

What to Post

- ▶ Rule of 3rds – helpful info/promotions/day-in-life
- ▶ Keep it short – 150 characters or less
- ▶ Even shorter with photo – 90 characters or less
- ▶ Photo's 162 x 128 pixels
- ▶ Shareable, smart, personal
- ▶ Consider linking text to blog or website

Best Times to Post

- ▶ 1- 4 pm (80% of population are on CST)
- ▶ Peak time for engagement Wednesdays at 3 pm
- ▶ Worse times after 8:00 pm or before 8:00 am on weekends
- ▶ Thursdays & Fridays see best overall engagement – 18%
- ▶ Mondays and Wednesday morning get the lowest engagement