





## Who uses it?


 Facebook is one of the most popular social media sites available, with nearly 70% of U.S. adults reporting regular use. Majority of users are over the age of 25.

 About 23% of U.S. adults use Twitter. It is primarily used for latest news and updates. Journalists and politicians frequently communicate to their audiences this way.


## How often to post?


 The frequency of Facebook posts depends on your audience size.

- <1k followers, post 1-3 times a week.
- 1-10k followers, post 3-7 times a week.
- >10k followers, post 5-12 times a week.

 Post at least once a day. Space out your tweets by at least an hour if possible. Take advantage of tweet threads if trying to tell a longer story that requires more than the character limit.

## When to post?

 The most engagement on Facebook happens Tuesday-Thursday between 8 a.m. and 3 p.m. The avg. best time to post is 9 a.m.

 The most engagement on Twitter happens on weekdays with the peaks being Wednesday and Friday. Best engagement is usually before and after the peak times of 9 a.m. - 1 p.m.



## Quality over quantity

You don't need to post multiple times a day as long as what you're posting is quality, interesting stuff. This can be urgent information or evergreen content.

## A picture is worth 1000 words

Sharing information visually with photos and videos can grab the user's attention and make them more likely to engage with your content. Show faces as much as possible so that your audience can see the people behind the work you do. Avoid static or posed photos as much as possible. Change your cover photo frequently to tell your evolving story.

## Use a conversational tone

Your audience wants to know there's a person behind the posts. Posts with a personal tone or clever language receive 120% above average engagement. Be sure to keep your "voice" consistent across all social media platforms.

## Consider your writing style

Share the necessary information in the least amount of words possible and use active voice sentence structure. This will help keep the attention of your audience in an easy to understand way. Try to use capital letters and emojis sparingly

## Engagement is the name of the game

Start conversations by including prompts or questions for your audience. Use the reply feature to answer questions or thank members for sharing their thoughts. Crowdsource content by calling for photos or testimonials and reshare or featuring the best responses on your website.

## Scheduling is your friend

You can schedule posts directly in Facebook and Twitter in advance or use a third party scheduler like Hootsuite. Be strategic in the times you post and avoid times ending in :00 and :30. Scheduled content can include things like meet the team, holidays or observational days, energy conservation tips, etc.