

Social Media Fun Facts

1. Quality Visual (Photos & Videos)

So far it seems that **images remain among the most engaging posts.**

Photos a key generating engagement. Posting images results in a **98% higher** comment rate.

2. Never use long links

Removing the horrendously long URL will save you some space to write more and probably have readers more engaged. Use these sites to **turn a long url into a short one:**

- <https://goo.gl/>
- <https://bitly.com/>

3. Publish after work hours and weekends

Posts published on **Sundays** get 25% more Likes, shares, and comments than Wednesday posts. Posts published **after hours** (5 p.m. - 1 a.m. EST), see 11% more interactions than those published during the day (8 a.m. - 5 p.m.). They also see 29% more interactions than those published before work (1 a.m. - 8 a.m.). **Take-away: Publish your weekly posts at varying times,** including after folks have clocked out of work for the day.

4. Experiment with Emoticons ()

To make a tweet stand out, include a refreshing emoji or a fun symbol, which you can copy and paste from services such as iEmoji.com.

5. Share links for engagement

Including a link in your LinkedIn posts drives **200% more engagement.**

6. Know when to keep it long and when to keep it short and sweet

- Facebook- Longer posts
- LinkedIn- It's all about sharing content (articles, reports, facts and figures, etc). Use a brief description/intro along with a link to more information.
- Instagram- Only pics and taglines
- Twitter- keep it short and hashtag heavy #YougotThis