



Best Practices for Social Media

Post Types & Functionality



- What to post – images/graphics (size/shape), videos, links, hashtags and emojis
- When to post – time and frequency
- How to engage – mentions, hashtags and emojis

“It is not technology which determines whether or not communication is authentic, but rather the human heart and our capacity to use wisely the means at our disposal.”

Pope Francis

Mentions



- If an active account exists, you should tag the person, place or thing you plan to post about.



Orlando Diocese @OrlandoDiocese - Jan 13

“Even when the journey is uncertain & you fall, God, rich in mercy, will extend his hand to pick you up.” @Pontifex bit.ly/2jrcEah



Orlando Diocese @OrlandoDiocese - Jan 12

Going to @March_for_Life St. Augustine or Washington D.C.? Share your photos with #marchforlifedoo or smedia@orlandodiocese.org.



Hashtags



- Purpose across platforms
 - Twitter: to categorize
 - Instagram: to build community
 - Facebook: both

- Rules of thumb
 - Use to emphasize a visual
 - Facebook: use 0 – 2 hashtags per post
 - Twitter: use 1-2 hashtags per post
 - Instagram: use 1-5 hashtags per post

Diocese of Orlando
Published by Christine Young [?] · January 15 at 9:01am · 🌐

Sunday is a day of rest. Rest in the Lord by participating in the celebration of #Mass.

MAY THE BODY OF CHRIST
BRING US TO
EVERLASTING LIFE

3,975 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Wendy LaChance Swanson, Johnnie Devillier and 76 others Top Comments ▾

17 shares

Emojis



- Use sparingly and when appropriate/relevant to your post



Different Emojis



Apple

Google/Android

Samsung



Average Lifespan of Posts



- Facebook post: about 14 hours
 - Tweet: just over 4 hours
 - Instagram post: about 21
- According to Facebook, each time someone visits their News Feed, there are an average of 1,500 potential stories.
 - Only about 57% of these posts are ever seen.

Questions to Consider



- Who is your post for?
- What is the purpose of the post?
- Where are you posting?
- When are you posting?
- Why is the post relevant?
- How will you share the post?

Sharing an Image/Graphic



Horizontal/square images appear best across multiple platforms.

Facebook

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Instagram

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🤍 💬 📌

♥️ **oviedocatholic, franciscanmissionaries and 33 others**

orlandodiocese Sunday is a day of rest. Rest in the Lord by participating in the celebration of #Mass.

Twitter

Orlando Diocese @OrlandoDiocese · 3d

Sunday is a day of rest. Rest in the Lord by participating in the celebration of #Mass.

Social media posts with visuals deliver 180% greater engagement.

Sharing an Image/Graphic



- Vertical artwork appears best with text to the right or left.
- Text appears best over muted or uncluttered space.



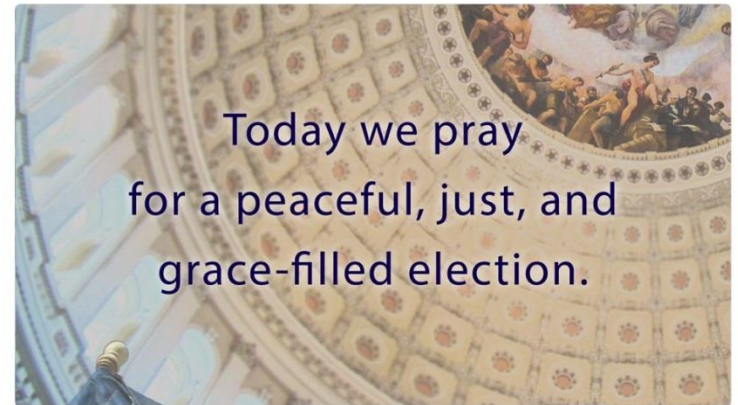
Orlando Diocese @OrlandoDiocese · 12/8/16
Blessed Virgin Mary, pray for us! #ImmaculateConception



1



You Retweeted
US Catholic Bishops @USCCB · 11/8/16
Join today's #CalltoPrayer on #ElectionDay at usccb.org/pray



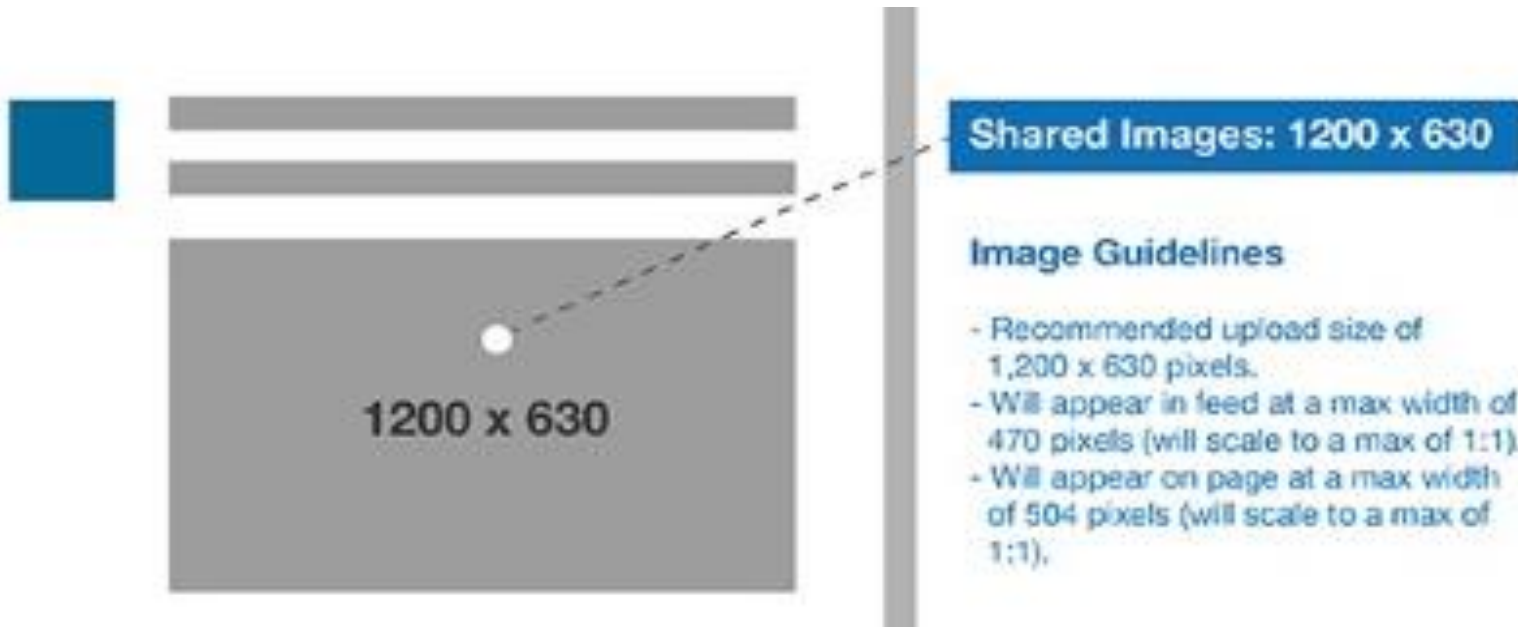
12 140 168

Tweets with images receive 150% more retweets.

Image/Graphic Sizes



- Facebook: 1200x630



Shared Images: 1200 x 630

Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

Image/Graphic Sizes



- Twitter: 440x220

In-Stream Photo: 440 x 220

Image Guidelines

- Min to appear expanded
440 x 220 pixels.
- Max to appear expanded
1024 x 512 pixels.
- Appears in stream collapsed at
506 x 253 pixels.
- Max file size of 5 MB for photos,
and 3MB for animated GIFs.

Image/Graphic Sizes



- Instagram: 1080x1080

**Photo Thumbnails:
161 x 161**



Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo - Make sure to maintain an aspect ratio of 1:1 ratio.

Photo Size: 1080 x 1080

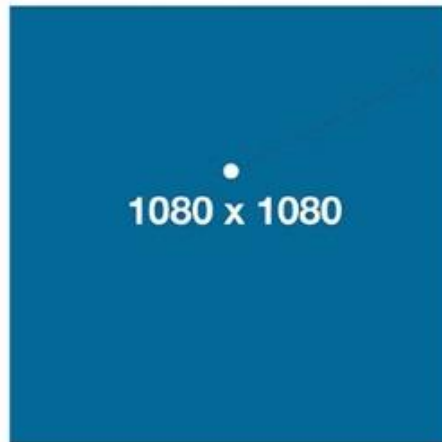


Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

Sharing a Video



- When possible, upload the video to Facebook instead of sharing the link.

Uploaded:

Diocese of Orlando
Published by Christine Young (?) · December 24, 2016 at 8:00pm · 🌐

Pray with us this Christmas that God gives us a heart to love Him, so that our lives may reflect the image of His son, our Savior.

32K Views

👍 Like 💬 Comment ➦ Share

Victoria Sosa Kiniry, Elide Sanchez Silva and 960 others Top Comments ▾

Shared:

United States Conference of Catholic Bishops
November 4, 2016 · 🌐

Pope Francis' Video Intention focuses on countries welcoming refugees and migrants:

Pope Francis' prayer intentions for November 2016

The Pope Video is a global initiative developed by the Pope World Prayer Network (Apostleship of Prayer) to assist in the dissemination of monthly intentions...

YOUTUBE.COM

Sharing from Vimeo



Sharing from Vimeo



Share this video [X]

Link

Social [Facebook] [Twitter] [Google+] [Tumblr] [Pinterest] [Reddit]

Send email

Embed [+ Show options](#)

```
<iframe src="https://player.vimeo.com/video/196514177" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen>
```

This video will be embedded at 640 pixels wide.
This embedded video will include a text link.

Message 2016
1 month ago

More from Diocese of Orlando
 Autoplay next video

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YouTube

diocese of orlando

Life is Precious.

0:01 / 1:16

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<https://youtu.be/4mL7V7ez6l4>

Start at:

Sharing from YouTube



- Uncheck the box that allows suggested videos after the video finishes

Video size: 560 × 315 ▼

- Show suggested videos when the video finishes
- Show player controls
- Show video title and player actions
- Enable privacy-enhanced mode [?]

By displaying YouTube videos on your site, you are agreeing to the YouTube API terms of servi

SHOW LESS


Sharing a Link



Facebook

Diocese of Orlando
Published by Christine Young [?] · January 14 at 11:00am · 🌐

Help make the journey to priesthood possible by supporting our Annual Seminarian Collection Jan 21-22.



Seminary Tuition Out of Reach for Many Young Men – Diocese of Orlando, Florida

The child of Army parents, Zachary Parker spent his childhood moving from place to place. He lived in Japan, Germany, New York, and Alabama, before answering...

ORLANDODIOCESE.ORG

1,573 people reached Boost Post

👍 Like 💬 Comment ➦ Share

👤 Robert Pezanowski, Elsa Durán and 26 others

3 shares

Instagram

+ 👤 orlandodiocese ⚙️



♡ 💬 📍 📌

♥️ **oviedocatholic** and 19 others

orlandodiocese Live Faith Fit in 2017! Find daily inspiration through the saints, Scriptures and more in our Faith Fit App. www.befaitffit.org

🏠 🔍 + ♡ 🌐

Twitter

Orlando Diocese @OrlandoDiocese

Help make the journey to priesthood possible by supporting our Annual Seminarian Collection Jan 21-22. orlandodiocese.org/e-scroll/archi ...

Orlando Diocese @OrlandoDiocese · Jan 10
How can we encourage each other to grow as disciples of Jesus? Find out this Friday-Saturday!



Ministry Professionals' Gathering: Intentional Disci...
INTENTIONAL DISCIPLESHIP This seminar will focus on equipping Catholics to walk alongside one another in order to grow as disciples of Jesus. featuring Catherine of S...
eventbrite.com

Articles with images get 94% more views than those without.

Promoting an Event



- Begin promoting 4 to 6 weeks out. Post at least once a week
- Host the majority of event details on your website and share the link
- Highlight the name, date and registration deadline
- Rule of 3 main posts about the event
 1. Invite/Save the Date
 2. Highlight the purpose or speaker/special guest
 3. Remind followers – especially about a registration deadline
- Follow up with a recap and photo collage the day of/after the event.

Best Times to Post



	FREQUENCY	WEEKDAYS	WEEKENDS
FACEBOOK <i>Interaction peaks during the afternoon slump</i>	At least 1 post per day <i>*2 – 3 hours btwn posts</i>	Mon – Fri 9 a.m. & Wed 1 – 4 p.m.	After 8 a.m. & 12 – 1 p.m.
TWITTER <i>Checked during downtimes like lunch & breaks</i>	1-10 posts per day <i>*1 hour btwn posts</i>	Mon – Fri 12 – 3 p.m. & Wed 5 – 7 p.m.	After 8 a.m. & 12 – 1 p.m.
INSTAGRAM <i>Scrolled through during any free time, day or night</i>	1 – 2 posts per day <i>*2 – 3 hours btwn posts</i>	Mon – Fri 8 – 9 a.m. & 12 – 1 p.m. & 2 a.m.	2 a.m. & 8 – 9 a.m. & 5 p.m.

Resources



<http://coschedule.com/blog/best-times-to-post-on-social-media>

<https://www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph>

<http://www.business2community.com/infographics/best-time-post-content-social-media-infographic-01625128#4VmWSII4YzGG4yxc.97>

<https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>

<http://coschedule.com/blog/how-often-to-post-on-social-media/>

<https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

<https://www.addthis.com/academy/6-social-media-best-practices-you-should-know/>

<http://freshsparks.com/social-media-best-practices-for-business/>

<https://blog.bufferapp.com/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many>

<https://thinkbonfire.com/blog/social-media-best-practices-infographic/>