



Resources to Attract, Hire,  
and Support Excellent  
Educators in Ohio

## Advanced Social Media Guide

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# Posting Tips for Various Platforms

## Facebook

	Average Frequency	Suggested Times	Image Size (pixels)	Notes
Facebook	1-2x per day	9 a.m. - 1 p.m. <i>(most shares)</i> - 3 p.m. <i>(most clicks)</i>	Cover image: 820x312 Profile image: ≥180x180 Shared image: 1200x630 Shared link: 1200x627	Thursday & Friday – 18% more engagement Saturday & Sunday – 32% more engagement Copy can be slightly longer, more engaging posts For best image quality, use PNGs — especially when images include text Images should contain <20% text <b>Character count:</b> <i>Most effective:</i> 40 characters <b>Native video:</b> ≤120 seconds

## Twitter

Twitter	2-5x per day	- noon - 3 p.m. - 5 p.m. - 6 p.m.	Cover image: 1500x500 Profile image: 400x400 Timeline image: 506x253	Users are 181% more likely to be on Twitter during their commute & on Wednesdays at noon and between 5-6 p.m. No more than 3 hashtags <b>Character count:</b> 280 max, <i>most effective:</i> 120-130 characters <b>Native video:</b> ≤140 seconds
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## Instagram

Instagram	2-3x per week	- 8-9 a.m. - 5 p.m.	Profile image: 110x110 Timeline image: 1080x1080 <i>(no longer limited to square)</i> Stories: 750x1334 <i>(100kb, 15 sec. max.)</i>	Avoid posting 3-4 p.m. Best to post during off-work hours Need to create graphic and video content <b>Character count:</b> ≤125 characters, maximum of 30 hashtags
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## LinkedIn

LinkedIn	1x per day	- 7-8 a.m. - noon - 5-6 p.m.	Cover image: 1536x768 Profile photo: 300x300 Shared image: 1200x627 Shared link: 1200x627	Users are more inclined to read LinkedIn in the morning, similar to a newspaper Character count: post headline – 100, post body – 40,000
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\*These are suggestions, your analytics should guide your strategy! <sup>1</sup>

\*All photos and videos should be taken horizontally. Unless the subject of the photo is uniquely vertical like the Eiffel Tower.

<sup>1</sup> <https://www.socialreport.com/insights/article/115003574046-How-Often-Should-You-Post-On-Social-Media->

## Scheduling Content

One of the many advantages of utilizing social media as a recruiting tool is it allows the user flexibility in scheduling content to be delivered to targeted audiences. With scheduling tools, you can prepare content ahead of time and select optimal times to post that content. Use the posting tips and social media analytics to determine when your target audience is most likely to be using social media.

Commonly used scheduling platforms include:

- [Hootsuite](#)- Integrates with Facebook, Instagram, YouTube, LinkedIn, Twitter, Pinterest, and more for a fee.
- [TweetDeck](#)- Integrates with Twitter. No fee.
- [SocialOomph](#)- Integrates with Twitter for free. Integrates with Facebook, Pinterest, LinkedIn, and more for a fee.
- [MeetEdgar](#)- Integrates with Twitter, LinkedIn, and Instagram for a fee.

## General Tips

### Inspire Investigation

Get followers interested in your school or district, start conversations with followers, promote events and campaigns, and tell stories.

### Proven Strategies

- Create a Facebook page for recruiting events.
- Encourage stakeholder participation and repost from other pages.
- Produce content, images and assets that tell your school or district's story.
- Update social pages during live events with photos, videos, etc.
- Create posts to follow up with and thank donors/participants/applicants.
- Hashtags create a community of support. Use popular or trending hashtags to join larger conversations and cast a wider net.

### Food For Thought

- Is your content relevant to your audience? Does it tell your district's story? Does it pass the "will they care" test?
- Listen & respond to comments and questions.

- Consistently demonstrate the scope and impact of your district’s work across social media channels.
- Engage online ambassadors to spread the word about your district (students, faculty, staff, etc.)
- Utilize your community to provide content & help develop your district’s story (retweets (RT), quote tweets, shares).
- Share resources, articles and blog posts that are helpful to potential applicants.
- Post a good mix of photos, videos and graphics — use [www.canva.com](http://www.canva.com) to create free, quick and easy graphics.
- Tell your supporters you’re active on social media! E.g. Share buttons on email signatures and web pages, as well as printed on all marketing materials.
- Value quality over quantity.

## **Leverage Rich Media**

### Ranking of Media

1. Video
2. Animation
3. Graphics/GIFs
4. Text only

### Benefits of using rich media

- Increased engagement and interaction with your audience.
- The audience is able to view, read or hear your content.
- Your content stands out in cluttered timelines.
- Increased ROI (return on investment) and website traffic.
- Rich media works great on mobile.

## **Additional Resources**

[The 2017 Social Network Image & Video Size Guide](#)

[The Social Media Goldmine for Nonprofits](#)