

Social Media Tips/Tricks

	Average Frequency	Suggested Times	Image Size (pixels)	Notes
Facebook	1-2x per day	- 9 a.m. - 1 p.m. <i>(most shares)</i> - 3 p.m. <i>(most clicks)</i>	- Cover image: 820x312 - Profile image: ≥180x180 - Shared image: 1200x630 - Shared link: 1200x627	- Thursday & Friday – 18% more engagement - Saturday & Sunday – 32% more engagement - Copy can be slightly longer, more engaging posts - For best image quality, use PNGs — especially when images include text - Images should contain <20% text - Character count: Most effective: 40 characters - Native video: ≤120 seconds
Twitter	2-5x per day	- noon - 3 p.m. - 5 p.m. - 6 p.m.	- Cover image: 1500x500 - Profile image: 400x400 - Timeline image: 506x253	- Users are 181% more likely to be on Twitter during their commute & on Wednesdays at noon and between 5-6 p.m. - No more than 3 hashtags - Character count: 280 max, most effective: 120-130 characters - Native video: ≤140 seconds
Instagram	2-3x per week	- 8-9 a.m. - 5 p.m.	- Profile image: 110x110 - Timeline image: 1080x1080 <i>(no longer limited to square)</i> - Stories: 750x1334 <i>(100kb, 15 sec. max.)</i>	- Avoid posting 3-4 p.m. - Best to post during off-work hours - Need to create graphic and video content - Character count: ≤125 characters, maximum of 30 hashtags
LinkedIn	1x per day	- 7-8 a.m. - noon - 5-6 p.m.	- Cover image: 1536x768 - Profile photo: 300x300 - Shared image: 1200x627 - Shared link: 1200x627	- Users are more inclined to read LinkedIn in the morning, similar to a newspaper - Character count: post headline – 100, post body – 40,000

*These are suggestions, your analytics will be able to truly guide your strategy! ¹

*All photos and videos should be taken horizontally. Unless the subject of the photo is uniquely vertical like the Eiffel Tower.

Scheduling Content

1. Facebook: Native "Publishing Tools"
2. Twitter: [TweetDeck](#) or [Hootsuite](#)

COPE Create Once, Publish Everywhere

¹ <https://www.socialreport.com/insights/article/115003574046-How-Often-Should-You-Post-On-Social-Media->

Inspire Participation Get followers involved your cause, start conversations with followers, promote events & campaigns, tell stories.

Proven strategies

- Create a separate Facebook page for each event.
- Encourage “celebrity” participation and repost from other pages.
- Produce content, images and assets for use by participants.
- Update social pages during live events with photos, videos, etc.
- Create posts to follow up with and thank donors/participants.
- Hashtags create a community of support, use popular or trending hashtags to join larger conversations.

General Tips²

- ☐ Is your content relevant to your audience? Does it pass the “will they care” test?
- ☐ Listen & respond to comments and questions.
- ☐ Consistently demonstrate the impact of your work across social media channels.
- ☐ Engage online ambassadors to spread the word about your cause (students, faculty, staff, etc.)
 - Utilize your community to provide content & help develop your cause (RT, QT, shares).
- ☐ Share resources, articles and blog posts that are helpful to your audience.
- ☐ Post a good mix of photos, videos and graphics — use www.canva.com to create free, quick and easy graphics.
- ☐ Tell your supporters you’re active on social media!
 - e.g. Share buttons on email signatures and web pages, as well as printed on all marketing materials.
- ☐ Value quality over quantity.

****It's better to do well on two platforms than be sub-par on four or five.**

Importance of Rich Media

Ranking of Rich Media

1. Video
2. Animation
3. Graphics/GIFs
4. Text only

Benefits

- Increased engagement and interaction with your audience.
- The audience is able to view, read or hear your content.
- Your content stands out in cluttered timelines.
- Increased ROI (return on investment) and website traffic.
- Rich media works great on mobile.

Additional Resources:

[*The 2017 Social Network Image & Video Size Guide*](#)

[*The Social Media Goldmine for Nonprofits*](#)

² <https://www.mobilecause.com/online-fundraising-guide/social-media/>