

Social Media Best Practices Guide

Creating a successful social media strategy requires understanding each platform's unique ecosystem, the type of content that performs best, and optimal posting times. Here's a detailed breakdown of the top social media platforms, including content best practices, recommended posting schedules, and tips for repurposing content effectively.

1. Instagram

Content That Works Best:

- **Reels:** Short, engaging videos (15-60 seconds) are the most popular format due to Instagram's push toward video content.
- **Lives:** Go live with your community to reveal new items, answer questions, and build trust and likeability.
- **Stories:** Behind-the-scenes, polls, quizzes, and interactive content that disappear in 24 hours. Great for engaging your audience and sharing timely updates.
- **Carousel Posts:** Multiple images or videos in a single post that tell a story or provide value, such as tips or tutorials.
- **Static Posts:** High-quality images or infographics that are visually appealing and share value directly.

Best Times to Post:

- **Weekdays:** 9 AM - 11 AM (especially Tuesdays and Thursdays)
- **Evenings:** 6 PM - 8 PM can also work well, especially for Reels.

Repurposing Tips:

- Share Reels, Stories, and Posts to Facebook.
 - Share Posts to Instagram Threads.
 - Feature new items via a carousel post.
 - Share Instagram Lives as videos to the profile grid.
 - Use Reels for TikTok and Youtube Shorts (use this [link](#) to remove watermarks).
 - Add informative stories as Highlights on profile.
 - Share reels and posts to Story.
 - Turn quotes or tips from a video into Stories.
 - Convert a blog post into a carousel with key points.
 - Use snippets from longer videos or podcasts as Reels.
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2. TikTok

Content That Works Best:

- **Short-form Videos:** Quick, engaging, and entertaining content (15-60 seconds).
- **Trends & Challenges:** Use trending sounds or participate in challenges for increased visibility.
- **Educational Content:** Quick tips, hacks, or “how-to” videos perform well, especially when they offer value or insight.
- **Behind-the-Scenes:** Showcase the process of your work or business to build a personal connection.

Best Times to Post:

- **Weekdays:** 6 AM - 10 AM and 7 PM - 10 PM
- **Weekends:** 9 AM - 11 AM

Repurposing Tips:

- Use TikToks for Reels and Youtube Shorts (use this [link](#) to remove watermark).
 - Turn a longer YouTube video into a series of short TikToks.
 - Use snippets from a podcast episode with captions for TikTok storytelling.
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3. Facebook

Content That Works Best:

- **Video Content:** Short videos (1-3 minutes) get higher engagement.
- **Lives:** Go live with your community to sell, reveal new items, answer questions, and build trust and likeability.
- **Infographics & Visuals:** Eye-catching images and infographics are effective for information sharing.
- **Facebook Groups:** Community-focused posts that invite conversation or provide value.
- **Long-form Text Posts:** Stories or detailed posts can perform well if they’re engaging and ask for audience input.

Best Times to Post:

- **Weekdays:** 9 AM - 11 AM and 1 PM - 3 PM
- **Sundays:** Engagement is typically higher on weekends, especially in the afternoon.

Repurposing Tips:

- Share Instagram Stories, Reels, and Posts to Facebook.
 - Use clips from Facebook Lives on other platforms like Instagram Stories or LinkedIn.
 - Convert blog content into a Facebook post with a call-to-action for more engagement.
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4. YouTube

Content That Works Best:

- **Long-form Videos:** Tutorials, product reviews, and educational content (5-20 minutes).
- **YouTube Shorts:** Bite-sized videos under 60 seconds to capture quick views and new subscribers.
- **How-to Videos & Explainers:** Evergreen content that consistently drives traffic.
- **Behind-the-Scenes & Vlogs:** More personal and less polished videos to connect on a deeper level.

Best Times to Post:

- **Weekdays:** 12 PM - 4 PM (especially on Thursdays and Fridays)
- **Weekends:** 9 AM - 11 AM

Repurposing Tips:

- Break down a long video into shorter clips for YouTube Shorts, TikTok, or Instagram Reels.
 - Use a podcast episode as a YouTube video with added visuals.
 - Extract key points from a YouTube video for LinkedIn articles or Instagram carousels.
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5. Pinterest

Content That Works Best:

- **Infographics:** Educational and how-to infographics perform well.
- **Pins with Value:** Tips, recipes, step-by-step guides, and checklists.
- **Video Pins:** Short, looping videos are gaining popularity.
- **High-quality Images:** Aesthetic visuals related to lifestyle, DIY, and inspiration.

Best Times to Post:

- **Weekdays:** 2 PM - 4 PM (best days are Tuesday, Thursday, and Friday)
- **Evenings:** 8 PM - 11 PM (especially Saturdays)
- **Early Mornings:** 2 AM - 4 AM (interestingly, Pinterest users tend to browse late at night)

Repurposing Tips:

- Create Pinterest graphics from your blog content.
 - Turn Instagram Stories into video pins.
 - Repurpose infographics and quotes from other platforms for Pinterest.
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6. Twitter (X)

Content That Works Best:

- **Short Text Posts (Tweets):** Concise, attention-grabbing messages (under 280 characters) perform well. Aim for clarity, wit, or strong value in each post.
- **Threads:** A series of connected Tweets that tell a story or share insights in a longer format. Great for sharing educational content, case studies, or personal experiences.
- **Visual Content:** Eye-catching images, infographics, and videos can significantly increase engagement.
- **Polls:** Interactive polls can drive engagement and provide quick feedback from your audience.
- **Retweets & Quotes:** Sharing relevant content with your own commentary helps build thought leadership.
- **Spaces (Audio Content):** Live, interactive audio discussions are great for real-time engagement and building a community.

Best Times to Post:

- **Weekdays:** 8 AM - 10 AM and 6 PM - 9 PM (especially Tuesdays, Wednesdays, and Thursdays)
- **Weekends:** 10 AM - 12 PM.

Repurposing Tips:

- Break down a blog post into a series of Tweets or a Twitter Thread.
- Share snippets from podcasts or YouTube videos as short, impactful Tweets with a link to the full content.
- Use quotes or highlights from Instagram carousels or LinkedIn posts as individual Tweets.

- Turn data or key takeaways from a longer post into a visually appealing infographic or image Tweet.
 - Create teaser videos or clips from a longer video to share as Twitter video posts.
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7. LinkedIn

Content That Works Best:

- **Professional Insights:** Industry news, thought leadership, and educational content.
- **Text Posts:** Personal stories and experiences that resonate on a professional level.
- **Articles:** Long-form content showcasing expertise.
- **Video Content:** Short, informative videos (1-2 minutes), often with captions for easier consumption.
- **Polls and Questions:** Engage your network with industry-relevant questions or polls.

Best Times to Post:

- **Weekdays:** 8 AM - 10 AM and 5 PM - 6 PM (best on Tuesdays, Wednesdays, and Thursdays)
- **Avoid Weekends:** Engagement tends to drop significantly on weekends.

Repurposing Tips:

- Turn a webinar or long-form video into a series of short LinkedIn posts.
 - Share key takeaways from a blog as a text post or an infographic.
 - Use excerpts from your LinkedIn articles as Twitter threads or Instagram Stories.
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Content Repurposing Strategy

To maximize reach and engagement, repurpose your content across platforms. Here's a simple framework:

1. **Start with Long-form Content:** Begin with a blog post, YouTube video, or podcast episode.
2. **Create Video Snippets:** Use short clips for TikTok, Instagram Reels, YouTube Shorts, and Facebook.
3. **Pull Key Points:** Turn main takeaways into carousel posts for Instagram, LinkedIn, and Pinterest infographics.

4. **Engage with Questions:** Use key insights as poll questions or discussion starters on Facebook and LinkedIn.
 5. **Share Consistently:** Adapt each piece to the platform's style and audience while keeping your messaging consistent.
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Final Tips for Social Media Success:

- **Consistency Over Frequency:** It's better to post consistently 3 times a week rather than sporadically every day.
- **Engage with Your Audience:** Respond to comments and messages to foster community.
- **Utilize Analytics:** Regularly review platform insights to understand what content resonates most with your audience and adjust your strategy accordingly.
- **Participate with Trends:** Be quick to take advantage of trending topics, formats, and sounds/audio.
- **Experiment & Adapt:** Social media trends change quickly; be open to trying new formats and platforms.

By tailoring your content and strategy to fit each platform's strengths, you'll increase your visibility, engagement, and overall impact.