

# Social Media Posting Guide



## FACEBOOK BEST PRACTICES



### Frequency depends on Engagement

Post several times a day, sometimes off-topic related material



### A picture is worth a 1000 words

People engage with pictures 38% more often than text posts



### Avoid busy times (5:30 pm to 8:30 pm)

Too much competition from friends and family



### Do post during down times

Early morning, After lunch, After dinner



### Less but better

Focus on the quality of the posts



### Boost important posts

Consider investing into more important posts



## TWITTER BEST PRACTICES



### Try to post at least once a day

Share an article or a picture, sharing improves your visibility



### Space out your tweets

Limit yourself to one per hour, software can assist with this



### Peak time (9am-1pm) isn't best

Click rates are higher early/late in the day



### Be positive

Positive tweets are shared 34% more often

## GENERAL GUIDELINES



### Know your audience

Use Facebook Insights to know what content works for your page



### Everyone is busy

Only share things that add value, don't share for the sake of it



### It's not all about you

Comment on, like, share other people's content often



### Limit calls to action

If you post for help often, you will often be ignored



### Be consistent

In terms of quality, frequency, and voice



### Establish a presence on other platforms

Youtube, LinkedIn, Pinterest, Instagram:  
Use them if you have the time.  
Focus on the platforms that give you the most engagement for your time.

## FAHE'S ONLINE PRESENCE

<https://twitter.com/faheonline>

<https://www.facebook.com/faheinc>

<http://fahe.org>