



# Social Media Best Practices

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## **Are you deliberate about your content?**

**What to look for:** Relevant content to the subject matter of the post. Compelling photos that do not show unprofessional activity or unkempt offices or vehicles. Correct spelling is important. Humor is fine, and you can have fun with photos and videos, but be sure to be thoughtful about the tone and voice.

**Why you need it:** Social media is constantly consumed and will influence the public's perception of your brand. Posts can go viral in a moment.

## **Is your vocabulary inclusive?**

**What to look for:** Little, if any, industry jargon. Precise and comprehensive explanations of techniques or technology specific to your business.

**Why you need it:** You are the expert in your field, and that is why you are a trustworthy source for the knowledge you have. That also means that most people who read your posts are unfamiliar with the industry lingo and skills used, and that's OK. You can explain what's going on as if the reader has no idea what you do.

## **Do you keep hashtags to a minimum?**

**What to look for:** Three or fewer hashtags.

**Why you need it:** While hashtags are useful for linking to related content and interested audiences, a "paragraph" of hashtags will encourage readers to ignore them altogether.

## **Are your captions varied?**

**What to look for:** Differing lengths of captions and new content over time.

**Why you need it:** No two social media posts are the same. Short and to-the-point posts are all that is needed, especially with an "in the moment" photo. Repeating captions will cause the perception of laziness or out-of-date content.

## **Has your posting been spread over time?**

**What to look for:** No more than one post per day.

**Why you need it:** Posting consistently, not excessively, will increase the impact and effectiveness of the posts. Anyone who is regularly on social media will get fatigued by your posting if it is constantly in their feed, negatively impacting your business.