

create  
SOCIALLY.COM

1293 Lancaster Ave. York PA 17403  
717-683-5343

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## Social Media Marketing Guide

## Overview: *Digital & Social Must Be A Strategic Priority*

*Start With The Basics:*

- 1) Identify and plan for what you want the end result of digital and social marketing to be.
- 2) Identify who will execute that plan.

Create Socially can oversee the design and implementation of a strategic and timely overhaul of existing social media, and web presences for your business. We will educate staff and team members on the value of “buy in” concerning not only quality written and visual content, but on engagement in these realms as well. If you want a “done for you” solution, we can accommodate for this as well.\*

We can tailor a focus of your campaign are geared towards the Social Platforms of your choice, using the most effective strategies as they apply on each social media platform.

\* Within Central PA Limits

[\*Explore our Digital Marketing Products Here.\*](#)

## When to Post

# *Best Time To Post On Social Media*

*There is no perfect formula for determining the “best” time to post with 100% full proof accuracy. That being said, the best advice comes from the highest averages based on desired outcomes. In other words, rely on studies that indicate their data is good source material for structuring your campaign or post. Incorporating this advice, along with a little bit o’ good ol’ fashioned trial and error is the lifeblood to any successful campaign.*

*As with any marketing endeavor - the only 100% correct outcome or guarantee is that which has already happened. Just like predicting the weather, the success of your social media strategy works best when combined with a passion for ideal results, and an understanding that experience is the best teacher.*

## **Anatomy Of An Engaging Post**

Timing is only one of several elements that make up a good post. Think of a post you recently saw on Social Media that pulled you in, and drove you to action (like, comment, share, follow a link, tag a friend... etc.) Odds are, the post was clear - it had a concise message, and a call to action.

Consider investing financially into any priority posts/campaigns for better results.

## 3 Facebook Post Categories



### CAMPAIGN

*A unified series of posts promoting a single piece of content or objective.*



### ADHOC

*Stand-alone posts, not part of a unified campaign.*



### CURATED

*Content shared from other sources.*

### **Key Post Elements:**

#### **Post Copy:**

Less is more, be sure any URL links appear in the first 90 characters. Including a question or call to action will help to drive engagement.

#### **Image:**

Be sure your image is either free use or purchased. Organic images work the best. Be sure to check lighting, and ensure your subject is in focus. Typically, square images (300x300 pixels or more) are ideal for multiple formats, but cater to the 70% of viewers using mobile devices to consume content.

#### **Engage:**

Posting is only step one. Be sure to stay engaged and interact with those who comment and share. The amount of comments, "likes," and shares are a good barometer for how effectively your content is being received.

## Facebook

### BEST TIMES

9AM

10AM

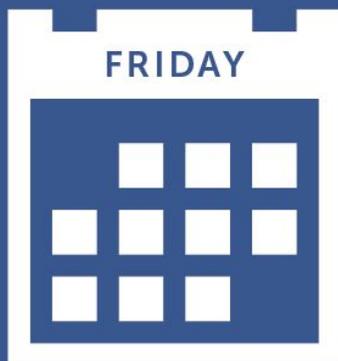
11AM

12PM

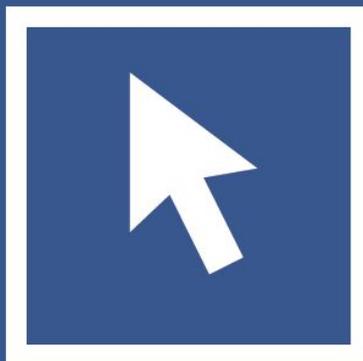
1PM

2PM

3PM



*And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."*



*Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.*

*Quick  
Tip:*

*Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.*

**The "best" time to post on Facebook is on Wednesday at 3pm.**

**Other noted high traffic times are Monday through Friday from noon to 3pm and on Saturday and Sunday from noon to 1pm.**

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## Twitter

### BEST TIMES

12PM

1PM

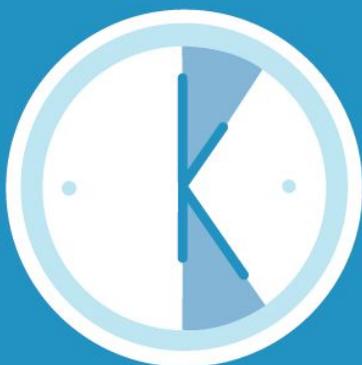
2PM

3PM

4PM

5PM

6PM



*Wednesday around noon and 5-6pm are peak moments during workers' breaks.*



*Twitter users are 181% more likely to be on Twitter during their commute.*

*Quick Tip:*

*Use Twitter Analytics and Followerwonk, to track data on your own followers to find the best times to tweet.*

**The best time to post on Twitter is at 3pm, Monday through Friday.**

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## Instagram

### BEST TIMES

2AM

4AM

6AM

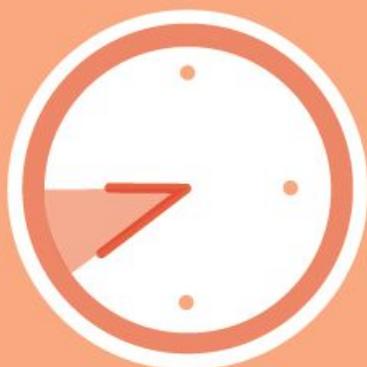
8-9AM

11AM

1PM

3PM

5PM



*The best time to post is between 8-9 am. Avoid posting at 3-4 pm.*



*Posting a video on Instagram at 9 pm gets 34% more interactions.*

*Quick  
Tip:*

*Post content more during off-work hours than during the work day, aside from peak times.*

**The best time to post on Instagram is from noon to 1pm, Monday through Friday.**

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## Benchmarks

- It's important to have a goal in mind when using Social Media to grow your business online. It is highly beneficial to have measurement tools in place to evaluate how effective your social media strategies are for growing your business. Invest time weekly into measuring performance and making necessary adjustments. Consider utilizing a professional marketing firm if you lack the time and expertise to handle this on your own.
- All content, photos, and videos that are to be posted on the social media channels should be unique and identifiable to your brand. Do not underestimate the value of an organic photo - posted as you or your team members go about their work day. Just be sure these photos meet your quality standards, or send them to your marketing firm for posting and editing.

***We are here to help! Ask us about customized digital and social media strategies for your business today. We will work together to evaluate goals, budget, and form a plan to execute.***

Thank you,

**John & Sarah Ellis**

**create**  
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1293 Lancaster Ave. York PA 17403  
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hello@createsocially.com  
CreateSocially.com

### Sources:

<http://wersm.com/anatomy-of-the-perfect-facebook-post/>

<https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>