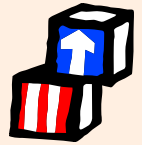


Social media cheat sheet

BEST PRACTICES FOR SUCCESSFUL SOCIAL MEDIA POSTS



ANATOMY OF A POST

The diagram shows a social media post layout with callouts pointing to different parts:

- Attention-grabbing statement/headline:** Points to the first line of text: "Early Head Start is a great place for families!"
- Concise copy (approx. 40-50 words):** Points to the second line of text: "Early Head Start helps families find resources and support where it's needed. Get in on the ground floor of a rewarding journey for your children."
- Call to action (link) & hashtags:** Points to the third line of text: "#headstarthelps #headstartworks [LINK: AGENCY WEBSITE]"
- Photo or graphic image:** Points to the image area containing a photo of a man holding a child and a graphic with the text "Early Head Start is a GREAT PLACE FOR FAMILIES to learn, engage and prepare for preschool." and a yellow button that says "Visit the link to enroll today!"

3 WAYS TO CREATE A POST

1. Click Photo/Video
 - a. Select media from your files
 - b. Add post text - include a url with your post text
2. Click Create Post
 - a. Include media by clicking the green photo icon
 - b. Add post text
3. Click Create Post
 - a. Add post text with a url (the link will make a live image in your post, no photo needed)

HOW OFTEN SHOULD YOU POST?

If you are trying to grow your audience and build awareness about your brand, 1-2 times a day is appropriate. If you are promoting something specific, like an event or initiative, once every 2-3 days works best, unless you are promoting something as a campaign that you do a post for every day.

IDEAL TIMES TO POST

This may differ from location to location, but typically, a Facebook audience is active around late morning/early afternoon, late afternoon-early evening, and night. Ideal times might include:

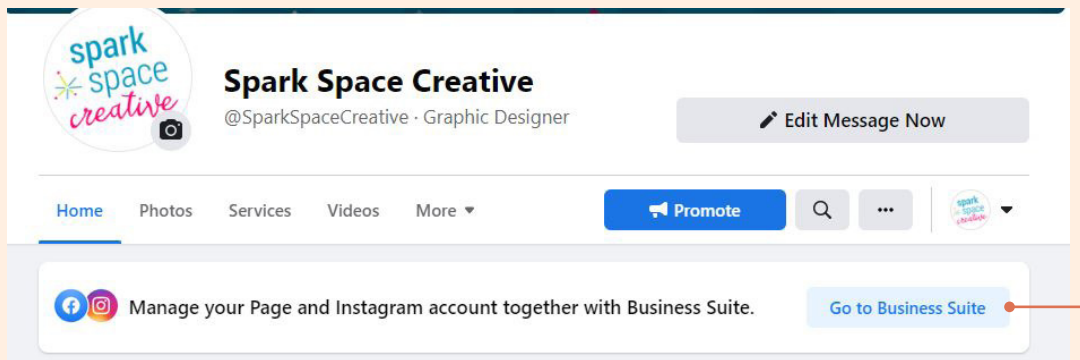
10:30am-2:15pm 4:45-6:00pm 8:00-11:00pm

Social media cheat sheet

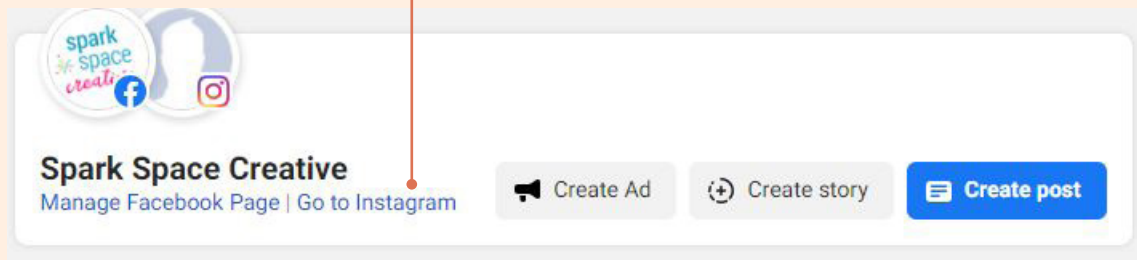


HOW TO POST DIRECTLY TO INSTAGRAM FROM FACEBOOK

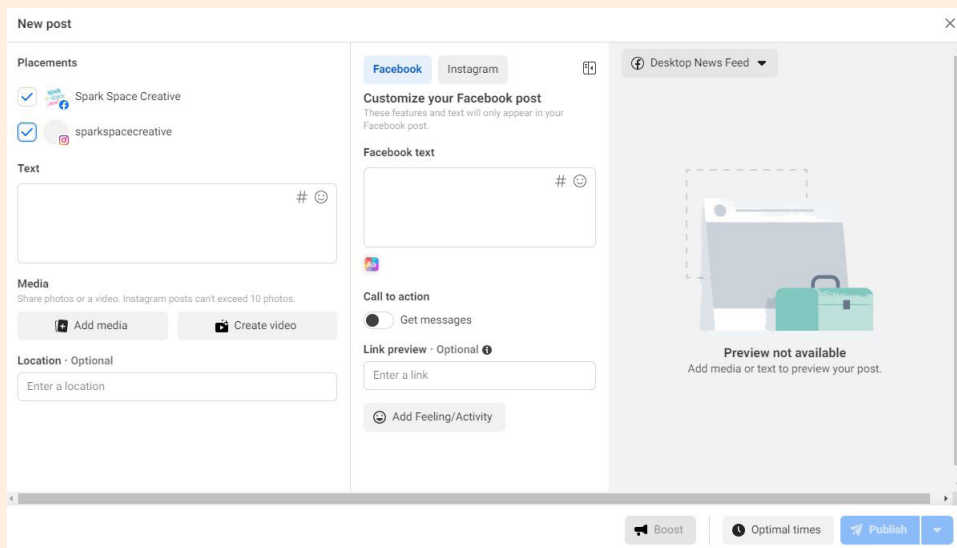
Go to Business Suite



Where to find IG on FB page

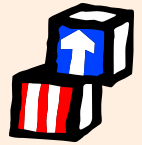


Creating FB and IG post



You can customize your text for Facebook and Instagram, or use the same text for both.

Social media cheat sheet



Upload media

Facebook post

New post

Placements

- Spark Space Creative
- sparkspacecreative

Text

Your text is customized for each platform. Type here to use the same text for both platforms instead.

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

1481 x 2048

Add media Turn into video

Location · Optional

Enter a location

Facebook Instagram

Customize your Facebook post

These features and text will only appear in your Facebook post.

Facebook text

Today on Dr. Martin Luther King Jr. Day, we honor his steadfast commitment to service that has inspired people all around the United States and the world to work together to make positive change. #

*Photo credit Getty Images
#MartinLutherKingJr #MLK #MLKDay #civilrights #postitivechange

Call to action

Get messages

Link preview · Optional

Enter a link

Desktop News Feed

Spark Space Creative Just now

Today on Dr. Martin Luther King Jr. Day, we honor his steadfast commitment to service that has inspired people all around the United States and the world to work together to make positive change. *Photo credit Getty Images #MartinLutherKingJr #MLK #MLKDay #civilrights #postitivechange

Boost Optimal times Publish

Instagram post

New post

Placements

- Spark Space Creative
- sparkspacecreative

Text

Today on Dr. Martin Luther King Jr. Day, we honor his steadfast commitment to service that has inspired people all around the United States and the world to work together to make positive change. *Photo credit Getty Images

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

1481 x 2048

Facebook **Instagram**

Customize your Instagram post

This text will only appear in your Instagram post.

Instagram text

work together to make positive change. #

*Photo credit Getty Images

#MartinLutherKingJr #MLK #MLKDay #civilrights #postitivechange

Instagram

sparkspacecreative

sparkspacecreative Today on Dr. Martin Luther King Jr. Day, we honor his steadfast commitment to serv... more

Boost Optimal times Publish

Social media cheat sheet



Schedule post

Schedule post

Schedule your post at the optimal times to engage with more of your customers or manually select a date and time in the future to publish your post.

Facebook

Jan 21, 2022 10:00 AM

Optimal times ⓘ
No optimal times to show.

Instagram

Jan 21, 2022 02:35 PM

Optimal times ⓘ
No optimal times to show.

Cancel Save

Types of posts – directly to Instagram

It's good to mix it up and share on Instagram using each method

Post

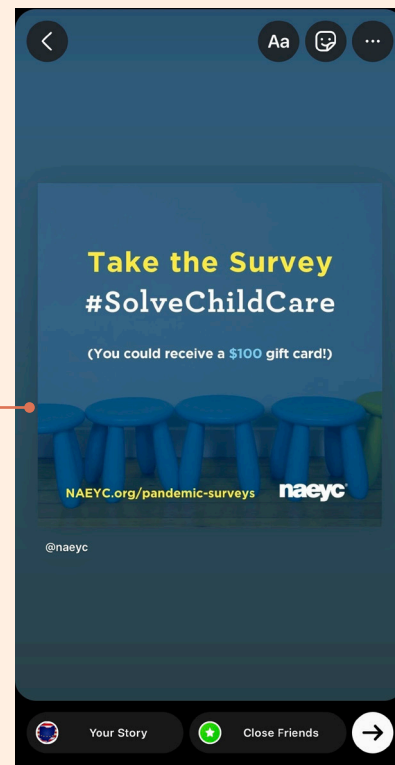
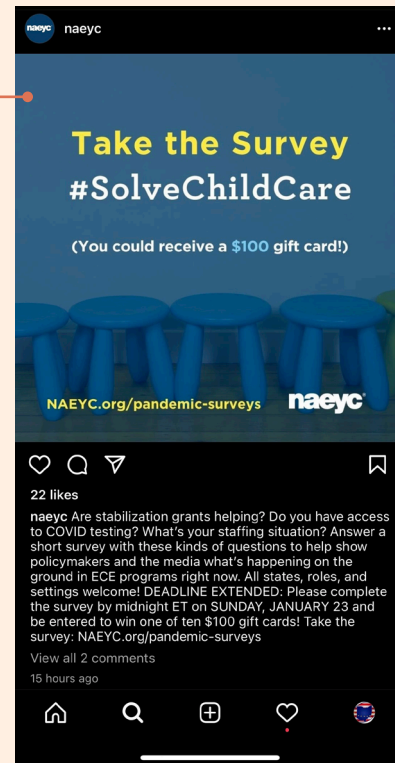
This is the original way to post. Still effective, but the most basic.

Story

Stories are a great way to share more dynamic, unpolished content that can offer a “behind-the-scenes” look at whatever you’re sharing on your main profile.

You can also share from other accounts to your story.

A fairly new Instagram feature is using links in stories.



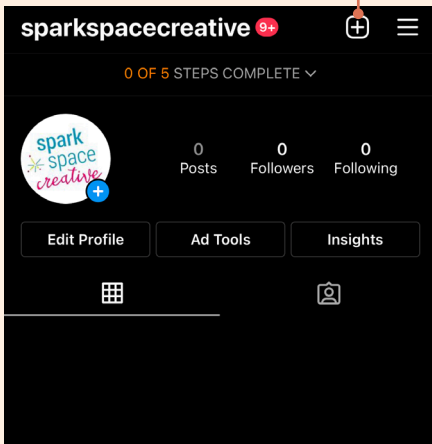
Social media cheat sheet



Steps for doing an Instagram post.

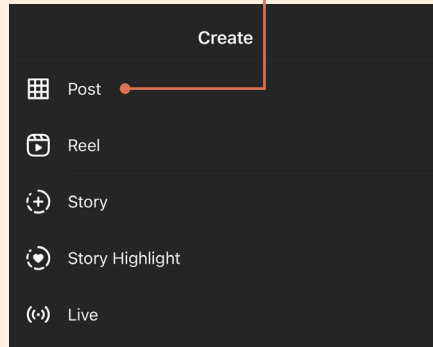
Step 1

To create a post, click the + sign icon at the top of your screen



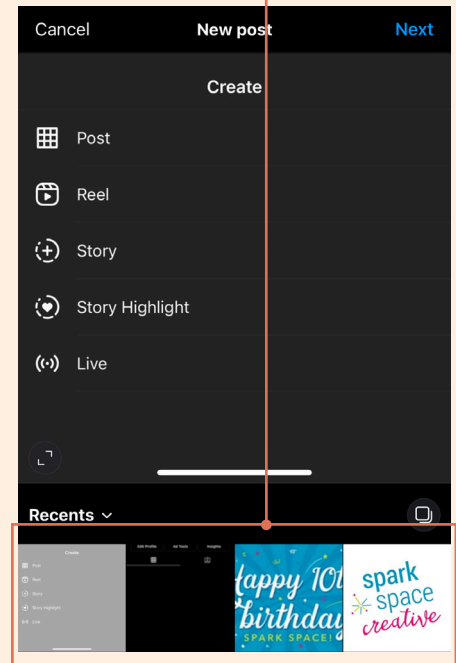
Step 2

Select Post (hint: you can also go live, create a new story or reel here too!)



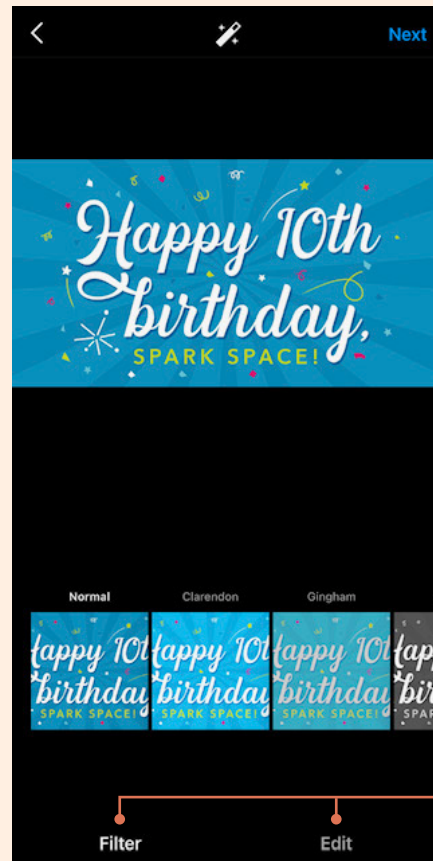
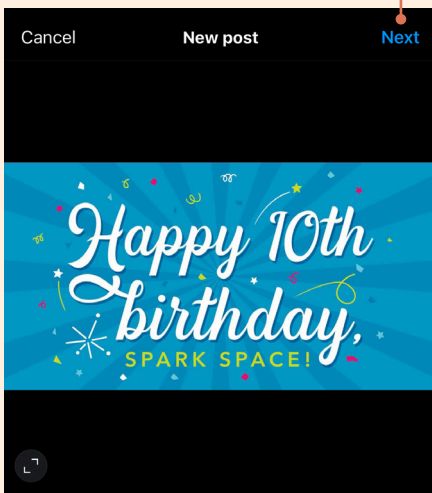
Step 3

Choose image(s)



Step 4

Click Next after you have your image(s) selected



Step 5

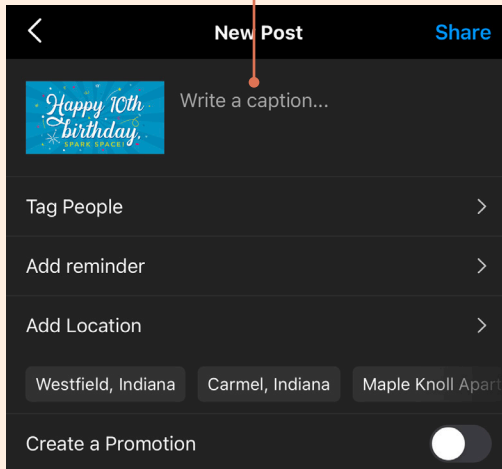
Filter or edit your image(s) if you want to (hint: don't edit or filter anything with your brand colors - maintain the integrity of your brand!)

Social media cheat sheet



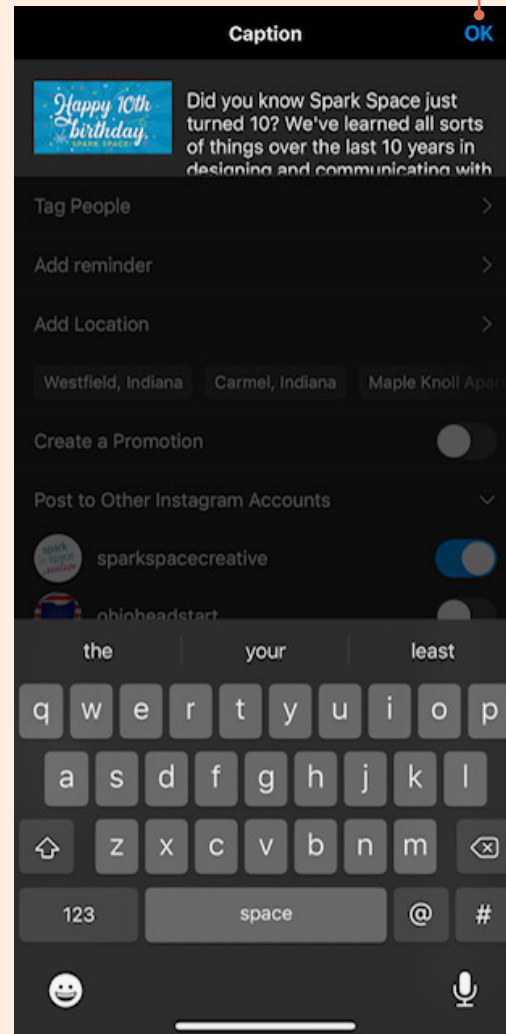
Step 6

This is where your text goes. You can also add your location or tag other profiles here.



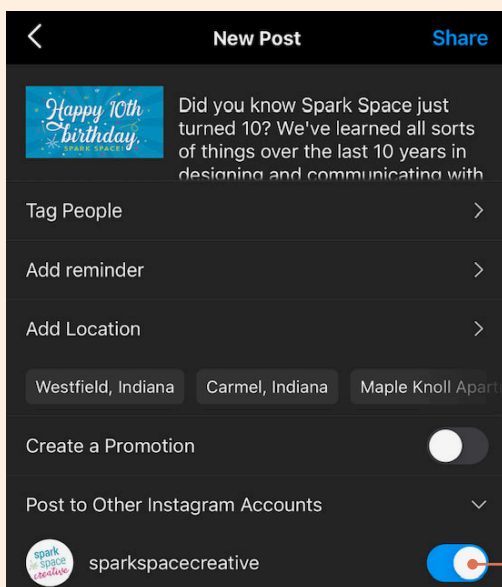
Step 7

Review and click OK



Step 8

Decide where to post – you can post to Instagram and Facebook here.



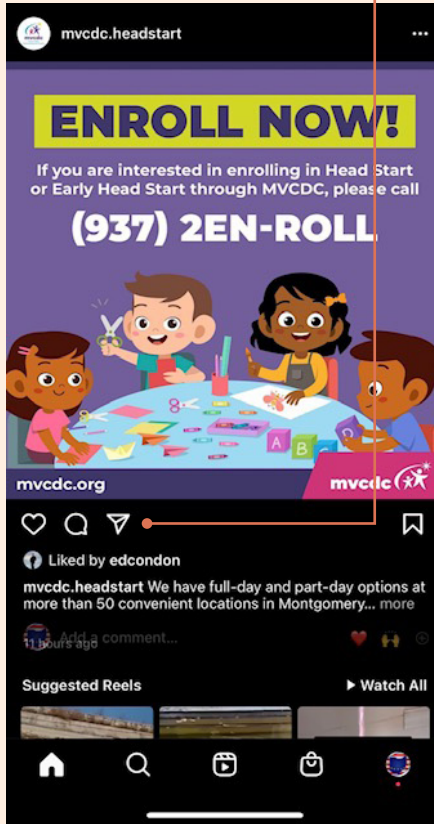
Social media cheat sheet



Steps for doing an Instagram story.

Step 1

Click the story arrow



Step 2

The edit screen – you can add text, stickers, draw and more!



Step 3

More ways to edit

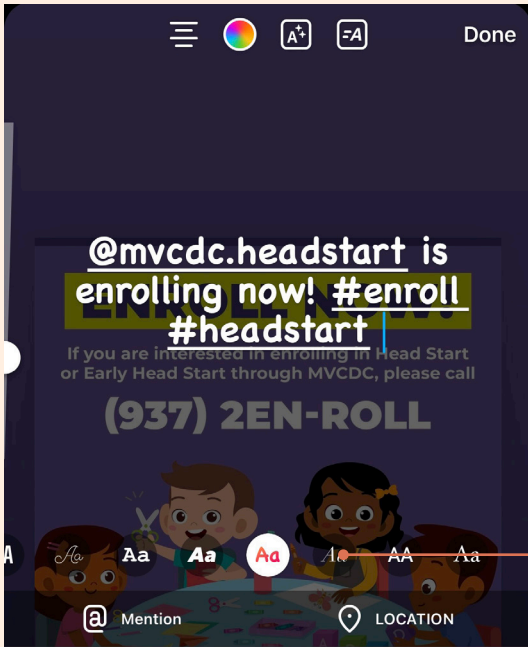


Social media cheat sheet



Step 4

Insert text – tag the account you're sharing, use hashtags. Change the font color and style!



Step 5

Share to your story



Social media cheat sheet



Tips to get the most out of posting to Instagram:

- Use your best photos
- Use hashtags wisely

PRO TIPS

- *Avoid super-popular ones like #love or #instagood. They're too broad.*
- *Use a hashtag for several posts to gain recognition and get it trending with your followers.*

- Don't post too often

PRO TIP

- *No more than 3 posts in a 24-hour period.*

- Interact with your community

PRO TIPS

- *Always reply to messages and comments on your posts.*
- *Tag people and places relevant to your posts.*
- *Follow Instagram hashtags that are relevant to you.*

- Post multiple pictures in one post, instead of several individual posts
- Include Call to Action (CTA)