## Social Media Tips/Tricks

<table>
<thead>
<tr>
<th>Platform</th>
<th>Average Frequency</th>
<th>Suggested Times</th>
<th>Image Size (pixels)</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Facebook | 1-2x per day      | - 9 a.m.  
- 1 p.m. (most shares)  
- 3 p.m. (most clicks) | - 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 (no longer limited to square)  
- Stories: 750x1334 (100kb, 15 sec. max.) | - 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!*

*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](https://twitter.com) or [Hootsuite](https://hootsuite.com)

### COPE
Create Once, Publish Everywhere

---

Inspire Participation: Get followers involved in 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 Tips:
- 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:

<table>
<thead>
<tr>
<th>Ranking of Rich Media</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Video</td>
<td>- Increased engagement and interaction with your audience.</td>
</tr>
<tr>
<td>2. Animation</td>
<td>- The audience is able to view, read or hear your content.</td>
</tr>
<tr>
<td>4. Text only</td>
<td>- Increased ROI (return on investment) and website traffic.</td>
</tr>
<tr>
<td></td>
<td>- Rich media works great on mobile.</td>
</tr>
</tbody>
</table>

Additional Resources:
The 2017 Social Network Image & Video Size Guide
The Social Media Goldmine for Nonprofits

---