



# TOP TIPS FOR FACEBOOK AND TWITTER

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## FACEBOOK



### POST LARGE IMAGES FOR ENGAGEMENT

Posts with large images (470x246 pixels or larger) get more likes and shares (engagement), especially if the images are authentic, fun or informative. If it looks like a stock photo or ad, they will be ignored.



### ONLY INCLUDE ONE LINK PER POST

To optimize click-throughs, limit each post to one link. More than that lowers click-through rates to the specific page you're trying to promote.



### TARGET POSTS

Target posts by gender, location, education, age, and interest to get better engagement without turning off users. Paid posts permit targeting beyond fan base.



### SELECT POSTING TIMES

On Facebook, the ideal posting times are 8-11am and 7-9 pm. Use services like Buffer or Hootsuite to auto-publish posts at the best times for a future day.

## TWITTER



### ACTIVELY ENGAGE WITH INFLUENCERS

Tweet @ users who fit the follower profile you wish to engage with. The more you engage with influencers, the more they will promote your brand on Twitter to their large followings.



### USE MORE CONVERSATIONAL WRITING

Twitter users employ a more casual, fun, and ironic tone of writing; match that tone as much as your brand allows to increase engagement.



### USE HASHTAGS

To reach as many people as possible, use hashtags in your posts. Try to limit it to one per tweet, and search Twitter and Google for the most impactful and relevant hashtags.



### SELECT POSTING TIMES

On Twitter, the ideal posting times are 1-5 pm. For same day posting, use services like Buffer or Hootsuite to auto-publish posts at the best times for a specific day.