

## What to consider when posting on Social Media Platforms A Guide to Optimizing Your Social Content

Not all content needs to be shared everywhere. And not all content is suitable for every channel. Sometimes you will need to adjust the same message for different channels because each audience has their own expectations for the things they want to see on the platform – that can affect how well your social media posts perform. Have a look at some general guidelines for Facebook, Instagram and Twitter. At the end of this article you will also find an example for multichannel marketing.

### General guidelines:

#### Facebook:

- Videos and curated content, videos have higher average engagement than images and links
- Apart from your posts it can also help to curate high-quality content from third-party pages and sites. This will grow your Facebook Page's reach, engagement, and likes
- Possible content: upcoming events, news from your association, pictures and videos that show recent PLs/conferences, special offers, sharing resources, share other content
- Try to tag people/associations whenever you can in order to increase reach and engagement
- Technical requirements: Facebook Post Images: optimal size is 1,200 x 630 pixels, videos: recommended video dimensions: 1280 x 720, max video size is 4GB, formats: .MP4 or .MOV., video length max: 120 minutes

#### Instagram:

- Instagram has become a place where people post only the best photos (and videos) on their profile. Instagrammers appreciate aesthetic quality in visual content
- Audience is usually younger, adjust your content!
- Possible content: inspirational quotes, mentoring tips, top tips how to do xyz, sharing resources
- Stories have become more and more important. Use it to show your followers what is happening behind the scenes, to promote events, your latest blog posts, etc.
- Try to tag people/associations whenever you can in order to increase reach and engagement
- Technical requirements: optimal sizes for images: 1080 x 566 to 1350 pixels high, landscape rather not recommended, images for stories: recommended size is 1080 x 1920 pixels, or any 9:16 proportion, videos for stories should be in a vertical format, check here for more information: <https://louisem.com/37587/whats-the-best-instagram-image-size>

#### Stories on Facebook and Instagram:

- The most engaging Facebook and Instagram stories are made in the moment and use a combination of videos, photos and other creative tools
- Unless you choose to keep them, stories disappear after 24 hours
- Stories can be added to both Instagram and Facebook at the same time

#### Twitter:

- News platform
- Used to be up to date about news, events, sharing political news about education, new blog posts
- Use multimedia (links with previews, photos, infographics, videos or gifs, ...)
- Technical requirements: post is limited to 280 characters, video can only be up to 140 seconds long
- Technical requirements: Images: optimal size is 1,200 x 630 pixels, videos: recommended video dimensions: 1920x1200, max video size is 512 MB, formats: .MP4 or .MOV., video length max: 2 minutes and 20 sec

#### #Hashtags:

- Hashtags are a great way to build your brand, boost your marketing campaign
- <https://blog.hootsuite.com/how-to-use-hashtags/>

**Example: World Teachers' Day – call for nominations**  
**Facebook, normal post with video:**

**Performance for your post**

<b>3,757</b> People Reached		
<b>1,166</b> 3-second video views		
<b>33</b> Reactions, comments & shares		
<b>13</b> Like	<b>6</b> On post	<b>7</b> On shares
<b>1</b> Love	<b>0</b> On post	<b>1</b> On shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>19</b> Shares	<b>19</b> On Post	<b>0</b> On Shares
<b>191</b> Post Clicks		
<b>22</b> Clicks to Play	<b>11</b> Link clicks	<b>158</b> Other Clicks

**NEGATIVE FEEDBACK**

<b>3</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

- While our posts usually reach about 300-500 people, this video reached 3,757.
- Preview of the post ended after Minister's Arts Education Awards
- Video is linked to website (landscape video would be better)
- Link also appears again in post
- Hashtags and tags are used

**Facebook, event post with link to nominate:**

**World Teachers' Day Awards (members only event)**  
Graham and 2 friends

**Get Tickets**

**349** People reached      **24** Engagements      **Boost Post**

Geography Teachers' Association of South Australia, Sharyn Schell and 10 others

- You can create events on Facebook and people who show interest/are invited will be reminded
- Event will appear as a post as well
- Event is linked to website
- Link also appears again in post
- Landscape photo
- Hashtags and tags

**Twitter:**



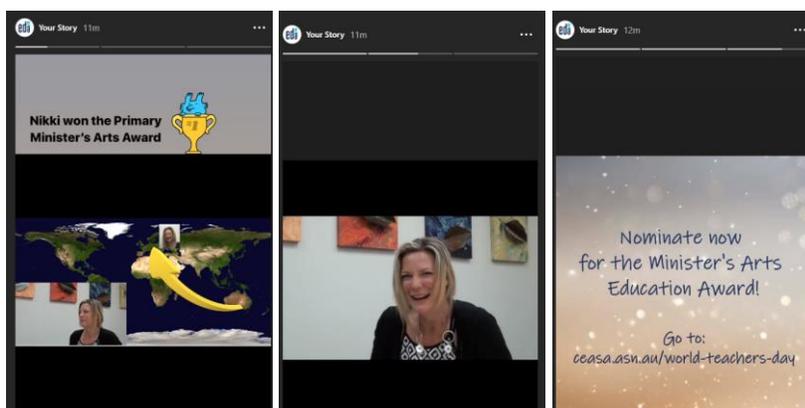
- Post needs to be shorter because of character limit (280!)
- Photo is landscape
- You can tag people but don't have the space to tag everyone
- Links can be shortened with bitly.com

**Instagram: normal post with link in bio:**



- No limits in post length
- Photo should be square
- Filter used for photo to show festive ambience
- Use emojis in your post
- Use Hashtags and tags
- Links don't work that well, so put link in your profile and add "link in bio"

**Instagram story:**



- Stories are quite popular
- Videos work better than photos
- Media should be square or portrait
- You can add text, gifs, locations, tag people, use hashtags, include music, do polls, countdowns, ...
- be creative and try things!
- Story will disappear after 24 hours
- You can share it on Facebook as well



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