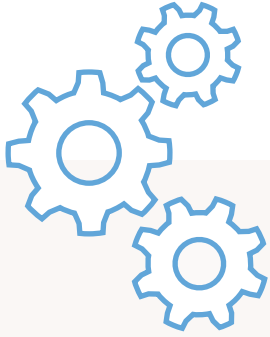
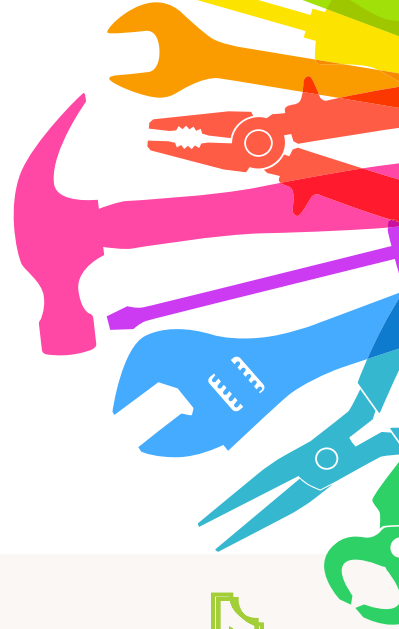


IMPRINT

Your Social Media Cheatsheet: Don't Publish Without It



So many channels — so little time.
Here's everything you need to know.



Twitter



Facebook



Instagram



LinkedIn



TikTok

Target character count

100-200

40

125

140 for post, 2,000 for article

140

Cadence

~5 times per day

5-10 times per week

Once a day

Once a day

1-3

No. of hashtags

2

0

11 min, no max

3-5

4-5

Image size (in pixels)

1,200x650

1,200x630

1080x1080 (for post)
1080x1920 (for story)

1,104 x 736

1,080 x 1,920

Target video length (in seconds)

9-15

120

5-60

30

9-15

Video ratio

16:9

16:9

9:16

1:2.4-2.4:1

9:16

Video subtitles

Always!

Always!

Always!

Always!

Always!



Content Tips

Twitter



- Needs to be most up-to-date of all channels; post frequently
- Use personality; look for lighthearted/comical opportunities



80/20 rule: 80% about trends/knowledge of industry, and 20% be about your company

Facebook



- Think “stop scrolling” – don’t post published stock photos
- Can intertwine with Twitter and Instagram
- Should go live once a week to keep engagement up

- FB live / stories



Use candid imagery; make it look like a friend took the photo

Instagram



- Display company culture (going behind the scenes)
- Ability to go live
- Can post to other platforms—create more engagement
 - Example: Go live of setting up a webinar/podcast or interview/event

- Ability to post “stories”
- Ability to be more casual
- Should heighten interest NOT make people think



If business has more services than products, use quotes/stats as postings



Content Tips (cont'd)

LinkedIn



- Great for Industry discussions and brand awareness
- Strictly professional use
 - Marketing strategy is KEY



Don't want to be too obvious pushing your product/service

TikTok



- Easiest place to show personality
 - Best opportunity for personal engagement
- Recruiting capabilities
 - Show company culture
 - Use storytelling approach

- Reaches younger audience



“Chunking”–teach us something quickly

- Elevator pitch length education lesson

Developing or refining
your social media strategy?
We can help!

Ping us at imprint@imprintcontent.com.

IMPRINT | **LEAVE YOUR MARK.**