



	Facebook	Instagram	Twitter	Snapchat	LinkedIn
POSTING FREQUENCY	1-4x per week	1-7x per week	2-10x per day including retweets & replies	4-7x per week	1-7x per week
WHEN TO POST	When relevant to audience	When audience is online	Spread throughout the day	When relevant to audience	During business hours
OPTIMAL TIMES TO POST	Saturday & Sunday Noon to 1pm * Wednesday 3pm to 4pm * Thursday & Friday 1pm to 4pm	Monday – Thursday Anytime except 3pm to 4pm	Monday, Tuesday, Thursday & Friday Noon to 3pm * Wednesday Noon to 3pm: 5pm – 6pm	Everyday 10pm to 1am	Tuesday 7:30am to 8:30am; 10am to 11am; Noon to 1pm; 5pm to 6pm * Wednesday & Thursday 7:30am to 8:30am; Noon to 1pm; 5pm to 6pm
USE OF HASHTAGS	Limited search functionality Recommended: 1-2 per post	Recommended: 20-30 per post	Recommended: 1-2 per tweet	Not popularly used	Recommended: 1-5 per post
BEST PERFORMING CONTENT	Photos * Videos	Photos * Short Videos	Questions * Multimedia	Fun & playful * Lenses & filters	News * Updates * Articles
IDEAL VIDEO LENGTH	1 Minute for video 5+ Mins for Live video	30 Seconds	45 Seconds	10 Seconds	1-2 Minutes
CONTENT TIPS	Thumb-stopping power * Short & catchy videos & images * Respond to comments	Real photos of real thing * Use hashtags * Single focus of Image	Mix content * Retweet * Reply and participate	Capture attention * Showcase business or product * Fun & light	Positive & relevant content * Add images & video * Value for audience
AUDIENCE BUILDING TIPS	Post Consistent and engaging content * Boost post	Use hashtags * Engage with audience	Tweet more Often * Use hashtags and participate	User-generated content * Cross-promote on other platforms	Add contacts to your network & Engage via comments and groups