










Mile High Websites & Business Solutions

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SOCIAL MEDIA POSTING CHEATSHEET

NETWORK	WHAT TO POST	FREQ	TIPS FOR BETTER ENGAGEMENT
 FACEBOOK <small>RANKED #1</small>	<ul style="list-style-type: none">› Products/Services you offer› Promos/Discounts/Contests› Updates/News/Call-to-Actions	1-2 x DAILY	<ul style="list-style-type: none">› Posts with pictures generate more attention and engagement› Make sure to ask questions that encourage comments› Have a clear call-to-action on each post
 INSTAGRAM <small>RANKED #2</small>	<ul style="list-style-type: none">› Products/Services you offer› Promos/Discounts/Contests› Updates/News/Call-to-Actions	1-6 x DAILY	<ul style="list-style-type: none">› Create engaging images that speak without having to read the caption› Use related hastags to reach a broader audience› Use your Bio link as a push to your opt in page
 TWITTER <small>RANKED #3</small>	<ul style="list-style-type: none">› Products/Services you offer› Offers/Discounts/Deals› Articles/News/Call-to-Actions	3-5 x DAILY	<ul style="list-style-type: none">› Provide information about your services with links to learn more› Use Hashtag research to reach your audience› Share articles that solve a problem you've recently encountered
 LINKEDIN <small>RANKED #6</small>	<ul style="list-style-type: none">› Products/Services you offer› Industry News Articles› Recent Work / Social Proof	2-4 x WEEK	<ul style="list-style-type: none">› Find and join Groups & start building your network by posting & commenting› Reach out to work contacts (past & present) to start your business network› Complete your profile to 100% and share what your working on or learning
 GOOGLE+ <small>RANKED #4</small>	<ul style="list-style-type: none">› Professional News› Promos/Discounts› Testimonials	1-2 x DAILY	<ul style="list-style-type: none">› Use keyword research so you show in Google Search› Use social share buttons to increase post popularity› Use circles and communities to build a following
 YOUTUBE <small>RANKED #7</small>	<ul style="list-style-type: none">› Products/Services you offer› Promos/Discounts/Contests› Updates/News/Call-to-Actions	1-2 x WEEK	<ul style="list-style-type: none">› Video length should be 3 minutes or less› Keep your content fun and informative› Have a clear call to action (eg "Please Subscribe to my channel")
 PINTEREST <small>RANKED #5</small>	<ul style="list-style-type: none">› Products/Services you offer› Product Images & Videos› Lists that link to your products	3-5 x DAILY	<ul style="list-style-type: none">› Create Do it Yourself content› Make sure all products link to a page where you can purchase› Design posts so they are easier to pin