







# Social Media Best Practices

						
<b>Posting Frequency</b>	3-7 posts per week 1-2 stories per day	3-7 posts per week 5-15 stories per day	1-3 posts per day	1 video per week	3-5 posts per week 1-2 articles per month	5-10 pins per day
<b>When to Post</b>	Weekdays 9 AM - 1 PM	Weekdays 10 AM - 3 PM (especially 11 AM - 1 PM)	Weekdays 6 AM - 10 AM 7 PM - 11 PM	Weekdays 12 PM - 4 PM Weekends 9 AM - 11 AM.	Weekdays 7 AM - 9 AM 5 PM - 6 PM	Weekdays 8 PM - 11 PM
<b>Content Themes</b>	Local events, news articles, entertainment, hobbies, community groups	Photos, stories, reels, influencer content (all things aesthetic)	Short engaging videos about trends, tutorials, behind-the-scenes, UGC (user-generated content)	Tutorials, guides, personal stories, traveling recaps, popular trends, livestreams	Industry news, insights, thought leadership, success stories, case studies, networking, discussions	Crafts, home decor, design, recipes, fashion, lifestyle, travel inspiration, mood boards
<b>Use of Keywords</b>	Hashtags in post captions and tagging other users in posts to increase audience reach	Both broad and niche hashtags in the first comment to optimize towards reach and relevance	Combination of niche, trending, and general hashtags on posts to improve the chances of appearing on the For You Page (FYP)	Relevant keywords in video title, description, and tags to appear in suggested feed and searches	Hashtags and keywords in posts that are relevant to the content and audience to help boost reach	Relevant keywords in pin descriptions, board names, and profile bio to enhance discoverability
<b>Best Performing Content</b>	Both long-form content (articles and news), visual content (photos and videos), comments on updates	Short-form videos posted as Reels	Short films that follow engaging trends or serve as "how-to" guides	Long-form, responsive videos	Long-form content (articles and industry updates, etc.) and short-form company updates	Vertical images with a 2:3 aspect ratio
<b>Ideal Content Length</b>	Text 40-80 characters  Videos 1-3 minutes	Reels 7 - 60 seconds  Captions 125 - 150 characters	Films 15 sec.-1 min. (shorter durations are recommended)	In-depth Content 7-15 minutes  Shorter Content 3-5 minutes	General Posts 100-150 words  Articles 1,000 - 2,000 words	Pin descriptions 100-200 characters  Videos 15-30 seconds