

Social Media Strategy Best Practices

Develop a Social Media Plan

What is it? A social media plan helps an organization determine their target audience, the social networks to join and the type of content to develop and share. Questions to think about initially include, what is the average age of your user? Are they using Facebook or TikTok? What are your resources for creating social posts?

Step 1: Establish Goals & KPIs

Goals are things like organization awareness, driving traffic, community engagement, sales, etc. KPIs are things like comments, likes, shares, follows, engagement rate, etc.

Step 2: Choose the Right Platform

To effectively use social media a organization does not need to use all of the platforms. Choose the platforms that best work for your audience and needs and do them well.

- **Facebook:** 3 billion users, shows the most information about your business, offers advanced posting, can customize the messaging portion, great for information sharing (i.e., breweries being closed for private events). Age breakdown: 13-17: 4.9%, 18-24: 22.6%, 25-34: 29.6%, 35-44: 19%, 45-54: 11.3%, 55-64: 7.1%, 65+: 5.6%
- **Instagram:** 2.35 billion users, inspiration and aspirational content, leaning hard into Instagram Reels, offers advanced posting, big for user-generated content, Stories offer click-thru opportunity. Age breakdown: 13-17: 8.5%, 18-24: 30.1%, 25-34: 31.5%, 35-44: 16.1%, 45-54: 8%, 55-64: 3.6%, 65+: 2.1%
- **TikTok:** 1.67 billion users, vertical videos can be up to 10 minutes, fast-paced and humorous, trends are very important, offers advanced posting, user engagement is a big part of the platform. Age breakdown: 10-19 - 32.5%, 20-29 - 29.5%, 30-39 - 16.4%, 40-49 - 13.9%, 50+ - 7.1%.
- **LinkedIn:** 900 million users, job/career oriented, text and photos dominate the platform, emotional storytelling does best. Age breakdown: 18-24: 21.7%, 25-34: 60%, 35-54: 15.4%, 55+: 2.9%
- **Pinterest:** 463 million users, photo heavy but starting to lean into video, inspirational, big in the wedding industry, click-thru opportunity is huge, offers advanced posting. Age breakdown: 18-29: 32%, 30-49: 34%, 50-64: 38%, 65+: 18%



Step 3: Create a Style Guide & Content Plan

For each platform you need to determine:

- Who are you targeting: Age, location, preferences, etc.
- Posting frequency & type of content: Every day, 4-5x a week, videos, photos, etc.
- Tone & Voice: Informal and playful or serious and direct, etc.
- Comments: How will you handle these, etc.

Step 4: Analyze & Start Again

Create your content calendars around viral and seasonal content. Posts that do well on your platforms should be done again. Organizations should already be planning what is happening three to six months from now. Use the analytics to create your next content calendar and to help you inform your next social media plan.

Organic Social Media Best Practices

Using all of the information above to fit your unique organization is important. However, there are some best practices for social media strategy that can inform and help you with the plan above. A basic tenant of social media: Look at everything you post/put out there as if you are a person who has never heard of your organization before. The other most important thing? Just be consistent. If you decide you're going to post 4x a week on Facebook, you better do that every single week. Algorithms expert patterns.

Types of Content

- All content should look native to the platform you are using. If users get the slightest feeling something is an ad they will scroll away immediately. Use examples from your industry, whoever is doing social media well use that to inform the tone of your posts and the type of posts you make.
- Videos are currently performing the highest of any on social media platforms: 1.25 billion people use Facebook to watch videos in a month, Instagram users watch 17.6 million hours of Reels every single day, more than 1 billion videos are watched a day on Pinterest, etc.
- Photos can do well but they need to be high-quality, – as in not grainy – show people and not be stock imagery.
- Text does well on platforms like Twitter, Threads and LinkedIn. The more human you can make it seem the better.



SEO-Friendly Writing

- When writing posts and captions be sure to use SEO keywords to make sure your content is showing up in Google searches and in the platforms search capabilities.

Tone of Content

- Social media is supposed to be more playful than an email, white paper or presentation. Use the platforms to share important information about your organization but do it in a slightly more playful way. The use of emojis is normal.

Hashtags for Instagram & TikTok

- The more specific you can be with your hashtags the better. Think how people would search for your organization/business and the product. Use three to five of them per post.

Bio/Description

- When crafting your bio/descriptions across all platforms make them similar. Always put the address of the organization (can just be the city and state you are in), a way to contact you (email or phone number), your website and a brief introduction into what you do. Share the information you know people want.

Example:

Museum Of Boulder

Nonprofit organization

The Museum of Boulder at the Tebo Center is open daily from 9am-5pm, and closed on Tuesdays. History Happens Here! Since 1944.

[🔗 museumofboulder.org/calendar](https://museumofboulder.org/calendar)

Frequency of Posting

- The best practice for each platform is to post every single day. However, choosing the platform that is correct for your organization and doing it well is more important. 4-5x a week can work if the content and engagement is right.

Engagement

- The best practice is to respond to each comment you receive on a platform. You should also reshare content from partners and respond to direct messages. Comment on other stakeholders' posts as well. The more users see you interacting, the better off the engagement will be.



Specific Platform Best Practices

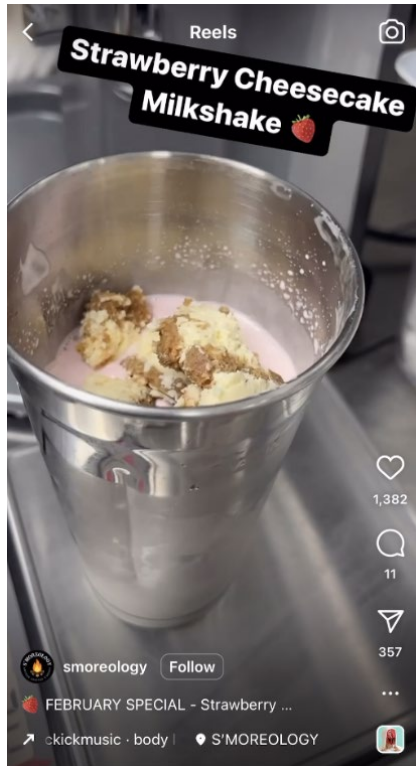
- **Facebook:** Utilize high quality imagery or videography (but make sure it looks like a normal person could have created it), provide a link to your website with every post, ask questions at the end of each post for engagement, utilize storytelling and user-generated content to show off your organization.

Example:



- **Instagram:** Utilize text on top of videos and closed-captioning for Reels, employ storytelling in long-form captions, avoid reposting vertical videos with TikTok logo, showcase people interacting with your organization.

Example:



- **TikTok:** Utilize text on top of videos and closed-captioning, capture users in the first two seconds of the video, participate in trends only if they work with your organization, have fun.





[on this video >>](#)



- **LinkedIn:** Focus in on human-storytelling about experiences with your organization, highlight employees, post timely/factual information about job opportunities.


Example:


 **The Metropolitan Museum of Art** + Follow ...
344,243 followers
1w · 

Farewell summer, hello new opportunities 🙌

As the sun sets on summer fun, autumn is the perfect time to start fresh with an exciting career change. We're always hiring at The Met!

Check out job openings at the Museum that match your skills and interests:
met.org/45UEjXD



 172 12 reposts



- **Pinterest:** Use Pinterest Trends to dictate what you plan to post from month to month, use high-quality imagery (this doesn't need to look like the average person created it, in fact better if it doesn't).

Example:

