

SOCIAL MEDIA STRATEGY

	Types of Posts	Post Frequency	Times to Post	Networking	Platform Rules	Weekly Time Estimate
Twitter	<p>Industry-related posts:</p> <ul style="list-style-type: none"> - News, blogs, mentions, press releases (1Xweek) -Ask a question/poll about a concern someone may have (something your brand can help with) -Post a motivational quote/image -Share something your brand struggled with and how you overcame it - Share a fact about your industry (demonstrating your knowledge) <p>RT</p> <ul style="list-style-type: none"> - Original post 1xday 	<ul style="list-style-type: none"> - 1-5/Day, M-F - RT x 4/day 	<ul style="list-style-type: none"> 8am – 1pm 1pm – 4pm 	<p>Follow related accounts:</p> <ul style="list-style-type: none"> - Industry-related *Developers *Businesses *Competitors <p>Like/Comment others' posts: 5x as often as you post</p> <p>*Follow Limit</p> <p>Follow all suggested, viable accounts</p> <p>1/week</p> <p>Unfollow unfollowers (unless educational)</p>	<p>#KeyWords</p> <p>2-3 #s per post</p>	<ul style="list-style-type: none"> 30min – 1hr/day 2.5-5 hrs a week
LinkedIn	<p>Industry-related posts:</p> <ul style="list-style-type: none"> - News (blogs, mentions, press releases) -Promo something you offer -Post a motivational quote/image - 	<ul style="list-style-type: none"> 3/week, M, W, F 	<ul style="list-style-type: none"> 8am – 12pm 	<p>Follow related accounts:</p> <ul style="list-style-type: none"> *Businesses *Competitors 	<p>Use relevant #'s suggested</p>	<ul style="list-style-type: none"> 5-10 min/day 15 – 30 min/day

Instagram	<p>Industry-related posts:</p> <ul style="list-style-type: none"> - News, blogs, mentions, press releases -Ask a question/poll about a concern someone may have (something your brand can help with) -Promo something you offer -Post a motivational quote/image -Share something your brand struggled with and how you overcame it -Share a fact about your industry (demonstrating your knowledge) 	1-2/Day M-F	8am – 12pm 2pm -	<p>Follow related accounts:</p> <ul style="list-style-type: none"> - Within Industry - Developers - Businesses <p>*Follow Limit</p> <p>Follow all suggested, viable accounts</p> <p>1/week Unfollow unfollowers (unless educational)</p> <p>Like/Comment others' posts: 5x as often as you post</p>	Use about 13 #s related to industry and post	30min – 1hr/day 2.5-5 hrs a week
Facebook	<p>Industry-related posts:</p> <ul style="list-style-type: none"> - News (blogs, mentions, press releases) - Ask a question/poll about a concern someone may have (something your brand can help with) -Promo something you offer -Post a motivational quote/image -Share something your brand struggled with 	1/Day, M-F	1pm – 4pm		# are not useful	10-30 mins/day 1-2.5 hrs/ week

	and how you overcame it -Share a fact about your industry (demonstrating your knowledge)					
YouTube	- Tutorials/How to - Previews of New Products - Demos of product abilities -	1/week		Follow related accounts: - Within Industry - Developers - Businesses		