



FEBRUARY 2025

SOCIAL MEDIA BEST PRACTICES + RESOURCES

A faint, light gray background illustration of a city skyline. In the center, a large sun is rising, with its rays extending upwards and outwards. Below the sun, the silhouettes of various city buildings and structures are visible, including a prominent dome-shaped building. The entire illustration is rendered in a minimalist, line-art style.

PREPARED BY GOOD GRACKLE MARKETING + COMMUNICATIONS
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GOALS + SOCIAL MEDIA

SET SOCIAL GOALS BASED ON YOUR BUSINESS GOALS



1 **EXAMPLE:** Launch Facebook, Instagram and LinkedIn

2 **EXAMPLE:** Educate audience about services and products

3 **EXAMPLE:** Increase followers and engagement



Goals may evolve over time. For example, you may want to set a goal to increase website traffic, or add clients to your email list.

VISUALS + SOCIAL MEDIA

PHOTOS + VIDEOS



Consider investing in professional photos so you have a library for social media, your website, and other marketing collateral

Utilize bright, clear photos of your work and any other subjects you are posting photos of (find iPhone photography tips [here](#))

Use photos and videos with people in them when possible (this can be you, a happy customer, etc.)

Try a mix of posting videos, static photos, [carousels/slideshows](#) for Instagram (slideshows can be downloaded as a video file on Canva for other platforms), and graphics to see what receives more engagement

Experiment with long- and short-form video, videos with voiceover, and use captions whenever possible

Explore [alt text](#) for the photos you post and use it as a tool for accessibility and search engine optimization

POSTING + SOCIAL MEDIA

POST CADENCE PT. 1

It's no secret that **posting consistently over time** is key to building an audience on social media, along with relevant content that resonates with your followers. Aim for 3-5 posts per week to stay top of mind with your audience, and keep them informed about what your business is up to! It's perfectly acceptable to post the same content across all three platforms.

The best days and times to post on social media will vary depending on the platform and audience, but some current general guidelines are:

- **Facebook:** Weekdays, mid-morning
- **Instagram:** Weekdays from about 10 a.m. to 2 p.m., and until about 4 p.m. on Tuesday and Wednesday
- **LinkedIn:** Tuesday-Thursday around 10 a.m.



Don't stress too much about posting time. As with all things social media, experiment to find out what works best for your business and audience. Consistency is key.

POSTING + SOCIAL MEDIA

POST CADENCE PT. 2

Utilizing a social media planner and/or content calendar can help you stay organized and see the bigger picture where your messaging is concerned. There is no one-size-fits-all template for this. You may like Excel or Google Sheets, or maybe you prefer analog methods, like writing it on a calendar or whiteboard.

Try a Google search for “social media planner calendar” for ideas and free templates from a variety of reputable online resources!



Post content should be prioritized based on importance, impact, timeliness, and relevancy. When necessary, consider shifting or rescheduling posts based on priority. If additional posts are needed one week, it is recommended to add extra post days rather than posting more than once per day.

CONTENT + SOCIAL MEDIA

POST IDEAS

Services or Products

- Showcase your latest products or services through photos, videos, and Instagram slideshows
- Time lapse video of a project you're working on
- Before and after photos or videos
- Talk through your processes in a video with voiceover
- Tell the story of your journey into this business through photos/videos
- Posts about hiring if you have employees

Testimonials

- Video or photos of people and your product or service
- Written testimonials turned into graphics
- Testimonials from your employees

Education

- Teach the audience about what you do
- Educate about your product or service
- How you differ from similar businesses
- Educate about unique equipment you might use



Aim for a call to action in your posts, and when appropriate, lead the audience to your website to increase site traffic.

ENGAGEMENT + SOCIAL MEDIA

BUILDING A COMMUNITY



Some best practices across platforms for user engagement include:

- Respond to direct messages as soon as possible and consider an auto response message to ensure a quick initial response
- Take action on positive post comments by liking the response and commenting back
- Respond to questions or questionable posts on the page as soon as possible
- Respond to negative feedback with a positive spin or education/information when possible
- If reposting content or photos/videos from another social media account, reach out through direct message to request permission; give credit by tagging them when possible
- Encourage followers to utilize branded hashtags for the page
- Research hashtags that are trending in your industry, and capitalize on those trending on holidays and during special events

OPTIMIZATION + SOCIAL MEDIA

HIGH LEVEL TIPS

- Define your brand's mission statement—your “why.” What do you do, and why do you do it? What inspires you? Utilize this statement to fuel your content, from the photos that you take to the copy you write, and your tone in video voice overs.
- From the mission statement, and considering your products and services, what keywords can you work into your social profile pages (i.e. “about me”), post copy, alt text, captions, and website that will help people find you?
- Take some time to create a mood board and/or a word cloud with images, words, quotes, colors, aesthetics, and anything else you can think of that you want your audience to associate with your brand. Allow this to guide social graphics, fonts, tone, website iterations, and content you create.
- Build recognition into your posts, videos, and copy. This will look like consistently using the same fonts, color palette, photo editing presets, and other stylistic considerations. When your audience sees your content, you want them to know it was produced by you.
- Make sure to include yourself in your videos and posts as another avenue to connect with your audience on a human level.
- Engage with other brands you align with, and where you might find your audience. Like posts, leave comments, and maybe even send a message to a brand you want to collaborate with.
- Research content you want to emulate. This is a great way to see what types of content your target audience resonates with, and can inspire ideas for your social media.

OPTIMIZATION + SOCIAL MEDIA

PLATFORM-SPECIFIC OPTIMIZATION

- Use Instagram Reels thumbnails (a template has been created for you in Canva) so your videos are easily identifiable if someone is browsing your content. This conveys brand recognition and consistency, building trust with your audience. Check out more Instagram Reels tips here.
- Utilize your Instagram/Facebook Stories up to seven times a day to share in-the-moment content (i.e. “We just completed this job, what do you all think?”), or behind-the-scenes peeks at your day-to-day, and try to include links to your website when appropriate. Stories are also an amazing way to utilize Highlights on your Instagram profile page to showcase important brand information and answer frequently asked questions. Creating thumbnails for your profile Highlights is another great way to make your profile look clean, professional, and credible (the Reels thumbnail template can also be used for this purpose).
- Work key hashtags into your Facebook, Instagram and LinkedIn strategies. A hack to save time is to keep your regular hashtags saved in a note or document on your computer and phone, and copy/paste them into your posts. Then add post-specific hashtags as needed.
- Consider using location geotags on your posts on Facebook and Instagram. This feature can help you connect with local audiences, increase visibility, and drive foot traffic to a physical location. It can also improve SEO, increase engagement, and boost credibility.



Dig deep into microstrategies and tips for each platform through a Google search. Check out Social Media Examiner's YouTube for truly niche tips and hacks! For example, utilizing trending audio for your posts to gain reach, but turning the audio all the way down so you can still use your voiceover.

PROFILE PAGES + SOCIAL MEDIA

OPTIMIZE WITH IMPORTANT INFO

Consider the following when updating your social media profile/bio pages on Instagram, Facebook and LinkedIn:

- List your website, or the best way for your audience to get in touch with you, and a call to action
- If you have more links other than your website, try a link management system like Linktree
- Use SEO-friendly keywords in your bios and descriptions
- Pin relevant or important posts when appropriate
- Aesthetically organize your Instagram Highlights to answer your audience's top questions
- Review your profile pages regularly to make sure the information is up-to-date

META + SOCIAL MEDIA

HOW TO POST ON META BUSINESS SUITE PT. 1

Here's how to use Facebook (Meta) Business Suite to schedule posts (information from [Sprout Social](#)).

Create and schedule a post using Meta Business Suite:

1. Go to Meta Business Suite from your desktop.
2. Go to Content or Planner. You can also go to Home.
3. Click Create post.
4. Select where to schedule a post: Facebook Feed, Instagram Feed, or both.
5. Enter your post details, including text, media, and an optional link and location.
6. Add an optional Feeling/activity, location, messages button or link to your post for Facebook-only posts. You can also run an A/B test.
7. (Optional) To publish the post later, click Schedule.
8. Select your Privacy settings and whether you want the post to be Public or Restricted.
9. Preview your post on the right. You can also see how it will look on Facebook compared to Instagram or on desktop compared to mobile.
10. (Optional) Select whether you want to Boost the post, which will create an ad with the post.
11. Click Publish. If you choose to Boost the post, you'll see another screen with more selections.



Watch [this short video](#) for a Meta Business Suite tutorial as well.

META STORIES + SOCIAL MEDIA

HOW TO POST ON META BUSINESS SUITE PT. 2

Here's how to use Facebook (Meta) Business Suite to schedule Stories (information from [Sprout Social](#)).

Create or schedule a Story:

- Tap the post-creation tool to create a new Story.
- Add media (such as pictures and videos). You can also select multiple images at once. (Optional) Add text, stickers, gifs and more. You can reposition and resize them on your screen.
- Tap Share On.
- Select the placement of your Story. You can select your Facebook Page, Instagram account or both.
- Select an option:
 - To publish your Story immediately, tap Share.
 - To schedule your Story to publish later, tap Schedule for later.
 - Select the date and time.
- Tap Done.
- Tap Schedule to finish.



When budgets permit, give paid social **advertising** a try! Learn more about it on [Hootsuite](#), [Semrush](#), and [Sprout Social](#).

RESOURCES + SOCIAL MEDIA

HOW-TO GUIDES

How to Use Meta Business Suite

Meta Business Suite is the most efficient way to manage your Facebook and Instagram accounts. You can easily post to both accounts at the same time, explore your analytics, run ads, share responsibilities, and more.

How to Use LinkedIn for Business

How to Use Canva: A Beginner's Guide

Canva is incredibly versatile and easy-to-use. You can use it for graphic design, video editing, social media posting, QR code generation, and a lot more.

Canva Guide to Designing from Scratch

How to Create a Reel in Canva

How to Use Templates in Canva

How to Use the Canva Mobile App



This is by no means an exhaustive list of the training resources available! Find your favorite social media education content creators, and subscribe to their updates!

RESOURCES + SOCIAL MEDIA

WAIT, THERE'S MORE!

Sprout Social Blog

This is a great place to look up best practices, find the latest trends, and see how social algorithms are changing.

Hootsuite's Blog

Hootsuite also has up-to-date posts with useful info like optimal social media image sizes and plenty of tips for businesses.

HubSpot

HubSpot is a fantastic resource for organizational templates like editorial calendars, marketing plans, and content strategies, as well as how-to blogs on a wide variety of topics.

OpenAI

Are you feeling stuck on the copy you're trying to write, or need help with alt text for a photo? Have OpenAI/ChatGPT (or another large language model) give you some ideas!

Social Media Marketing for Beginners

SOCIAL MEDIA BEST PRACTICES

FEBRUARY 2025



YOU CAN DO IT!

And if you ever need extra support
with your marketing and communications
efforts, Good Grackle is here to help!

The logo for Good Grackle Marketing + Communications is centered in the lower half of the page. It features the words "GOOD GRACKLE" in a large, bold, sans-serif font, with "MARKETING + COMMUNICATIONS" in a smaller font below it. The background of the entire page is a light gray silhouette of a city skyline, including a prominent dome-shaped building. A large, faint sunburst or sun rays graphic is positioned behind the logo, radiating outwards.

**GOOD
GRACKLE**
MARKETING + COMMUNICATIONS

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