

● Social Media Content Best Practices ●

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Hashtags

- Facebook: 0-2*
- Instagram: 8-11
- Twitter: 0-2
- LinkedIn: 1-2*
- Pinterest: 1-2*

*Test hashtags on these platforms to see if it helps engagement and discovery for your content.

100

Character Count

Facebook

Limit: 63,206

Ideal: 40

Instagram

Limit: 2,200

Ideal: 125

Twitter

Limit: 280

Ideal: 120-130

LinkedIn

Limit: 600

Ideal: <600

Pinterest

Limit: 500

Ideal: 200

50%

Content Mix

Golden ratio – 30/60/10

- 30% Owned - your own content – informative blogs, videos, infographics
- 60% Curated – from valuable and relevant 3rd party sources
- 10% Promos – sales, events, new product or service