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.

Cover photo Min 400×150 pixels

Company Facebook Page



Profile image 320 x 320 pixels PNG Max 100 MB Use your

- company's house style Use your company logo

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 ...

TIPS • Fewer than **250 characters**:

Text post

60% more interaction

• A post with **emoticons** <u>"</u>: 57% more likes, 33% more comments, 33% more shares

Keep it short and to the point

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

Max 100 MB

JPEG

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

720, 960 or 2,048 pixels wide

- Photos that you **take yourself** are most popular
- new colleagues, your store ...

Use your products, satisfied customers,

Go square for the best result on smartphones MOV or MP4

Video

Max 2,3 GB TIPS · Add subtitles: 85% of videos are watched without sound

• **Self-made** videos are most popular 🔛 Introduce a new colleague, or use the testimonial of a satisfied customer ...

Choose an attractive thumbnail

When should you post? Thursday and Friday •1 pm: most shares • 2 pm: most likes

Header photo 1,500 x 500 pixels





JPEG, GIF or PNG Max 10 MB TIPS • Use your company's house style · Create a collage Profile photo

Company Twitter Profile

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

400 x 400 pixels

JPEG, GIF or PNG

Max 100 KB

- look approachable Take time over your **bio**: Who are you? What does
- expertise?

your company do?

What is your field of

a new product, a staff photo ... Plain text tweet

Max 280 characters A link takes up 23 characters

📦 Use your product range, promotions,

• Start a conversation. Talk to other Twitter users using @example News about your company, lists such as

fun personal ideas ...

Photo tweet

1,024 x 512 pixels

Use relevant and popular #hashtags

your 10 favorite business books, tutorials,

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

Use your products, satisfied customers,

new colleagues, your store ...

Video tweet Go square for the best result on smartphones **Max 512 MB**

popular

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

When to post? Wednesday, Saturday and Sunday 1 pm: most retweets12 pm and 6 pm: most clicks

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

Cover image TIPS · Use your company's house style 1,536 x 768 pixels • Create a collage **JPEG**

Company LinkedIn Page

Use your product range, promotions, a new product, a staff photo ... Fill in 'About us' with relevant information about your company

Max 2 MB

Logo

Article

Image

pixels

700 x 400

JPEG, PNG or GIF

300 x 300 pixels

JPEG or PNG Max 4 MB

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.

Title Max 100 characters

Body

expertise

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

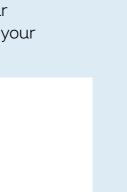
When to post? Tuesday, Wednesday and Thursday

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

Videos with people score best

Video MP4, MOV ... Max 5 GB Max 10 min **Self-made videos are most popular

best moment: Thursday between 10am and 11am. pro) (Imus



Max 40,000 characters **IPS** • Ideal for sharing **long reads** about your field of

• Be **consistent** in your tone Pay attention to SEO • Create links on Twitter and Facebook to your articles

