

Social Media Best Practices

Facebook Best Practices

Facebook is the largest social networking site that makes it easy for brands and consumers to connect and share with family and friends online.

Facebook's Unique Qualities

- Presents an entirely visual platform
- Provides opportunities to:
 - Reach hyper-targeted segments
 - Activate advocacy base
 - Create a two-way dialogue
 - Share long-form videos
 - Multi-image posts / units
 - Promote Action-oriented activities driving to website, other owned content or earned coverage

Things to Consider When on Facebook

- Hashtags are not necessary on Facebook
- Choose a Facebook post type and paid amplification based on what you're trying to do, such as:
 - Link ad to drive to a website
 - Image or 3-second animation for awareness
 - Sign-up form for lead generation
 - Carousel to show off different parts of your brand
 - Video for deep engagement

Best Practices - Facebook Publishing Principles

CONTENT SHOULD BE DEVELOPED BASED ON NEWSFEED EYEMAPPING

1. Prioritizing the image is most important; it captures users in feed and is where the eye goes first
2. Images should be branded, and critical information should appear on the image itself
3. Post copy should be succinct and action-oriented
4. Logo should remain consistent as profile image to be associated with each post

5. Remember, the majority of people will view your content on a mobile device – so we must take a mobile-first approach.

Best Practices - Facebook Visual Hierarchy

In order of how content is digested:

1. Visual: Instantaneous entry point into content and brings subtext to life
2. Branding: Present in every piece of content
3. Post Copy: Refers to the visual or adds value but should not be redundant; should be succinct

Static Imagery Best Practices for Facebook

- **Image Size:** 1200x900 px
 - But can vary depending on usage.
 - Always check on the FB tool to see if there is too much text on an image.
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Twitter: Best Practices

Twitter is the place users go to find out about what's happening in the world right now – whether it's music, sports, politics, news, food or everyday moments.

Twitter's Unique Qualities

- The constant activity and candidness of Twitter allows for brands to quickly and succinctly develop a voice
- Provides opportunities to:
 - Build relationships and engage with brand advocates
 - Break news and real-time company or industry updates
 - Comment on and cover of live events
 - Join conversations with other brands, patients or communities

Things to Consider When on Twitter

- Be ready to engage: on Twitter, 20% of posts should be promotional while 80% should be conversational
- Join in conversations with audiences and engage with other brands in order to build the brand's identity
- Respond quickly to direct engagement, especially customer service tweets

Twitter Tips

KEEP IT SHORT:

- Focus on one specific message for the most impact
- Longer messages should link to a website or blog

USE BRANDED VISUALS IN YOUR TWEET:

- Add personality by including a branded image, video or GIF
- Twitter users are 3x more likely to engage with tweets that contain videos and photos

INCORPORATE RELEVANT HASHTAGS:

- Hashtags expand your reach and allow you to tap into trending conversations
- Use no more than two hashtags per tweet
- Hashtags should reflect keywords relevant to your business

ASK QUESTIONS & RUN POLLS:

- Questions allow you to engage with your audience and elevate their opinions in the conversation
- Use open-ended questions or polls to survey on specific responses; responses will inform future content

CURATE AND CONNECT WITH RETWEETS AND REPLIES:

- Maintain a robust presence via retweeting and replying to relevant content
- Positive customer feedback, helpful articles, and messages that align with your business's authentic voice can all be impactful content to retweet
- When in doubt, remember this rule of thumb: your retweets reflect back on your business and should align with your purpose and values

Static Imagery Best Practices for Twitter

- **Image Size:** 1024x512 px
- Most tweets are seen on mobile devices, so if text is used, ensure it can be read at a small size