

SOCIAL MEDIA BASICS

BLOGGERS + BIZ OWNERS

THE ULTIMATE SOCIAL MEDIA GUIDE

	BEST TIMES	HOW OFTEN
	7pm - 12 am	20-25 / day
	1 - 4 pm	2-5 / day
	anytime except 3 - 4 pm	1-3 / day
	12 - 3 pm	5-7 / day
	9am & 5 pm	1-3 / day

CONTENT TO POST

<ul style="list-style-type: none"> - testimonials - product shots - flat lays - product info - "how to" guide - sales/discounts - quotes - sneak peeks - tips & tricks - product highlights 	<ul style="list-style-type: none"> - reminders - announcements - new products - holiday related - giveaways - collaborations - behind the scenes - questions / feedback - blog post snippet - other peoples content
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PRO TIPS

- 1 Before posting, ask yourself if your content is visually appealing, if it's on brand & if your ideal customer will find it interesting?
- 2 Reply to every single comment and question on your social media accounts. Never let a comment go unnoticed.
- 3 Analyze your past posts to improve your future content
- 4 Use hashtags that are specific to your niche. No longer are the days of general hashtags like "cute", "love" or "happy"

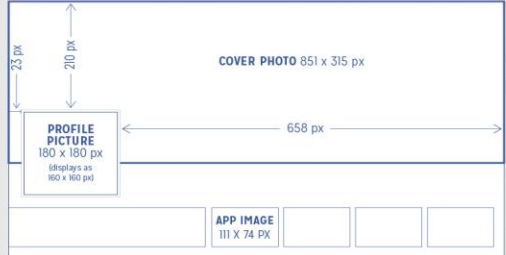
LOT801MARKETING.COM

SOCIAL MEDIA SPEC. GUIDE FOR CONTENT DESIGNERS

THE ONLY DIMENSIONS YOU NEED TO KNOW IF YOU ARE DESIGNING CONTENT FOR SOCIAL MEDIA.

f FACEBOOK

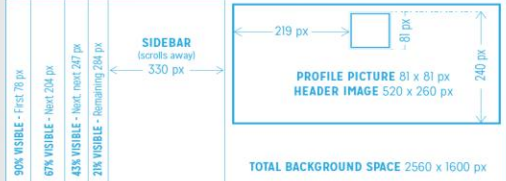


TIMELINE IMAGE PREVIEW 403 x 403 px
- View in lightbox up to 960 x 720 px
- Maximum upload 2048 x 2048 px

NEWSFEED SHARED IMAGES
- Displays as 398 x 296 px, 320 x 320 px and 296 x 398 px

HIGHLIGHT POST/MILESTONE 843 x 403 px

t TWITTER




90% VISIBLE - First 78 px
67% VISIBLE - Next 204 px
43% VISIBLE - Next, next 297 px
21% VISIBLE - Remaining 284 px

SIDEBAR (scrolls away) 330 px

PROFILE PICTURE 81 x 81 px
HEADER IMAGE 520 x 260 px

TOTAL BACKGROUND SPACE 2560 x 1600 px

+ GOOGLE+




COVER IMAGE
Min: 480 x 270 px
Recommended: 960 x 540 px
Max: 2120 x 1192 px

PROFILE PICTURE & INFO SPACE 865 x 120 px (centered horizontally)

PROFILE PICTURE 120 x 120 px (upload as 250 x 250 px)

INITIAL PROFILE DISPLAY 160 px high


in LINKED IN



PROFILE PICTURE 100 x 60 px

COVER IMAGE 646 x 220 px

You Tube YOUTUBE




TV DISPLAY 2560 x 1440 px (recommended upload size)

TABLET DISPLAY 1855 x 423 px

TEXT & LOGO SAFE AREA 1546 x 423 px

PROFILE PICTURE 100 x 100 px

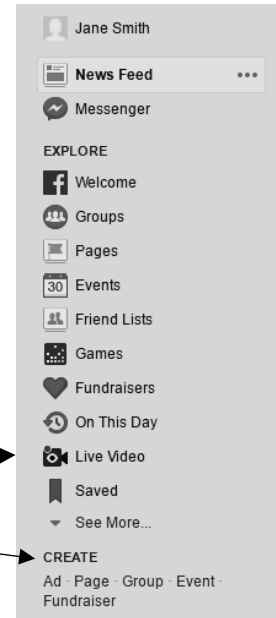
MAX DESKTOP DISPLAY 2560 x 423 px

 raidious :: SHINE ONLINE
raidious.com

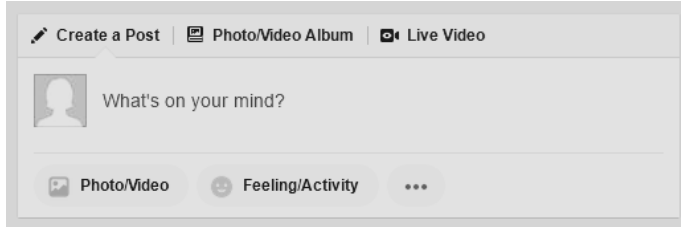
SOCIAL MEDIA BASICS

Setting up Facebook

1. Name, Email, Password, Birthdate (you can hide this later), Gender are all required
2. You control privacy settings
3. Click on Newsfeed (on left side menu) when done



4. Create a post

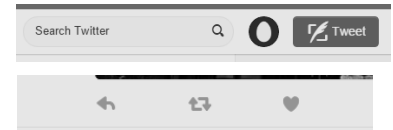
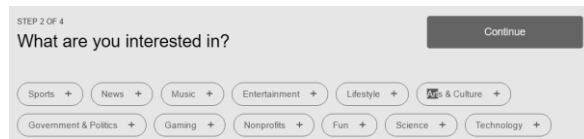


5. Create Pages, Events, Groups, Live Videos
6. To update your Profile, click your name at top
7. Find Friends, accept Friend Requests



Setting up Twitter

1. Full name, real email, password
2. Choose a Username (known as your Twitter Handle)
3. Choose topics of interest
4. Choose who/what to follow
5. Search for people/businesses to follow. Update your profile. Tweet (post a message)
6. Respond to tweet, retweet (with or without quote) to your followers, like a tweet



Resources



You can search Facebook for keywords, hashtags, subjects, names, pages, etc.

- <https://www.facebook.com/fourfreedomcoalition/>
- https://www.facebook.com/ImmigrationVoice/?hc_ref=SEARCH&fref=nf
- <https://www.facebook.com/voterrightsaction/>
- <https://www.facebook.com/lwvberkshires/>
- <https://www.facebook.com/groups/1036456926499643/> (Indivisible Massachusetts)
- <https://www.postplanner.com/get/popular-hashtags-for-getting-new-followers/>
- <https://www.postplanner.com/3-step-social-media-marketing-guide-for-beginners/>
- <https://www.postplanner.com/ultimate-guide-to-facebook-dimensions-cheat-sheet/>

Glossary

- Facebook Profile – your personal page, your posts, about you. People request to “Friend” you
- Facebook Newsfeed – posts from your friends and any pages you have likes and groups you belong to, plus sponsored ads
- Facebook Pages – public pages open to anyone to “Like”. Businesses, organizations, entertainers, etc. use Pages to publicize themselves
- Facebook Groups – Groups of people gathered around a particular topic. You “Join” groups. These can be public, closed or secret. Secret groups are hidden and unsearchable and you must be invited to join them. You must request to join a private group.
- Facebook Events – A specific event that takes place during a specific timeframe (maximum two weeks). Can be public or private (invite only).
- Tweet – posting a 140-character note on Twitter (can include a link to video, picture, website, etc.)
- Retweet – re-posting a tweet onto your Twitter feed.
- Follower – people who can see your Tweets, people who are following you
- Following – people you are following, whose Tweets you can see