

POSTING ON TWITTER & FACEBOOK: THE BASICS



TWITTER

Tweets can only be 140 characters long (Twitter is currently testing a 280-character limit, but this is only available to some users until further notice).

Each Tweet should contain 1 or 2 **HASHTAGS**.



Hashtags are words beginning with the # symbol, ex: #hashtag.

With the # symbol, the hashtag becomes a link that users can click on.

When you click on a hashtag, Twitter will show you all Tweets containing that hashtag.

Hashtags are useful tools because they can help more people find your posts, encouraging them to click on your links and potentially become customers.

Hashtags should flow naturally throughout the Tweet. Avoid using more than 2 hashtags in a Tweet, as more can make your post appear spammy.

LINKS should be shortened using [Bitly.com](https://bitly.com).

Regular links can use too many of your characters. Shortening links makes it easier to include them in Tweets with descriptive and engaging copy that features relevant hashtags.



If you're linking to a page on your own website, you should refer to it as "our blog," "our infographic," etc.

If you're linking to a page on another website, you should **MENTION** the source in your Tweet.



A mention is when you link to another Twitter user in your Tweet.

To mention another Twitter user, simply type the @ sign and then their exact username.

When you mention another account, the name becomes a clickable link that leads to their Twitter profile.

When you mention another account, that user will be notified of your Tweet.

You can also mention other Twitter accounts when you're asking them to **RETWEET** your Tweets.



Retweeting means reposting someone else's Tweet onto your own profile.

You can Retweet the Tweet as is, or add your own message to the top of the Tweet.

Asking influencers to Retweet your Tweets is a great way to get more visibility.

INFLUENCERS are accounts in your industry that have a lot of influence over your desired audience.

Influencers can be professional organizations, magazines, blogs, bloggers, TV personalities, athletes, and any other Twitter users with large followings and active accounts.

Interacting with other Twitter accounts is important. When you like and follow others, they're more likely to like and follow you.

Follow accounts that are relevant to your business.
This provides great sources of information that you can Retweet and share with your own followers.

LIKE Tweets.



Twitter has a “heart” icon that allows you to like Tweets.

When you like a Tweet, the original poster will be notified.

All of your liked Tweets can be found under the “Likes” section of your profile.

TWEETS WITH IMAGES receive 150% more Retweets than Tweets without images.

ANATOMY OF A TWITTER POST

The diagram shows a Twitter post from SCL Consulting (@SucceedwithSCL) with the text: "There are 3 habits that every #smallbusiness owner should have! Discover them on this @smallbiztrends post: buff.ly/2xnXzMx". The post includes an image of business-related icons. Callout boxes point to the following elements: NAME (SCL Consulting), USERNAME (@SucceedwithSCL), HASHTAG (#smallbusiness), @MENTION (@smallbiztrends), LINK (buff.ly/2xnXzMx), and IMAGE (the business illustration).

COMMENT

RETWEET

LIKE

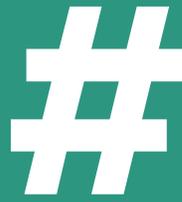


FACEBOOK

Facebook posts don't have a character limit, but after 210 characters, your post will be hidden and other users will have to click "See More" to read the entire post.

It's best to stick to 210 characters or fewer, as you want to grab people's attention quickly and encourage them to click the link or interact with your post.

Each Facebook post should contain 1 **HASHTAG** when applicable.



Hashtags work the same way on Facebook as they do on Twitter.

Research has found that more than 1 hashtag makes Facebook posts appear spammy, so it's best to stick to just 1 for each post.

Links should be shortened using [Bitly.com](https://bitly.com).

If you're linking to a page on your own website, you should refer to it as "our blog," "our infographic," etc.



If you're linking to a page on another website, you should **MENTION** the source in your Facebook post.



To mention an account on Facebook, you must type the @ sign and then their Facebook name.

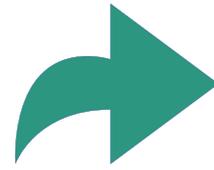
For [Pennington Creative](#), this would be @penningtoncreative.

After typing most or all of the name, a list will appear with all of the account names that are close to or completely match what you have typed.

Select the correct account and it will then become a link to that account's profile.

You must type the account name to turn it into a link. Simply copying and pasting the name or entire post into Facebook will not make a link, and the name will appear as "@username" in regular text.

You can also mention other Facebook accounts when you're asking them to **SHARE** your Facebook posts. Sharing means posting someone else's Facebook post onto your own page for your fans to see.



Interacting with other Facebook accounts is important. When you like other accounts and engage with their content, they're more likely to do the same.



LIKE ACCOUNTS that are relevant to your business. This provides great sources of information that you can share with your own fans.

When you visit a Facebook page, you can press the "..." located under the banner photo.

From here, you can "Like as Your Page," which will allow you to like the page as your business, instead of from your personal profile.

LIKE FACEBOOK POSTS.

You can like posts and leave other sorts of reactions and comments.

FACEBOOK POSTS WITH IMAGES see 2.3X more engagement than those without images.

ANATOMY OF A FACEBOOK POST

HASHTAG

IMAGE

LINK

@MENTION

