

## **SOCIAL MEDIA CHEAT SHEET**

### **Facebook**

- **Frequency of Posts:** Post consistently. If posting more than once a day, make sure to leave at least a few hours between posts.
- **Post Length:** Strive for 120 characters and under, or about 2 lines— shorter is better.

### **Pinterest**

- **Frequency of Posts:** Pin consistently.
- **Tools:** You can add the “Pin It” button to your taskbar for easy pinning from any site (<http://about.pinterest.com/en/goodies>).
- **Content of Posts:** Pinterest is all about discovery. Anything that’s visual—projects, products, blog images... If it’s a free item be sure to mention that in your description.
- **Tone of Posts:** Be descriptive and interesting—write catchy descriptions and use quality images.
- **Links:** Don’t forget to include a link for your pin (shortened links are not accepted on the Pinterest platform)!
- **Post Length:** Relatively short. Don’t include the URL in the description—put the pin link in the separate field provided.
- **Boards:** Create boards based on topic—think of a popular topic that you’d like to peruse.
- **Images:** Vertical images perform best. Be sure to use high quality images and think about adding text to images for content that doesn’t tell a story on its own (**e.g.** Image of a typewriter with text “Top 10 Tips for Writers”).

### **Instagram**

- **Frequency of Posts:** Post several times a week.
- **Content of Posts:** Share high quality images that tell a story. Images should be compelling.
- **Filters:** Use filters strategically. Consider if the filter contributes to the story you’re telling, or if it conflicts with the other photos you share. Authenticity is always a plus.
- **Captions:** Don’t neglect captions. They should complement the image and help further tell the story. Caption character maximum is 2,200.
- **Hashtags:** Aim for relevant hashtags—see how many people follow specific hashtags by entering into the description field prior to publishing the post. Hashtag limit is 30.
- **Photo Credit:** If posting professional photos, give attribution to the photographer in the caption or in a comment below the photo.
- **Profile Link:** This is the only live link on Instagram—the link in your bio—so update this link to direct fans to the desired landing page for the most recent post. In captions of photos, direct people to click the link on your profile. Links can then be shortened using URL shorteners, like <https://goo.gl/> or <https://bitly.com/>.

## Twitter

- **Frequency of Posts:** Post consistently.
- **Tone of Posts:** Make sure tweets are exciting and feature useful content with an engaging tone.
- **Post Length:** Limit of 280 characters, but strive for fewer characters—this leaves room for retweeting.
- **Links:** Shorten your links using URL shorteners, like <https://goo.gl/> or <https://bitly.com/>. Shortened links are easier to digest visually.
- **Hashtags:** Use hashtags in every tweet. You cannot use symbols or spaces.
- **Ask for the Retweet:** Asking followers to retweet content gets your name and product out there. Use only for your blockbuster posts, however—you don't want to wear out your welcome (spell out "retweet" when you're asking).

## YouTube

- **Create a Custom Thumbnail:** On verified YT channels you can create a thumbnail image for each video. Always use high-quality images and make sure they're engaging.
- **Title:** Create an engaging, interesting, and descriptive title for your video. Clearly state what the video is about—if it's a preview or free content, make sure to let viewers know. 55 characters is the ideal length.
- **Description:** Write a unique description for your video. If relevant, include a transcript of the video for easy reference. Include names of people who appear in the video and any information on products that appear in the video. Your first 20 words are the most important—these are visible in the description (before clicking "read more") and search snippets.
- **Linking:** Don't forget to include any links! Shorten your links using URL shorteners, like <https://goo.gl/> or <https://bitly.com/>. Shortened links are easier to digest visually. Immediately following your first sentence is the best placement.
- **Set up Annotations:** These are placed during and after your video. They guide the viewer to the next step in the process, like a featured product or related content on a blog.
- **Sharing YouTube Videos - Facebook/Twitter:** Share videos through embedded video posts or photo posts that link to the video.
- **Sharing YouTube Videos - Pinterest:** Share directly from your YT page via the "Pin It" button, or upload a static image from the video, and link to the video location.
- **Embed YouTube Videos – Blog:** Share your YT videos directly on your blog by embedding the video code in the blog HTML. You'll find this embed code in the share feature of the video on your YT channel.