BoxCrush®

Social Media Posting Guide and Best Practices

Mastering the art of effective social media communication should be a part of any well-rounded marketing strategy. It helps foster authentic connections, enables market research, guides decision-making, and supports reputation management. Take a look at these guidelines for planning your social media strategy and effectively.

## Monthly Content Plan

Set Goals

- ✅ Define monthly objectives aligning with overall marketing goals
- ✅ Develop content in advance, ensuring it aligns with the brand voice and resonates with the target audience

Use a Content Calendar

- ✅ Streamline your approval process
- ✅ Schedule posts once, across all platforms

Prepare Your Visual Assets

- ✅ Create high-quality images and videos tailored to each platform's specifications
- ✅ Try to use a mix of real photos and stock images
- ✅ Your social accounts should feature a consistent logo, color palette, bio, and handle
- ✅ Reinforce your brand with a custom image template
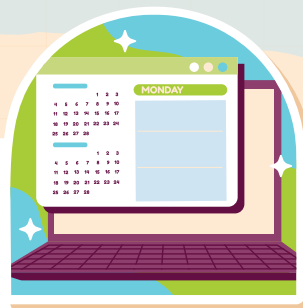
Weekly Action Plan

Engagement

- ✅ Dedicate time to respond to comments, messages, and mentions across platforms
- ✅ Don't forget to take photos of the special events you host, and share them in real-time

Use a Content Calendar

- ✅ Stay updated on industry trends and news for content inspiration
- ✅ Check out what your competitors are doing on social media, and see what you can learn from them
- ✅ Identify local businesses relevant to your brand and content that you can build a relationship with; look for opportunities to cross-post to grow your audience

Adjust and Refine

- ✅ Allocate time for testing new content formats, posting times, and engagement strategies
- ✅ Analyze performance metrics such as page likes, clicks, and engagement rate to identify top-performing content

	Facebook	Instagram	Linkedin	X
Post Frequency	1-2 times a day	Stories 2 times a day; Posts 3-5 times a week	3-5 times per week	2-3 times per day; adjust according to industry-specific insights
Content	Videos, images, interactive polls, and how-to content	Focus on high-quality photos, stories, and reels	Professional content including industry insights, thought leadership articles, and company updates	Be concise, and include a CTA. Mix videos, clips, GIFs, and images to give your brand a clear voice
Character Length	Aim for 40-80 characters for better engagement	Keep captions concise, around 138-150 characters	Keep posts concise, around 50-100 words	The limit for non-subscriber users is 280 characters
Video Length	15 seconds - 2 minutes	60 seconds in a grid video; 30 seconds in a reel	30 seconds or less	45 seconds
Image Size Format	1200 x 628 pixels for optimal display	Grid posts: 1080 x 1080 pixels; Vertical (mobile) posts: 1080 x 1350 pixels	1200 x 628 pixels for optimal display	900 x 450 pixels
Best Posting Time	Wednesdays; early morning (7 to 9 a.m.), mid-day (1 to 3 p.m.), or late evening (7 to 9 p.m.)	Tuesday or Wednesday; earning morning (7 to 8 a.m.)	Weekdays during business hours	8-10 a.m. and 6-9 p.m.; use platform analytics to determine peak engagement times
Hashtags	Limit to 1-2 relevant hashtags per post	Use 3-5 relevant hashtags per post to increase discoverability	Use 3-5 relevant hashtags per post for improved visibility	1-3 hashtags ensure relevance and moderation