

# UMERGENCY / IN ONE INSTANT TOOLKIT: SOCIAL MEDIA BEST PRACTICES



## STRATEGIC YOUTUBE MARKETING

- Video creates an emotional connection between user/brands and consumers in a way that text cannot. At least 60% of the Internet is video content at any given time.
- YouTube is the second biggest global search engine after Google.
- The average YouTube video is now approximately 11 minutes in length. YT videos over 5 minutes are viewed at a far lesser rate.



## FACEBOOK BASICS

- Engagement is shown on Facebook through likes, comments, and shares about posts. These factors, in turn, influence how Facebook decides what items to feature in your newsfeed.
- The best time to post on Facebook is after work hours when most users access it.
- Embedding videos on Facebook is more effective than text-based or graphics oriented posts.



## INSTAGRAM ESSENTIALS

- All Instagram content should be Explore-worthy by using Reels video feature (Instagram streams most compelling content into the Explore Page based partly on likes).
- Hashtags are more relevant on this platform than even Twitter. Twitter best practices are 3 hashtags at the most. Instagram can feature more, but still be focused on which you decide to use.



## TWITTER BASICS

- Twitter content should be integrated with Facebook and LinkedIn.
- Because Twitter is primarily used now as a search engine, frequency is essential.
- Like traditional broadcast, Twitter has dayparts and days of the week that are optimal. The best days for businesses to tweet are Monday through Thursday and from 8-10 AM and 4PM EST and PST.