

BEST PRACTICES IN SOCIAL MEDIA

Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest

FACEBOOK

Copy

- Use a consistent and personal tone
- Facebook is very lenient with its character limit, meaning you can have long captions on Facebook
 - Generally, shorter copy is better, but if you need the extra characters to explain something, Facebook is the best platform to do so
 - Break up paragraphs so that the text isn't overwhelming
- Add your location and contact information (as relevant) so users can find your business
- Use pinned posts to showcase the most important posts on your profile at the top of your page

FACEBOOK

Graphics

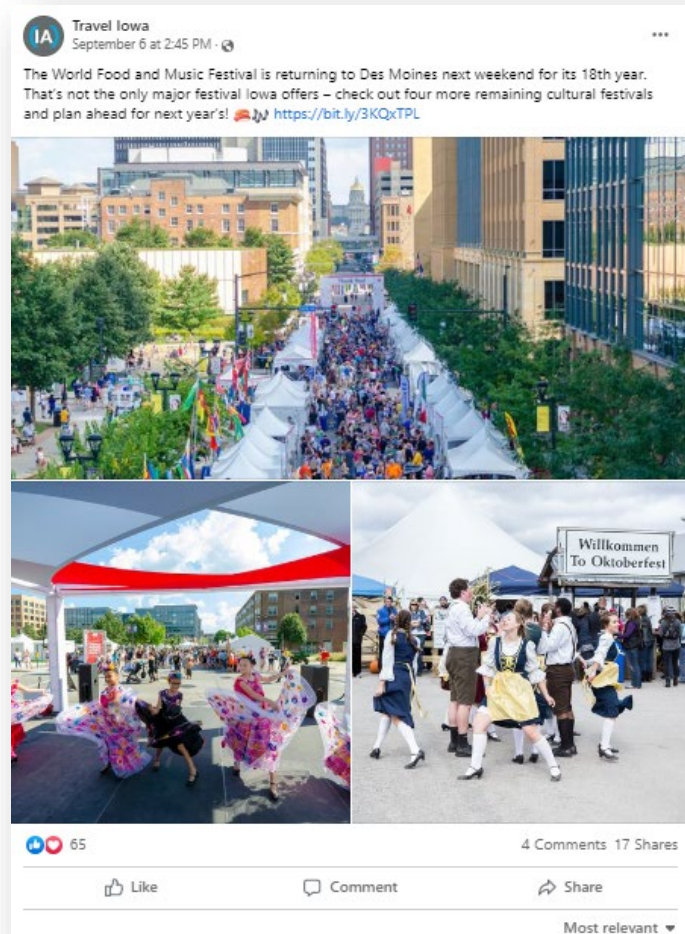
- Posts with photos or videos receive more engagement than posts without them
- When creating a post with a link to a website, Facebook will auto populate an image/title that will display when the post goes live
 - If you'd prefer to add an image instead of using the one Facebook auto-selects for you, you can choose alternatives from your saved photos
- Carousels are a good way to showcase multiple images if you have them – you can arrange them in a variety of ways if you use four or less photos
 - Typically, you won't want to include more than four photos in a post
- Meta has been updating platforms to closer resemble TikTok so best practices for both FB and IG are moving toward vertical video
 - 4:5 and 9:16 should be the standard aspect ratios for videos on these platforms

FACEBOOK

Engagement

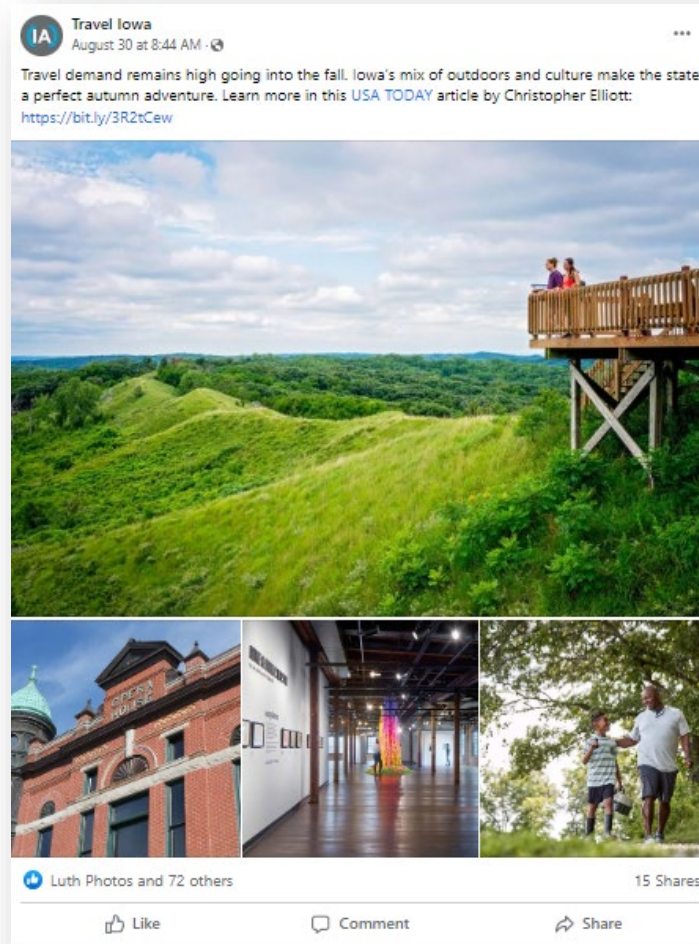
- Posts with photos or videos receive more engagement than posts without them
- Incorporate questions into post copy to generate engagement
 - Foster community and further increase engagements by responding to user comments
- Engage with posts that your account is tagged in
 - Like, comment and share if it makes sense
- Tag businesses and locations in your posts
- Use pinned posts to showcase the most important posts on your profile at the top of your page
- Reply to the messages you receive in Facebook Messenger if relevant

EXAMPLES



Ensure users are seeing the best content by only sharing 1-4 photos at a time.

Sharing earned media and tagging the media outlet is a great way to spotlight positive press and build credibility.



Sharing user-generated content (UGC) highlights authentic experiences and builds trust. It also can inspire other consumers to tag your brand!

INSTAGRAM

Copy

- When possible, short and sweet captions are better
- Break up longer captions with emojis and spaces
- Lead with the most important information
- Use a consistent and personal tone
- Encourage action with simple, direct text
- Use hashtags to make posts more discoverable
- Add your location (when relevant) so users can find your business
- Do not include links in captions because they are not clickable
 - Utilize a link management tool such as LinkTree, Later or Planoly
 - Instagram users are used to seeing a “link in bio!” type call to action
 - If you do want to send a follower to a link with one simple click, utilize the link button feature within Instagram Stories

INSTAGRAM

Graphics

- Always aim to use the most high-quality images possible
- As of 2022, the platform continues to push vertical content
 - Static feed posts and carousels should be 4:5 ratio or 1080 x 1350
 - All video posts will now be Reels 9:16 ratio or 1080 x 1920 pixels
 - All videos will be stretched to full screen within feed view
 - Important to automatically create or crop for full screen view to keep creative integrity intact and provide a good user experience
 - Prioritize mobile first, vertical content 9:16 ratio or 1080 x 1920 pixels
 - Increase engagement by telling a story with a few slides at a time and utilizing the in-app stickers and engagement features
 - Add text within app to create an authentic user experience
 - When sharing horizontal content, use text, stickers and/or GIFS to plus up content
- Use links and product tags to drive traffic
- Share feed posts in stories to further expand reach

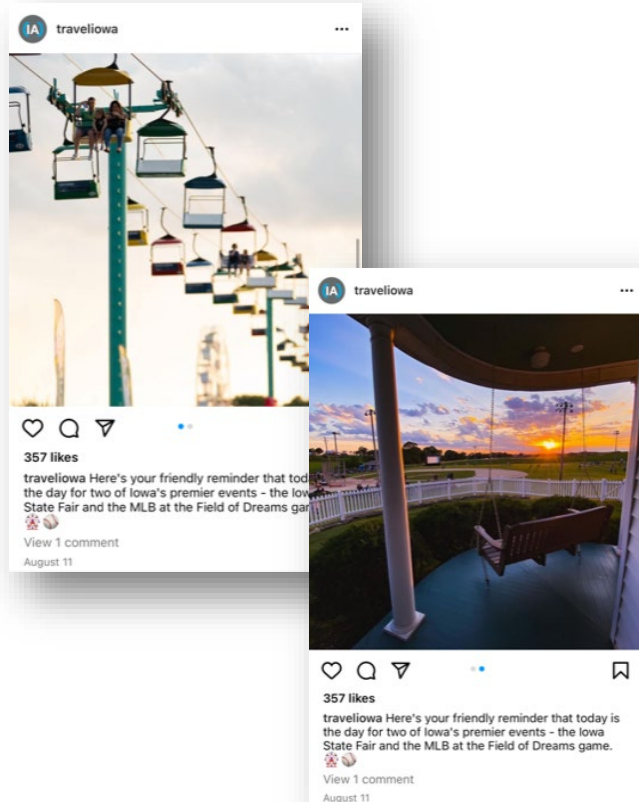
INSTAGRAM

Engagements

- Monitor tagged content and like and comment on quality posts you're tagged in
- Repost tagged stories in real time
- Share UGC when applicable
- Tag businesses and locations in your posts
- Monitor post comments
 - Like and reply to positive comments
 - Delete comments that don't follow community guidelines

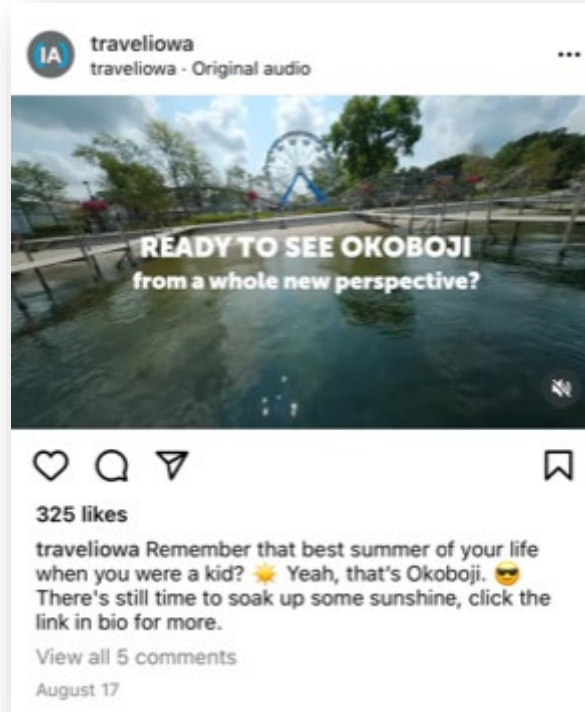
EXAMPLES

Carousel



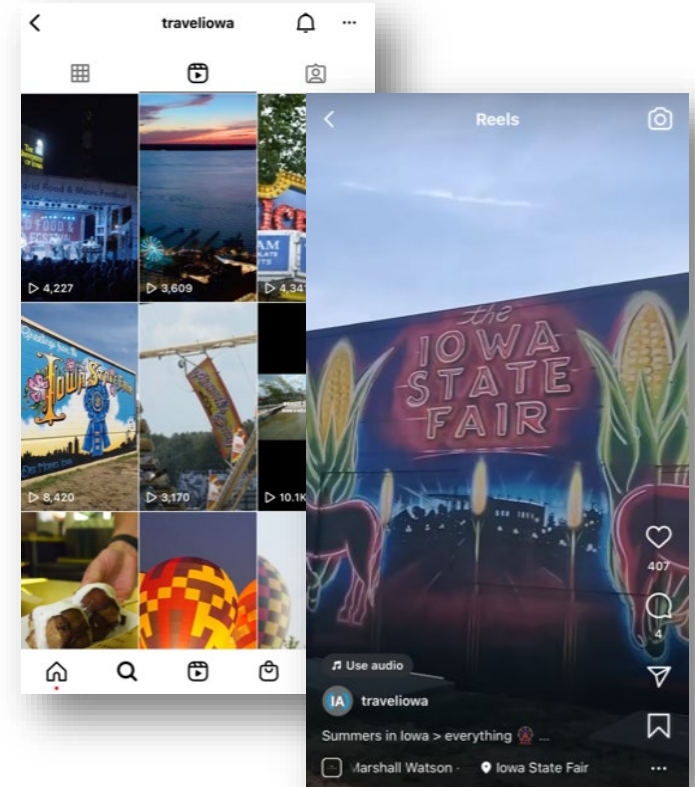
Carousel posts allow you to post multiple images or videos.

Videos



Regular video posts live in-feed and can be posted in horizontal format.

Reels



Inspired by TikTok, Reels are the new vertical video format the channel is prioritizing.

TWITTER

Copy

- The shorter and more informal copy, the better
 - 280 character limit
 - Lead with the most important information
- Use threads to share multiple posts about one topic – simply reply to your original tweet, then keep replying to the latest tweet in the thread
- Twitter is a very “of the moment platform” meaning it’s a good platform to jump in on trends that you’re seeing

TWITTER

Graphics

- When creating a post with a link to a website, Twitter will auto populate an image/title that will display when the post goes live
- Video/graphic sizes are less restricted on Twitter
 - The nature of the platform is very informal and used to share content from other social channels and media outlets

TWITTER

Engagement


- Leverage in-app features such as GIFs and polls
- Tag relevant profiles, businesses and locations in your posts
- Engage with the posts your account is tagged in – Retweet, like and comment if it makes sense
- Reply to relevant DMs
- Use hashtags (sparingly) to promote the topic you're posting about

EXAMPLES

IA Travel Iowa @Travel_Iowa · Jul 25
Replying to @Travel_Iowa
RAGBRAI stands for Register's Annual Great Bicycle Ride Across Iowa and 2022 marks its 49th year. #RAGBRAIXLIX



IA Travel Iowa @Travel_Iowa · Jul 25
RAGBRAI brings in bikers from all over to experience an epic eight-day rolling festival of bicycles, music, food, camaraderie and community. 🚲🎶🍔👯



IA Travel Iowa @Travel_Iowa · Jul 25
Have you been? Check out this year's route: ragbrai.com/check-out-ragb... #RAGBRAIXLIX

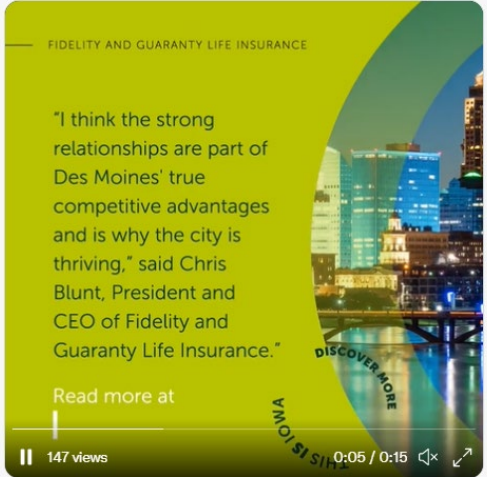
Sharing a thread of tweets allows you to tell a story with more copy and photos/videos.

IA Travel Iowa @Travel_Iowa · Aug 23
If you're planning a trip to Des Moines anytime soon, you don't want to miss out on the stellar food and art scene. 🍷🎨 Check out this article from @MidwestLiving before you go: bit.ly/3QJroAE



Promote

IA Iowa Economic Dev @BusinessIOWA · Sep 6
.@fg_life CEO, Chris Blunt, has been able to leverage the benefits of living in Iowa to recruit top talent to the company's Des Moines headquarters. Read more: bit.ly/3QXzmM



Read more at

147 views 0:05 / 0:15

IA Travel Iowa @Travel_Iowa · Jun 15
Why not make a whole weekend out of #IowaWineMonth? Find out which local wineries and boutique tasting rooms offer onsite or nearby accommodations, here: bit.ly/3NPCySU

- 📍: Fireside Winery
- 📍: Buchanan House Winery
- 📍: The Wijn House



Promote

Tweet copy should be short and sweet, making best use of hashtags, emojis and tags.

LINKEDIN

Copy

- Authenticity matters
- Post regularly, but not too much
 - 3-4 times per week is the right mix
- Use hashtags to make your posts more discoverable
 - Consider 3-5 per post
 - Do most posting between 8:00-10:00 am
 - This is when most professionals are active
- Leaning on emotion is a good thing
 - Emotional connection can increase brand value
- Share people-first and community-first content

LINKEDIN

Graphics

- Share visual and video content
- Consider sharing PowerPoints and PDFs

LINKEDIN

Engagement

- Tag industry partners and relevant businesses/people
- Consider using Polls
 - These posts reach 450% more people
- Spark conversation to foster engagement
- Relatable content helps foster community

EXAMPLES

IA Iowa Economic Development Authority
7,575 followers
1w • 🌐

The IEDA team is excited to share about Iowa's rich agricultural legacy and connect with farmers from across the globe, as well as industry experts and innovative ag businesses at the **Farm Progress Show** in Boone, the nation's largest outdoor farm event. IEDA's International Trade Office is welcoming international visitors and helping bring together buyers and sellers. Join our team at the Wallace's Farmer Hospitality Tent, booth #625, through tomorrow. To learn more about IEDA's international business services, visit: <https://bit.ly/3POeTIQ>



with Governor Kim Reynolds

IA Iowa Economic Development Authority
7,575 followers
1mo • 🌐

Iowa's reputation as a national leader in advanced manufacturing stems from its storied history of innovation and ingenuity. Learn about how the state is continuing to support manufacturers from leaders at **CIRAS - Iowa State University**, **In Tolerance Contract Manufacturing** and **Sky Factory**. #Iowamfg <https://bit.ly/3zEC6C5>



SUPPLY CHAIN DIVE
Iowa Manufacturing 4.0: Unleashing New Potential

John Renning
IN TOLERANCE CONTRACT MANUFACTURING
Chief Operating Officer

Michael O'Donnell
IOWA STATE UNIVERSITY
Manufacturing Extension Partnership Director and Associate Director with the Center for Industrial Research and Service

Skye Witherspoon
SKY FACTORY
Chief Executive Officer

IA 17 1 comment

Like Comment

Longer form copy is preferred on LinkedIn and offers a great opportunity to highlight the successes of your business and partners.

LinkedIn can also be used for quality-of-life content to remind your follower base to take time to recharge – maybe with your business or service!

IA Iowa Economic Development Authority
7,575 followers
1mo • 🌐

Curious as to why Iowa is a great place to find the right work-life balance? For starters, economic opportunity. **U.S. News & World Report** ranks Iowa as the #1 state in the entire country for opportunity, and the fourth most affordable state overall. Continue reading to learn more: <https://bit.ly/3cqF3gJ>



Kimberly (Sanden) Askin and 37 others 2 shares

Like Comment

TIKTOK

“Shot on iPhone” content with native TikTok text treatment makes brand TikToks come off as more personal, authentic, and less brand-y.” - Jack Appleby, Morning Brew

- Users are here to be entertained vs. connect with friends and family
- The more candid and unpolished content is, the better
 - Of the Top 25 viral brand videos on TikTok, 23 brand videos were authentic UGC-style including first-person caption copy with casual grammar, slang and emoji
 - 78% agree that the best brands on TikTok are those that feel like they’re sharing ideas and working together with users
- Think about building a library of entertaining content vs. an aesthetically pleasing feed
- Post dates, follower counts and/or previous video views don’t impact organic reach
 - Each piece of content is evaluated based on the topic relevance, quality and initial interactions
 - Content can continue to generate views for weeks and take months to go viral
- Relatability and entertainment are key
 - Monitor the latest platform and video trends
 - Stay in tune with what’s happening so you can take advantage of new trends as you’re creating new content
- Audio drives discovery
 - Brands can utilize the Creator Center to discover trending songs, music clips, commercial sounds and user-generated audio that is available for commercial use
 - Resource that shows current top used songs on TikTok: <https://tokboard.com/>

PINTEREST

- The best Pins are visually compelling, tell a good story and inspire people to want to learn more
- Pins are not date sensitive and often earn more impressions and traffic over time
- Important to upkeep the profile look/feel and change out the cover photo seasonally
- Maintain and curate 10-15 impactful boards
 - Delete irrelevant and outdated boards
 - Refine boards into mindset categories

Pin title

- Always included
- Recommended 6-40 characters
- No hashtags

Pin description

- Always included
- Recommended 6-50 characters
- Includes keywords for search
- Includes brand name
- No hashtags

Alt text

Currently screen readers read URL
(and a description/title if there is one).

Another reason it's important to include them

Headline in Pin text overlay

- Clear + concise
- Tells a cohesive story
- Legible on mobile
- Inspirational, inclusive + positive tone
- Translated appropriately

CTA in Pin text overlay

- Easy to understand
- Actionable + clear (sometimes playful)

PINTEREST

- There are three kinds of pins:

Standard Pins

- 2:3 aspect ratio or 1000 x 1500 pixels
- PNG or JPG
- Can link out to the website
- Best practice would be to include logo/branding somewhere for content ownership
- Text overlay help Pins stand out and drive clicks
- Optimize copy by using clear titles and descriptions to help content get discovered in search
 - You can use up to 100 characters for your title and up to 500 characters for your description

Video Pins

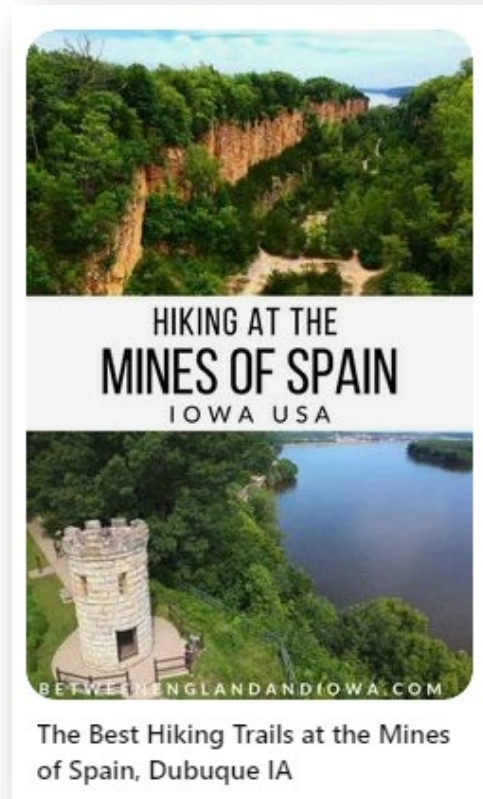
- Square 1:1 or vertical 2:3 or 9:16
- Min. 4 seconds, max. 15 seconds
- .mp4, .mov or .m4v
- Can link out to the website
- Select a cover image when you upload your video so people can understand what your video is about with just one glance

Idea Pins

- Garners the most impressions!
- Should be used for awareness – idea pins do not allow you to link out
- Supports long captions in the form of ‘notes’
 - Include travel itinerary or lists of places
- 9:16 aspect ratio
- 1 to 20 images OR videos
- In-app design features resemble Instagram stories and allow you to adjust images, add text, audio/music or stickers via the mobile app
- Can tag products within each frame (doesn't necessarily apply to us but could explore for passports)

EXAMPLES

Standard Pins



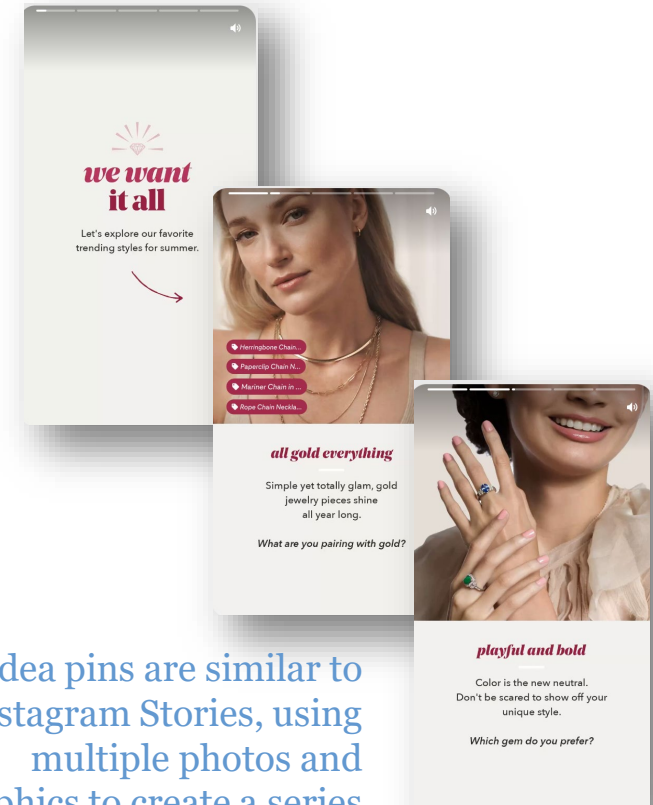
Standard pins use static photos or graphics, linking to a blog or website with “inspiration” for travel, products and more.

Video pins are relatively new to Pinterest and function similar to Instagram Reels.

Video Pins



Idea Pins



Idea pins are similar to Instagram Stories, using multiple photos and graphics to create a series of posts about one subject.

GLOSSARY

- **Static Image**
 - A single still photo posted in Instagram feed
- **Carousel**
 - Multiple images posted in a slideshow feature
- **LinkTree**
 - A program that houses multiple links and lives in your Instagram bio, where you can drive followers to view your links to outside content
- **Vertical (portrait) vs. Horizontal (landscape) Orientation**
 - Vertical orientation works best with the Instagram algorithm
- **Hashtags**
 - Using hashtags (sparingly) allows your content to index in search results on social media platforms and is especially useful on Twitter
- **Tone**
 - When thinking of your brand tone or voice, think about the messages from brands you love. They post on social media with a conversational, personal tone. Be professional, but friendly and authentic
- **User-Generated Content (UGC)**
 - User-Generated Content is submitted to you from customers or visitors of your organization. You can post on social media asking for users to send in photos that they've taken with permission for use
- **Engagement**
 - Engagement refers to the likes, comments, messages and other interactions that you receive from those who view your post