BEST SOCIAL MEDIA PRACTICES

Know your audience on each platform
What are the audience demographics – what is their age, location, gender, etc.? Are your followers viewing your content on a desktop computer or mobile device? What time of day are your followers online? Understanding your followers will help you know when to post important announcements.

Engage with your followers
Social media is meant to be a conversation. How you interact with your followers sets the tone for your brand. How to engage:

- Reply to comments.
- Ask questions.
- Like comments and replies.
- Read what people are saying about your page.
- Tag accounts in your posts.
- Use hashtags

Use the correct graphic dimensions for each platform
Platforms often expand or shrink photos for display, so it is important to use graphics that are optimized for sharing. Using graphics that are too small will result in blurry images. Be careful not to accidentally crop images when sharing to different platforms!

<table>
<thead>
<tr>
<th></th>
<th>Recommended Image Sizes</th>
<th>Minimum Image Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>1200 x 630 pixels</td>
<td>600 x 315 pixels</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>1024 x 512 pixels</td>
<td>440 x 220 pixels</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td><strong>1080 x 1080 pixels (square)</strong></td>
<td><strong>Width of 1080 pixels</strong></td>
</tr>
<tr>
<td></td>
<td>1080 x 566 pixels (landscape)</td>
<td>Height between 566 and 1350 pixels</td>
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<tr>
<td></td>
<td>1080 x 1350 pixels (portrait)</td>
<td>1350 pixels</td>
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</tbody>
</table>

Keep your platforms current
Use a social media calendar to ensure you are posting regularly. Check out our List of Key Dates for ideas on what to include in your calendar. Frequent posting ensures that your content won’t get lost in busy timelines. It’s important to note that quality of content is more important than quantity of posts!

How often should you post to each platform? You might find that a different strategy works for you, but the recommended post frequency is:

- Facebook: 1-2 posts per day
- Twitter: 3-5 posts per day
- Instagram: 1-2 posts per day

Track your metrics and adjust your strategy as needed
Create a simple report to see how your content performs over a given time to see how content you share is received. This will allow you to see what types of posts perform the best on each of your platforms. Look to see who liked your posts. Invite them to like your page.

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