

**POSTING FREQUENCY****1–4x**  
per week**1-7x**  
per week**2-10x**  
per day including  
retweets &  
replies**4-7x**  
per week**1-7x**  
per week**WHEN TO POST**When relevant to  
audienceWhen audience is  
onlineSpread  
throughout the  
dayWhen relevant to  
audienceDuring business  
hours**OPTIMAL TIMES TO POST****Saturday &  
Sunday**

Noon to 1pm

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**Wednesday**

3pm to 4pm

\*

**Thursday &  
Friday**

1pm to 4pm

**Monday –  
Thursday**Anytime except  
3pm to 4pm**Monday,  
Tuesday,  
Thursday &  
Friday**

Noon to 3pm

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**Wednesday**Noon to 3pm:  
5pm – 6pm**Everyday**

10pm to 1am

**Tuesday**7:30am to  
8:30am; 10am to  
11am; Noon to  
1pm; 5pm to 6pm

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**Wednesday  
& Thursday**7:30am to  
8:30am; Noon to  
1pm; 5pm to 6pm**USE OF HASHTAGS**Limited search  
functionality  
Recommended:**1-2**

per post

Recommended:

**20-30**

per post

Recommended:

**1-2**

per tweet

Not popularly  
used

Recommended:

**1-5**

per post

**BEST PERFORMING CONTENT**

Photos

\*

Videos

Photos

\*

Short Videos

Questions

\*

Multimedia

Fun &amp; playful

\*

Lenses &amp; filters

News

\*

Updates

\*

Articles

**IDEAL VIDEO LENGTH****1 Minute**

for video

**5+ Mins**

for Live video

**30****Seconds****45****Seconds****10****Seconds****1-2****Minutes****CONTENT TIPS**Thumb-stopping  
power

\*

Short & catchy  
videos & images

\*

Respond to  
commentsReal photos of  
real thing

\*

Use hashtags

\*

Single focus of  
Image

Mix content

\*

Retweet

\*

Reply and  
participateCapture  
attention

\*

Showcase  
business or  
product

\*

Fun &amp; light

Positive &  
relevant content

\*

Add images &  
video

\*

Value for  
audience**AUDIENCE BUILDING TIPS**Post Consistent  
and engaging  
content

\*

Boost post

Use hashtags

\*

Engage with  
audienceTweet more  
Often

\*

Use hashtags and  
participateUser-generated  
content

\*

Cross-promote  
on other  
platformsAdd contacts to  
your network  
&Engage via  
comments and  
groups