

# Posting on Facebook, Twitter and LinkedIn Made Easy

Did you know that a tweet can now contain 280 characters? That a Facebook post with an emoticon generates 57% more likes? And that an article on LinkedIn can contain up to 40,000 characters? Learn more about how to post a profile photo and the best times to tweet in this handy cheat sheet.

## Company Facebook Page



**Cover photo**  
Min 400 x 150 pixels  
JPEG  
Max 100 MB

**TIPS** • A unique image that **represents your company**

• People using your product, photo of a dish if you have a restaurant ...

**Profile image**  
320 x 320 pixels  
PNG  
Max 100 MB

**TIPS** • Use your company's **house style**

• Use your **company logo**

**Text post**  
**Keep it short and to the point**

**TIPS** • Fewer than **250 characters**: 60% more interaction

• A post with **emoticons** 😊: 57% more likes, 33% more comments, 33% more shares

• Your opinion on something topical, a short questionnaire about your business ...

**Photo**  
720, 960 or 2,048 pixels wide  
JPEG  
Max 100 MB

**TIPS** • 53% more likes, 104% more comments and 84% more clicks than posts with text only

• Photos that you **take yourself** are most popular

• Use your products, satisfied customers, new colleagues, your store ...

**Video**  
**Go square for the best result on smartphones**  
MOV or MP4  
Max 2,3 GB

**TIPS** • Add **subtitles**: 85% of videos are watched without sound

• Choose an attractive **thumbnail**

• **Self-made** videos are most popular

• Introduce a new colleague, or use the testimonial of a satisfied customer ...

**When should you post?** Thursday and Friday



• 1 pm: most shares

• 2 pm: most likes

## Company Twitter Profile



**Header photo**  
1,500 x 500 pixels  
JPEG, GIF or PNG  
Max 10 MB

**TIPS** • Use your company's **house style**

• Create a **collage**

• Use your product range, promotions, a new product, a staff photo ...

**Profile photo**  
400 x 400 pixels  
JPEG, GIF or PNG  
Max 100 KB

**TIPS** • Use a **headshot** of yourself or the company **logo**

• Use the **same headshot** as the one on your website or other social media

• **Laugh!** It makes you look approachable

• Take time over your **bio**: Who are you? What does your company do? What is your field of expertise?

**Plain text tweet**  
**Max 280 characters**  
**A link takes up 23 characters**

**TIPS** • Use relevant and popular **#hashtags**

• Start a conversation. Talk to other Twitter users using **@example**

• News about your company, lists such as your 10 favorite business books, tutorials, fun personal ideas ...

**Photo tweet**  
1,024 x 512 pixels  
JPEG, GIF or PNG  
Max 5 MB  
**Up to four photos per Tweet**

**TIPS** • **35%** more likely to be **retweeted**

• Photos that you **take yourself** are most popular

• Use your products, satisfied customers, new colleagues, your store ...

**Video tweet**  
**Go square for the best result on smartphones**  
Max 512 MB  
Max 2 min 20 sec

**TIPS** • Add **subtitles**: most videos are watched without sound

• **Nine times more interaction**

• **Self-made videos** are most popular

• Show your **logo** and show **people**

• Introduce a new product, company news, how-to videos ...

**When to post?** Wednesday, Saturday and Sunday



• 1 pm: most retweets

• 12 pm and 6 pm: most clicks

## Company LinkedIn Page



**Cover image**  
1,536 x 768 pixels  
JPEG  
Max 2 MB

**TIPS** • Use your company's **house style**

• Create a **collage**

• Use your product range, promotions, a new product, a staff photo ...

**Logo**  
300 x 300 pixels  
JPEG or PNG  
Max 4 MB

**TIPS** Fill in **'About us'** with relevant information about your company

**Article**

On LinkedIn, you cannot post articles to a company page. Instead, share your articles posted on your personal page, and they will immediately appear on your company page too.

**Image**  
700 x 400 pixels  
JPEG, PNG or GIF

**Title**  
**Max 100 characters**

**Body**  
**Max 40,000 characters**

**TIPS** • Ideal for sharing **long reads** about your field of expertise

• Be **consistent** in your tone

• Pay attention to **SEO**

• **Create links** on Twitter and Facebook to your articles

• Use tips and tricks, a review of a product, a how-to, FAQ, your company values, your opinion on something topical ...

**Video**  
MP4, MOV ...  
Max 5 GB  
Max 10 min

**TIPS** • **Self-made videos** are most popular

• Videos with **people** score best

• Introduce a new colleague, inspiring speeches, interviews ...

**When to post?** Tuesday, Wednesday and Thursday

best moment: Thursday between 10am and 11am.