



Guidance and Best Practices for Using Social Media

Best Practices

- **Keep it short and simple**
 - Ideal lengths:
 - LinkedIn - 140 characters
 - Facebook - 477 characters
 - Instagram - 125 characters
 - X/Twitter - 280 characters
 - TikTok - between 9 and 15 seconds
- **Tailor your content to each platform's audience**
 - X/Twitter - ages 30-49
 - Facebook - ages 25-34
 - Instagram - ages 25-34
 - LinkedIn - ages 46-55
 - TikTok - ages 16-24
- **Post frequently**
 - On Instagram - between 3-7 times per week
 - On Facebook - between 1-2 times a day
 - On X/Twitter - between 1-5 Tweets a day
 - On LinkedIn - between 1-5 times a day
 - On TikTok - between 1-4 times a day
- **Make use of all types of content including photos, videos, Twitter chats, and links**

Engaging people online

- Identify influential followers within your community and engage with them through likes, retweets, comments, and tags
 - These can be people with a high following, subject-matter experts, and more
- Keep your content relevant to your topic and add in trending topics to keep your audience more engaged
- Make sure profiles are completely filled out and optimized
- Respond to comments on posts where possible, to keep users engaged
- Be consistent

Hashtags

- Hashtags allow your content to be searchable and more engaging.
- You should use a mix of trending, branded, and topic-specific hashtags.
- Vary your usage by platform.
 - Recommendations: Twitter 2-3, Instagram 5-10, LinkedIn 5, Facebook 0.
 - Hashtag Examples:
 - #YouthMADE
 - #Education
 - #GlobalGoals