

SOCIAL MEDIA BEST PRACTICE AND TIPS

SOCIAL MEDIA CONTENT BEST PRACTICE

1. Think mobile first.

As more and more people interact with social media on their mobile devices, make sure that you bear that in mind when creating or selecting content.

- **Think 'thumb-stopping' designs.** How do you stop the scroll?
- **Vertical or square videos and images (Facebook & Instagram):** Most people hold their phones vertically, so you'll cover more of their screen. Vertical video doesn't work so well in Twitter feeds though.
- **Shorten text:** People scan feeds quickly. Where possible, keep your copy short, clear and to the point.
- **Avoid small text on images.** If you have to zoom into the image to read the text on a phone, it's too small!
- **Subtitle videos** where possible. Many people watch without sound

2. Grab attention quickly

Social media feeds are busy and fast moving for most users (we scroll more content on Facebook each week than the height of Big Ben!). Opportunity to grab interest is extremely short.

Showcase your brand within the first three seconds.

DOES IT STOP ME?

Targeting & Relevance
Thumb-stopping impact

DOES IT REWARD ME?

Emotional
Informative

DOES IT MAKE IT EASY FOR ME?

Short & snackable for the on-the-go mobile mind
Visual (not audio) storytelling

DOES IT STAY WITH ME?

Branded early & often
Unique POV and assets
Consistency of assets

SOCIAL MEDIA CONTENT BEST PRACTICE

PLATFORM AWESOME ASSETS



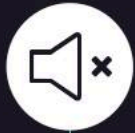
CAPTURE ATTENTION QUICKLY

Start with your most captivating moments

Engage with copy

Incorporate **branding** early

Put your hero front & center



DESIGN FOR SOUND-OFF

Tell your story visually

Use text and graphics to deliver your message

Try captions

Layer on content



FRAME YOUR VISUAL STORY

Highlight key elements

Highlight feature products

Explore vertical frames



PLAY MORE

Play with rhythm

Play with speed

Play with duration

Play with sound



3. Use visuals

Facebook's algorithm favours video (live video even more than anything else) but all platforms advise using eye-catching video or photos in your posts

4. Design for an objective.

Whether repurposing existing assets or creating new ones, make sure that each part of your creative works together to help you achieve your overall business goal and includes your branding.

It all begins with video

Move people with the magic of sight, sound and motion

75%

of all mobile data traffic will be video by 2020¹

People spend **5x** longer looking at video than static content across Facebook and Instagram

TWITTER SPECIFIC TIPS

1. Stick to one message

Keep your copy concise and focus on one key message per post. You can include a link to your website or blog post if there is more to convey.

2. Ask questions or run polls

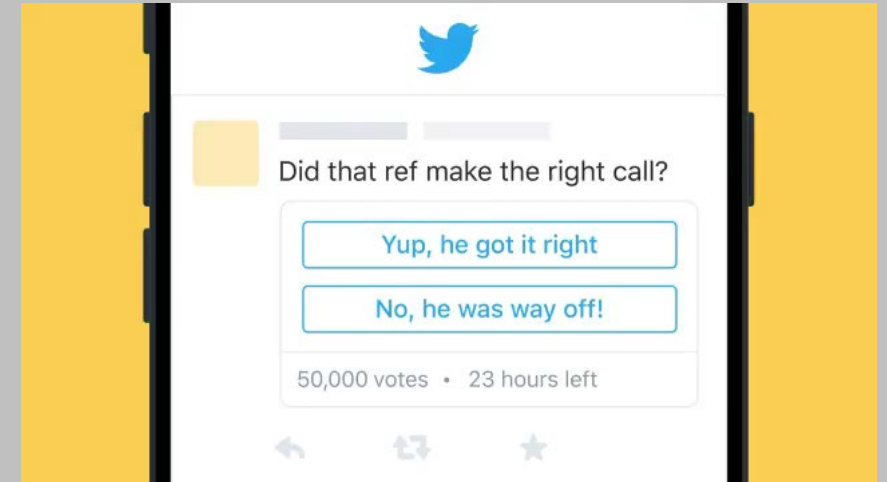
Asking questions is a great way to interact with your followers (respond to their answers too). Polls also work well and are easy for followers to engage with.

3. Keep an eye on relevant hashtags

Not everyone will tag you in relevant posts, check hashtags relevant to your brand and the campaign and engage with the community where appropriate. Engaging around topical content is especially useful.

4. Use Twitter Cards

If you have access to Twitter Ads, when linking to your website, it is better to create a website card rather than posting an image with a link in the copy. This makes the entire image clickable and has a higher click-through rate than links in the body of the message.



FACEBOOK SPECIFIC TIPS

1. Spark conversation

Facebook's algorithm prioritises posts from a user's friends and family and updates that spark conversation over and above organic posts from publishers or businesses. Most organic posts will only reach around **3%** of followers unless they are particularly engaging.

- Note: Using "engagement-bait" to get people into comment or 'like' posts will lead Facebook to demote these posts in News Feed.

2. Crossposting

When working with partners, crossposting video content on Facebook is extremely useful for keeping track of overall viewing figures and reach more people organically than 'sharing' the original post.

3. Avoid links in copy

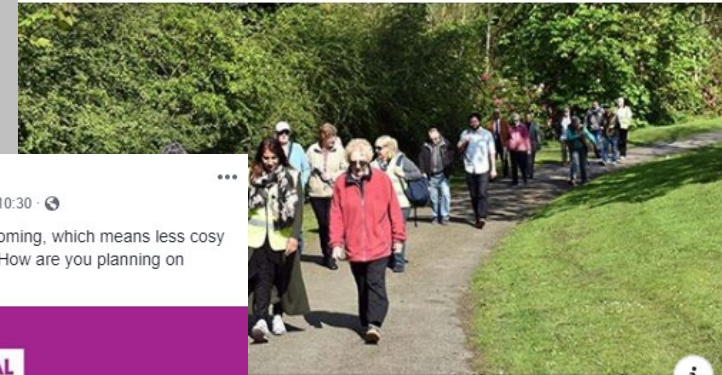
When linking to other sites from your Facebook post. Wherever possible, remove the url from the post once the preview image is generated, so you have a cleaner post.



Sport England

13 March at 10:25 · 🌐

We're investing £275,000 of National Lottery money with the Ramblers to get 80,000 people more active over the next 18 months!



This Girl Can

Published by Hootsuite [?] · 23 February at 10:30 · 🌐

It's five o'clock and STILL light out. Spring's coming, which means less cosy nights and way more chances to get outside. How are you planning on getting active now that it's warming up?

#FITGOTREAL

WHAT FREE OR
LOW COST
ACTIVITIES CAN
YOU RECOMMEND
TO DO IN YOUR
LOCAL PARK?



Sport England funding - Ramblers

or Health programme has received £275,000...

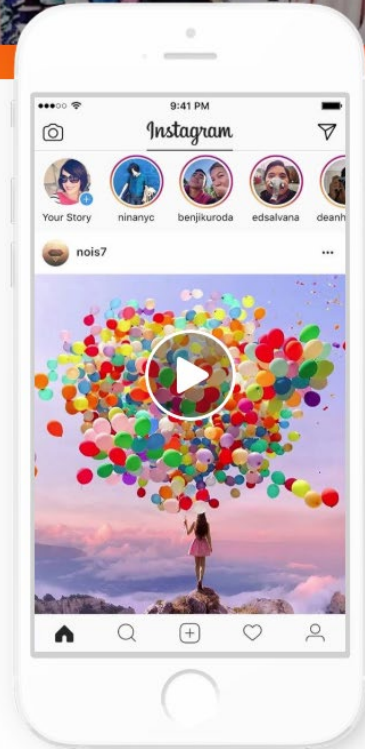
INSTAGRAM SPECIFIC TIPS

1 Billion+

Instagram accounts worldwide are active every single month.¹

500 million+

Instagram accounts worldwide are active every day.²



80 per cent

of accounts follow a business on Instagram.³

500 million+

accounts use Instagram Stories every day.⁴

1. Avoid links in copy

Links included in captions are not clickable, so best avoided.

2. Use hashtags (but not too many!)

3. Set up a free business profile

When you have a business account, you can add info such as an address or email address. You can also access performance and audience insights for your account.

Within the app, find Settings, then scroll down to *Switch to business account*.

INSTAGRAM STORIES TIPS

1. Aim for 10 seconds

The top-performing stories are under 10 seconds long rather than the 15 allowed. Highlight your brand within the first three of these seconds.

2. Sound

60% of Instagram Stories worldwide are viewed with sound on.

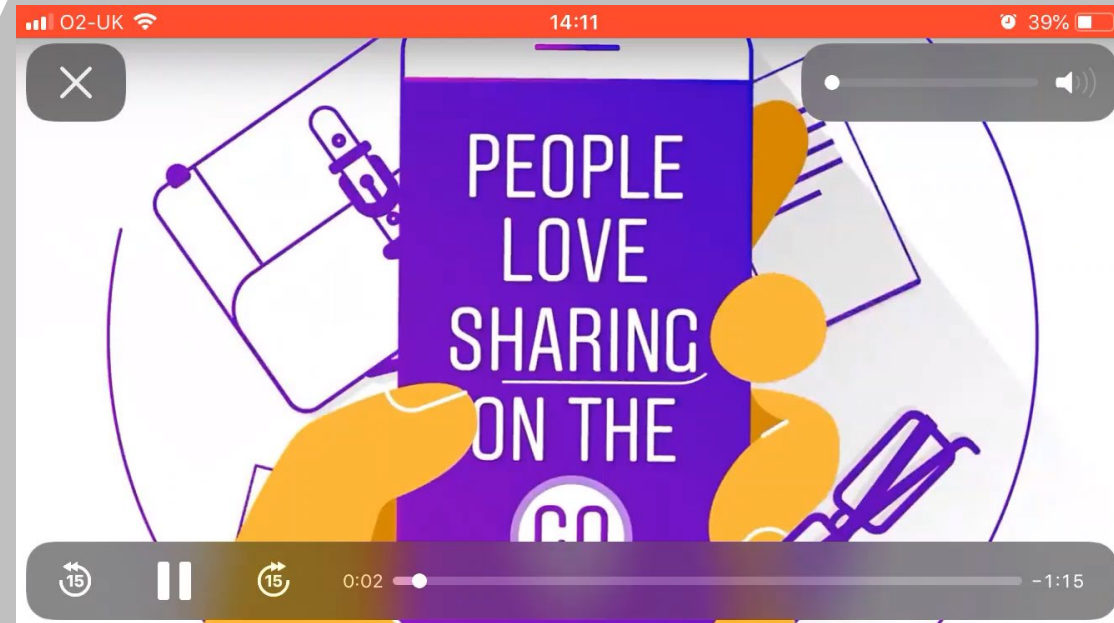
3. Keep stories fun

People use stories in fun, spontaneous ways as opposed to the more curated feed.

- Play with built-in elements such as stickers, emojis, Boomerang and Hyperlapse.
- Consider if there are ways to gamify your Story (questions, polls, tap to reveal...')

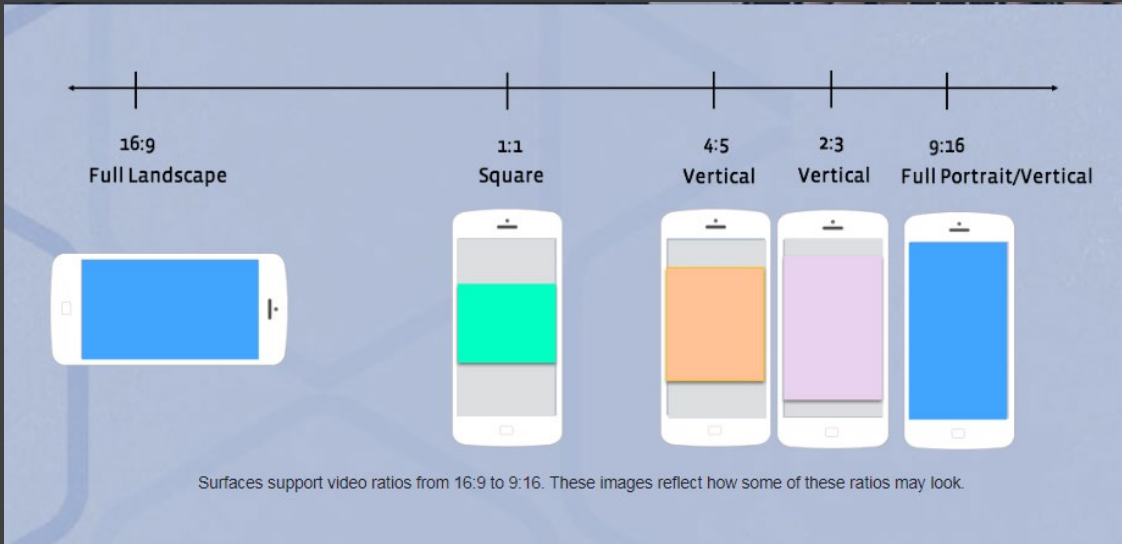
4. Crossposting

You can also crosspost your own Instagram Stories with your page's Facebook stories to reach a wider audience.



VIDEO ON FACEBOOK & INSTAGRAM

CHEAT SHEET – ENSURE YOUR VIDEO IS SUITABLE FOR YOUR CHOSEN PLATFORM



Remember:

- Most people hold their phones vertically
- With the exception of Instagram Stories, design for sound off

	Facebook Feed	Facebook Marketplace	Facebook in-stream	Facebook Stories	Messenger home	Instant Articles	Instagram feed	Instagram Stories
Source ratio	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	16:9 to 1.91:1	16:9 to 9:16	1.91:1 to 4:5	16:9 to 4:5 and 9:16
Video length	240 minutes max.	240 minutes max.	5-15 seconds	1-15 seconds	240 minutes max.	240 minutes max.	1-120 seconds	1-60 seconds ⓘ
Objectives supported	All	All except App Installs, Engagement	Engagement, Reach, Video Views, Brand Awareness	All except Catalogue Sales, Store Visits, Messages	Traffic, Conversions, App Installs, Reach, Brand Awareness, Messages	All except store visits, messages	All	All except Catalogue Sales, Store Visits, Messages
Captions ⓘ	Yes	No	Yes	No	No	No	Yes	No
Sound required	No	No	Yes	No	No	No	No	No
Horizontal 16:9	✓ ⓘ	✓ ⓘ	✓	✓	✓	✓	✓	✓
Square 1:1	✓	✓	✓	✓	✗	✓	✓	✓
Vertical 4:5	✓ ⓘ	✓ ⓘ	✓	✓	✗	✓ ⓘ	✓	✓
Vertical 2:3	✓ ⓘ	✓ ⓘ	✓	✓	✗	✓ ⓘ	✗	✗
Full portrait 9:16	✓ ⓘ	✓ ⓘ	✓ ⓘ	✓	✗	✓ ⓘ	✗	✓

FACEBOOK & INSTAGRAM ADS

1. Avoid text on images for Facebook or Instagram ads

If you can, use the text/headline/link description fields instead. If you must use text on your image, try a smaller font and fewer words to lower the proportion of text to image. [Learn more about text on images.](#)

2. Add movement

Ads with movement stand out in News Feed, so consider videos, gifs or cinemagraphs.



Carousel

Showcase up to ten images or videos within a single ad, each with its own link.



Post engagement

Most Page posts on Facebook can be boosted to deliver more likes, comments, shares and photo views.



Video

Show off product features, and draw people in with sound and motion.



Image

Drive people to destination websites or apps through high-quality visuals.

USEFUL LINKS

- [How to use Twitter Media Studio](#)
- [Crossposting Facebook videos](#)
- [Connect and crosspost Instagram & Facebook Stories](#)
- [Facebook Ads Guide](#)
- [Ezgif](#) – create or edit gif in minutes from video clips
- [Tappable](#) - free vertical video maker tool
- [Promo](#) – Auto photo resizer tool

- Free training:
 - [Instagram](#)
 - [Facebook starter](#)