

TIP SHEET

social media: beyond the basics

Link back to your website whenever possible



FACEBOOK

Post 1-2 times per day.

Best times: 6:30 to 7:30 a.m. and 4-5 p.m. CST
Best days: Tuesday and Sunday

Think headline.

Get attention, then provide a clear call-to-action.

A picture is worth 1,000 words.

Don't treat it like Twitter.

Less is more.

Pose a question or action.

Promotes readers to share/engage.

Keep a steady voice.

Consistency is key.



LINKEDIN

Post two times per week.

Best times: 6-7:30 a.m. and 4-5 p.m. CST
Best days: Monday and Friday

We mean business.

Share business-related articles and relevant industry topics.

Get personal.

Use your personal LinkedIn account to gain respect and reliability within the industry.

Contribute.

Give insight to discussions relevant to your industry.

Create a gathering place.

Use your company page as a place where industry leaders can go to for news and to find jobs.



INSTAGRAM

Post 2-3 times per week.

Less is *even* more.

Put your best foot forward.

Post photos of your equipment.
Vary the shots (close-up or from afar).

TWITTER



Post 5-7 times per day.

Best times: 1-3 p.m. CST
Best days: Tuesday and Wednesday

Loosely follow the 4:1 rule.

For every 4 original tweets, aggregate or RT once.

Use TweetDeck to schedule tweets.

Keep 'em up and running even on weekends.

Tweet news items.

Differing from Facebook, tweet these daily.

A picture is (still) worth 1,000 words.

They're not necessary, but use them when possible.

#Hashtag.

Search hashtags for relevancy
Use one per tweet.

Be a tease.

Tweet teasers for upcoming promotional materials.

BLOGS



Post 1-3 times per week.

Best times: 10 a.m. to 12 p.m. CST
Best days: Monday, Friday and Saturday

The long and the short of it.

A strong 300 words will beat a weak 800 words.

Kick your shoes off.

Relax, share your opinion, be informal.

TOPICS OF INTEREST

Equipment.

Focus on safety practices, labor & materials efficiency, maintenance & repair routine and how you manage the business side (finance, insurance, etc.)

How-To.

Good for tips, tricks, steps & how-to articles.