

Social Media Best Practices

- 1) Tailor your posts for each of your accounts. Each platform has a different ideal image size, primary audience, and limitations on text length.
- 2) Brainstorm content ideas that are timely, relevant to your work, meaningful to you and your audience, and engaging.
- 3) Consider using a social media management tool, such as *Hootsuite*, *Buffer*, or *Later*, to schedule posts and gain insights to improve your account.
- 4) Try to post consistently on your accounts and engage with followers as much as possible.
- 5) Set aside time each month to plan out content for each of your accounts.

