00 pm	Every other day	
Twitter	15	2:00 am, 3:00 am, 6:00 am, 7:00 am, 9:00 am, 10:00 am, 11:00 am, 12:00 pm, 1:00 pm, 2:00 pm, 3:00 pm, 5:00 pm, 6:00 pm, 9:00 pm, 10:00 pm	7 tweets a day	
Pinterest	11	2:00 am, 3:00 am, 4:00 am, 1:00 pm, 2:00 pm, 3:00 pm, 4:00 pm, 8:00 pm, 9:00 pm, 10:00 pm, 11:00 pm	80% of your pins or about 9 out of the 11	Best results with 15-30 pins per day when spread throughout the day, a couple times a week
Google+	2	9:00 am - 11:00 am & 12:00 pm - 1:00 pm	Every other day	Minimum of 3 times a week, maximum of 10 times a week
Instagram	1-2	8:00 am - 9:00 am & 2:00 am	Only when necessary or beneficial to your audience	

GENERAL RECOMMENDATION

Post Different Types of Content

➔ **Visual Posts** (quotes, fun facts, comics, cartoons, memes, images, videos)
  ◆ Twice as many people share content that includes visual elements.
➔ **Quiz & Trivia Posts** (i.e. links to trivia, online quizzes where followers can share their results - make them relatable to the company in some fashion)
➔ **Answering FAQs** (making posts on FAQs the company gets)
  ◆ Facebook users to respond well to posts that promise help in overcoming problems or challenges they face with the company's product or service.
➔ **Answer Posts** (posts offering explanations for a particular problem, challenge, or phenomena - doesn't have to be about the company specifically, but within the industry)
  ◆ Curiosity-driven posts like these tend to attract the highest engagement.
➔ **Challenge Posts** (i.e. the company sets a challenge for themselves and then reveals their progress or the company sets a challenge for the audience and lets them share their progress with the company in the comments of the post)
➔ **Free Resources** (eBooks, blogs, checklists, downloadable offers)
  ◆ Free is the most popular adjective used in advertising, and when you use that word it tends to create a lot of engagement. These types of posts generate more clicks rather than likes or shares.
➔ **Fill-in-the-blanks Posts** (My favorite type of soda is _____ because _____)
  ◆ These types of posts are asking the user to engage with the post rather than just see it and move on. It can be fun for people to share what they love most about a product or company.

THINGS TO REMEMBER

Use the company logo, colors, fonts, and style of writing when creating custom graphics
This keeps the social pages branded and helps followers associate posts with the brand when they recognize these elements.

Don't use verbiage such as, "Like our post" or "Share our post"
Facebook is getting more strict on their rules and these types of posts will not receive as much organic reach if the FB algorithm senses these posts - they call it baiting the follower.

Fill out your social profiles completely
- Include a profile image
- A header image where applicable
- Fill out the about or bio section
- Include the date the company was founded or started
- Make sure the company logo is present on the social channel
- Include links back to the company website
- Include hashtags related specifically to your branding you want others to use

Keep social channels professional, but don't forget to be human
Followers don't want to feel like the business they are following is a robot, they like to see emotion in responses and fun, engaging posts.

Don't forget to check for comments, questions, and messages every day on your social channels
Having a quick response will make the follower feel valued and important
On social, people are expecting immediate responses most of the time so don't leave people hanging.

FACEBOOK BEST PRACTICES

| **Posting Schedule**

- ➔ Post original content 1-2 times a day
- ➔ Post or reshare curated 3rd party content every other day
- ➔ Best posting hours are between 1:00 pm - 4:00 pm
  - ◆ These hours can vary based on the company, a good rule of thumb is to go to the analytics provided on Facebook and see when your followers are most active on your page.
  - ◆ These hours can also change depending on the day of the week.

| **Share industry news that would be of interest to your followers**

| **Boost important posts if the company has an ad budget**

- ➔ Important posts may include events, sales, or exciting updates
- ➔ Target the post at users who match your personas

| **Use high quality images or videos**

| **Keep sentences short and instructive**

| **Tell people why they should click the link you provide or what they'll gain from**

the download

| **Avoid promotional phrases such as "Buy Now" or "Shop Now"**

| **Hashtags are accepted on Facebook, but shouldn't be used on every post**

- ➔ A good rule of thumb is to only use a hashtag when it will enhance your post or you are speaking about a relevant event that has a trending hashtag

| **Make sure you know the gender and age of your most engaged followers, so you can target posts at them. These analytics can be found on Facebook.**

TWITTER BEST PRACTICES

| **Posting Schedule**
  - ➔ Post 15 times a day ideally (due to the fact that content on Twitter gets lost so fast)
  - ➔ If posting 15 times a day is not possible strive for at least 5 times a day
  - ➔ 7 or so of those daily tweets should come from retweets or 3rd party curated content
  - ➔ Best posting times are; 2:00 am, 3:00 am, 6:00 am, 7:00 am, 9:00 am, 10:00 am, 11:00 am, 12:00 pm, 1:00 pm, 2:00 pm, 3:00 pm, 5:00 pm, 6:00 pm 9:00 pm, 10:00 pm

| **It is alright to recycle successful posts, chances are slim that a follower would see the same post twice when it is a few days apart**

| **Follow back the relevant pages who follow you**

| **Like and retweet content that the company relates to and your followers would find useful or interesting**

| **Use relevant hashtags, but no more than 2 in a post unless it is absolutely critical you have 3 hashtags for some reason**

| **See what the trending hashtags of the day are (left hand column) and try to include these in your tweets**
  - ➔ If they feel forced don't use them, only if it is a natural segway into your company update

| **Images or GIFs should be used with every tweet to help them stand out in a sea of other tweets**

| **Twitter has an audience insights tab you can use to see what your followers are most interested in. Then use that knowledge to create content around these topics.**

| **If you are talking about another company, don't forget to tag them in your tweet so they'll get the notification and share, respond to, or like your tweet**

PINTEREST BEST PRACTICES

| **Posting Schedule**
  - ➔ 11 posts a day total (ideal to strive for)
  - ➔ 80% of your pins, or about 9 of the 11, should be repins from 3rd party content
  - ➔ Best posting times are; 2:00 am, 3:00 am, 4:00 am, 1:00 pm, 2:00 pm, 3:00 pm, 4:00 pm, 8:00 pm, 9:00 pm, 10:00 pm, 11:00 pm
  - ➔ You'll see the best results with 15-30 pins per day when spread throughout the day

| **If the company has a Pinterest, make sure to include the save button on their website blogs, pages, articles, photos, etc.**

| **Use the profile to showcase what inspires the brand or share products with Pinners**

| **Use relevant hashtags on pins that relate to the product or article you are sharing**

| **Include a link back to the original blog or photo in the pins description**

| **Make sure the boards you create are about your company or product**
  - ➔ It is okay to have inspiration boards, but these won't do much for driving traffic back to your website

| **Create boards around one topic and try to keep them separate**
  - ➔ The point of Pinterest is to have similar topics on one board, not a random assortment of topics

| **Use high quality images**

INSTAGRAM BEST PRACTICES

| **Posting Schedule**

➔ Post 1-2 times a day

➔ Best posting times; 8:00 am - 9:00 am & 2:00 am

| **Use a 1:1 or portrait layout**

➔ It maximizes your presence on a user's screen

| **Use only high quality photos or videos**

➔ Grainy images will not perform well on Instagram since the entire platform is a visually driven one

| **Photos of employees or customers do well here**

| **Keep the photos somewhat professional, but don't be afraid to have fun with colors and fonts**

| **You can post about holidays, events, or updates to keep your content timely and relevant**

| **Every photo should have a caption**

| **Include hashtags in the caption, try to stick to 5 or so relevant hashtags that relate to the photo and your company**.

➔ Don't make up hashtags - no one will search for them making your content harder to find.

| **Include a link to your website in the bio section**

➔ This is important because Instagram doesn't allow for clickable links in the captions of photos.

➔ Use verbiage such as "Click the link in our bio for more information on our products!"