



# How to Post Smarter

It takes quality practices to create quality content



## TWITTER

Keep hashtags to a minimum (max three)

Post as often as possible

**Best time to publish:**  
Wednesdays and Fridays at 9am

**Content focus:**  
News, stats, culture



## FACEBOOK

Brief and simple copy

Utilize Facebook's audience optimization data

**Best time to publish:**  
Mondays, Wednesdays, and Fridays at 10am

**Content focus:**  
Personal, light-hearted, familiar



## LINKEDIN

List-style posts perform best

Only post profession-specific content

**Best time to publish:**  
Weekday mornings

**Content focus:**  
Collaborative, sharing industry-relevant articles, how-to posts



## INSTAGRAM

Be generous with the hashtags! Hide them if they ruin a post's aesthetic

Quality and creative imagery

**Best time to publish:**  
Mondays, Wednesdays, and Fridays at 11am

**Content focus:**  
Creative, friendly, entrepreneurial



## YOUTUBE

Post often!

Research appropriate keywords when creating video titles

**Best time to publish:**  
Thursdays and Fridays

**Content focus:**  
engaging, active, fast-paced, didactic

