The most effective Posts, Tweets and Pins

— DON’T WASTE TIME POSTING, TWEETING AND PINNING HAPHAZARDLY —

Your time is very valuable as a small business owner. It is important to fully understand the strategies behind social marketing to reap the greatest benefit. Start by studying the anatomy of the perfect post, tweet and pin, and you’ll be on the right track to success on all of your social media outlets.

FACEBOOK

Each Facebook page is unique, which is why different posts work well for different pages. The level of engagement you receive per post depends a lot on your audience and the way that they consume information. Although there is no tried and true formula, there are some best practices for you to follow when posting as your business page. Keep these tactics in mind the next time you post an image, link or status update on your store’s Facebook page.

Anatomy of the Perfect Status Update

<table>
<thead>
<tr>
<th>Your Business Name</th>
<th>August 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post on Thursday and Friday for better engagement. Up 18% from other days of the week (via Buddy Media study).</td>
<td></td>
</tr>
<tr>
<td>Like · Comment · Promote · Share</td>
<td></td>
</tr>
<tr>
<td>4 people like this.</td>
<td></td>
</tr>
<tr>
<td>Sam Scott</td>
<td>Did this rule apply to Twitter and Pinterest, too?</td>
</tr>
<tr>
<td>August 11 · Like</td>
<td></td>
</tr>
<tr>
<td>Your Business Name</td>
<td>Yes, Sam – this rule applies to all social media. Great question, thanks for asking!</td>
</tr>
<tr>
<td>August 11 · Like · 💪 12</td>
<td></td>
</tr>
<tr>
<td>Write a comment...</td>
<td></td>
</tr>
</tbody>
</table>

CALL TO ACTION

If you want your fans to take action from your status, include your call-to-action (CTA) in the first sentence.

MAXIMIZE ENGAGEMENT

For the best engagement, keep your posts under 250 characters. Emoticons make your posts personal and encourage additional social interaction.

FACT:

Posts with emoticons receive 33% more comments, they also get shared 33% more often.

— AMERICAN EXPRESS OPEN

GET PERSONAL

Sign off as the owner. If your customers know you by name, include it at the end of your post to make it more personal. Fans like to be able to put a face with a Facebook post.
Anatomy of the Perfect Link Post

**Your Business Name** shared a link.
August 2 near Pittsburgh

Here's an interesting fact from Curate: No human faces, the color red, light hues and little background make up the perfect pin.

What elements are in your #perfectpins?

The Perfect Pinterest Picture, According to Science | Wired Magazine
www.wired.com
It turns out that the most popular Pinterest pictures have no faces in them. That and five other Pinterest photo secrets are revealed.

Like · Comment · Promote · Share

John Jones and 4 other people like this.

Ann Williams  This is so interesting!
August 5 · Like

Write a comment...

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**Short and Concise**

Clearly explain what your customers will find when they click on the link. Providing a brief, yet accurate description increases the likelihood of your audience clicking through.

**Trim the URL**

Delete the long URL from your Status Update box once the thumbnail image and link are generated. The large link looks spammy, takes up valuable space and will deter customers from clicking on it from their mobile device.

**Accurate Thumbnail**

Select the thumbnail that best exemplifies your post. Upload your own thumbnail if the available images do not represent your post effectively. A link post with an associated image of at least 400 x 209 px will show up larger than the normal 154 x 154 thumbnail.

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Anatomy of the Perfect Image Post

**Your Business Name**
July 23

Like this post if you are excited for the upcoming holiday season.

Like · Comment · Unfollow Post · Share

You, Sara Smith and 7 other people like this.

Write a comment...

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**Actionable Messaging**

Complement the message that your image portrays with a one to two sentence blurb. Decide the action you wish your customer to take and include a clear CTA to drive engagement.

**Engaging Images**

Use high quality images to get the greatest engagement. Images with a subtle background, portrait style and dominant colors will stick out in your customer’s News Feed.

**Join the Conversation**

Be attentive to all of your comments and engagement. Engaging in conversations with your customers around your post will increase your reach while building trust with your audience.
When working in a world with 140 characters or less, it’s easy to think there’s no rhyme or reason to elicit mentions, retweets and favorites. Twitter makes it tempting to post quick messages without thinking twice. But it’s time to soak in best practices for the best tweets and think twice before using bad grammar, useless hashtags and links that are unnecessarily long.

Anatomy of the Perfect Tweet

Please “RT”

Users can “retweet” the messages that you post to Twitter, spreading your message exponentially. If you want your following to retweet a message, use between 71-100 characters to leave room for “RT,” username and commentary.

Keep It Clean

Use a website like bitly.com to shorten your links. With a limit of 140 characters, creating shortened links allows more text for your message and gives your tweet a cleaner, more polished look.

Keyword Search

Put a pound sign in front of a keyword or short phrase to create a hashtag, (#BacktoSchoolSale). This will make your tweets appear when people search using that keyword. 20.8% of retweets include at least one hashtag.
When it comes to the most visual social network out there, Pinterest is not only about looks. Just like the other social giants, there are certain tactics and tips to follow for the best engagement when crafting the perfect pin on Pinterest.

**Anatomy of the Perfect Pin**

**Link Strategically**
- Link your pin to an optimal source such as your buy now page, website or email landing page.

**Keep It Consistent**
- Aspect ratio is a term used to describe the ration between the width and the height of an image. The most repinned images have an aspect ratio of 2:3 or 4:5. Use a service like Picmonkey.com to edit your images to one of these ideal aspect ratios. Then, add your pin to a board containing images that are of a similar topic/interest.

**Be Descriptive**
- Include a compelling description filled with specific keywords and phrases so your pins show up when any potential customers are conducting a search.

To learn how SnapRetail can help, schedule a demo to get a sneak peak at our library of prewritten social media posts.

snapretail.com/demo