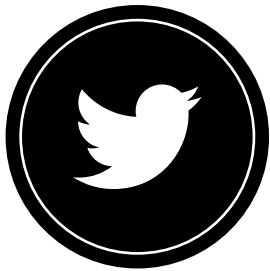


SOCIAL MEDIA CHEAT SHEET 2018

Social media is constantly changing – to keep you up-to-date we've put together a quick and easy to use cheat sheet with some helpful tips.



WHEN TO POST

MTWTFSS
12.00 – 15.00 or **17.00**

Most Retweets: **17.00**
 Most Clicks: **12.00** or **18.00**

IMAGE SIZES



Image Post: **1024 x 576**

Cover: **1500 x 500**
 Profile: **400 x 400**

TOP TIP

Brand recognition through hashtags — Creating a branded hashtag is a great way of tapping into user generated content and engaging with customers easily. This means you won't miss any tweets related to your brand if they only use the hashtag and not your company's Twitter handle.

#GoDo
 #designwithsoul
 #knowyourlemons

WHEN TO POST

MTWTFSS
09.00 – 15.00

Most Clicks: **15.00**
 Most Shares: **18.00**

IMAGE SIZES

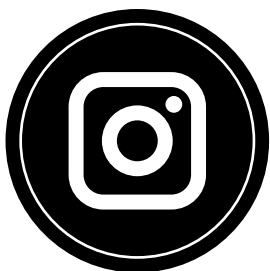


Image Post: **2000 x 2000**

Cover: **1640 x 924**
 Profile: **960 x 960**

TOP TIP

Human Stories — People like people. So whether it's a member of your team raising money for charity, somebody making a great contribution to the company, or even a birthday celebration — let your viewers get to know the people behind the brand for maximum engagement.



WHEN TO POST

MTWTFSS
11.00 – 13.00
19.00 – 21.00

Video Engagement: **21.00 to 08.00**
COMMUTING TIMES are the best
 (07.00 – 09.00 or 16.00 – 18.00).

IMAGE SIZES



Image Post: **1080 x 1080**

Profile: **960 x 960**
 Stories: **1080 x 1920**

TOP TIP

Use hashtags quickly and effectively — keep a pre-organised list of hashtags that relate to your content in your emails or on your phone so they can quickly be copied and pasted into the comments section. You're allowed a maximum of 30 hashtags per post.

#creatives #branding
 #graphicdesign

WHEN TO POST

MTWTFSS
07.00 – 08.00
17.00 – 18.00

Avoid between: **22.00**
 and **06.00**

IMAGE SIZES



Image Post: **2000 x 2000**

Company Cover: **1536 x 762**
 Profile / Company Logo: **400 x 400**

TOP TIP

Educate and delight — Infographics are 300% more likely to get shared than any other content. Label each infographic with your LinkedIn page as the source so viewers can easily find your page.

