



Social Networks

Social Media

Best Practice and Tips

Best practice: Content

1. Think mobile first.

As more and more people interact with social media on their mobile devices, make sure that you bear that in mind when creating or selecting content.

- Think 'thumb-stopping' designs. How do you stop the scroll? [L][SEP]
- Shorten text: People scan feeds quickly. Keep your copy short, clear and to the point. [L][SEP]
- Vertical or square videos and images (Facebook & Instagram): Most people hold their phones vertically, so you'll cover more of their screen.
- Avoid small text on images. If you have to zoom into the image to read the text on a phone, it's too small! [L][SEP]
- Vertical video doesn't work so well in Twitter feeds though. [L][SEP]
- Subtitle videos where possible. This makes your video more accessible. Also many people watch without sound. [L][T][L][SEP][SEP]

Best practice: Content

2. Grab attention quickly [L] [SEP]

Social media feeds are busy and fast moving for most users (we scroll through more content on Facebook each week than the height of Big Ben!).

Opportunity to grab interest is extremely short. [L]
[SEP]

Showcase your brand and key call to action within the first three seconds.



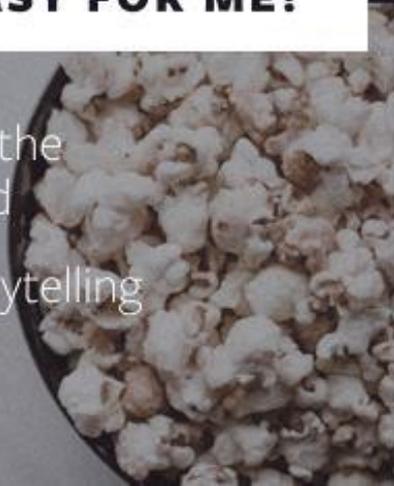
DOES IT STOP ME?

Targeting & Relevance
Thumb-stopping impact



DOES IT MAKE IT EASY FOR ME?

Short & snackable for the
on-the-go mobile mind
Visual (not audio) storytelling



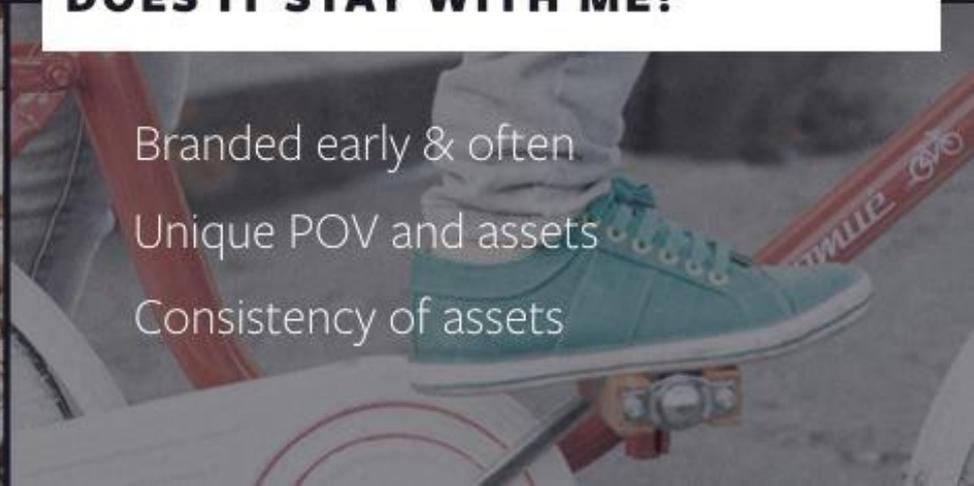
DOES IT REWARD ME?

Emotional
Informative



DOES IT STAY WITH ME?

Branded early & often
Unique POV and assets
Consistency of assets



Best practice: Content

3. Use visuals

Facebook's algorithm favours video (live video even more than anything else) but all platforms advise using eye-catching video or photos in your posts. Remember to include alt text on images and subtitles on video where there is speech. This is key for accessibility.

4. Design for an objective.

Whether repurposing existing assets or creating new ones, make sure that each part of your creative works together to help you achieve your overall business goal and includes your branding.

People spend 5x longer looking at video than static content across Facebook and Instagram

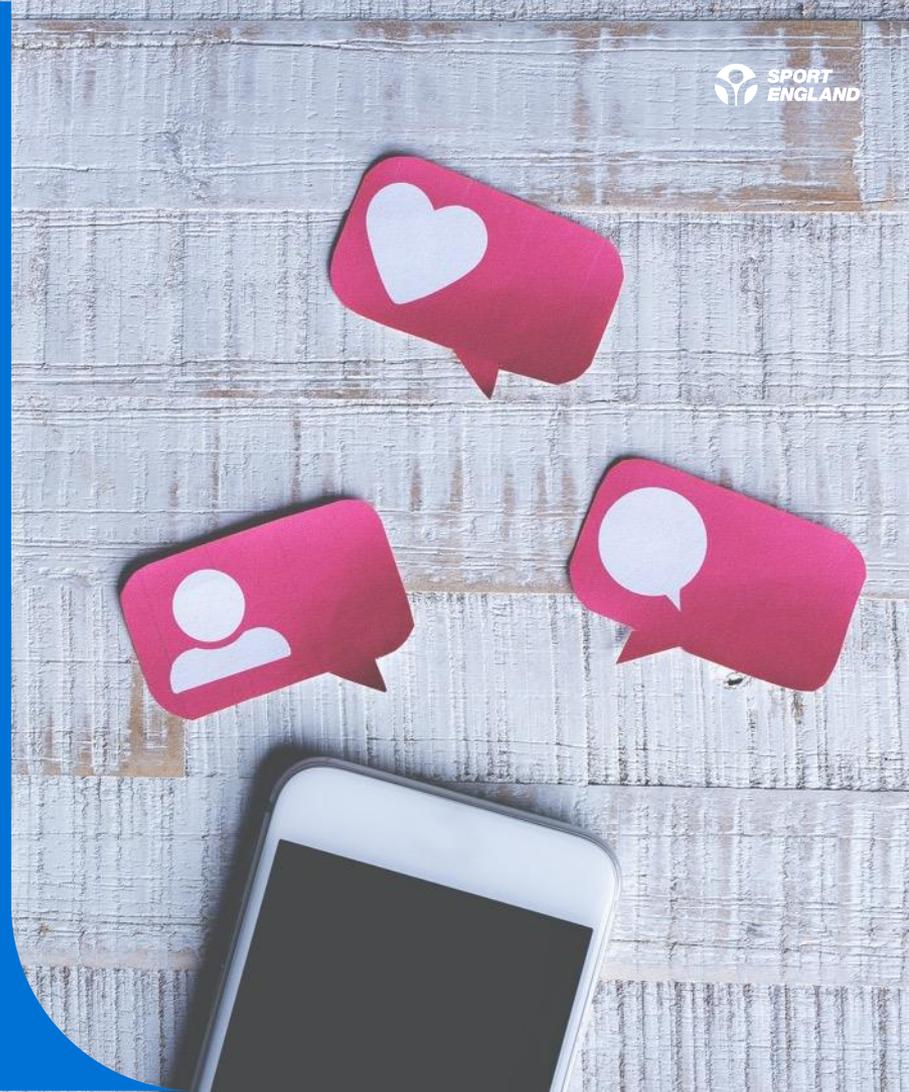
Specific tips: Twitter

1. Stick to one message

Keep your copy concise and focus on one key message per post. You can include a link to your website or blog post if there is more to convey.

2. Ask questions or run polls

Asking questions is a great way to interact with your followers (respond to their answers too). Polls also work well and are easy for followers to engage with.



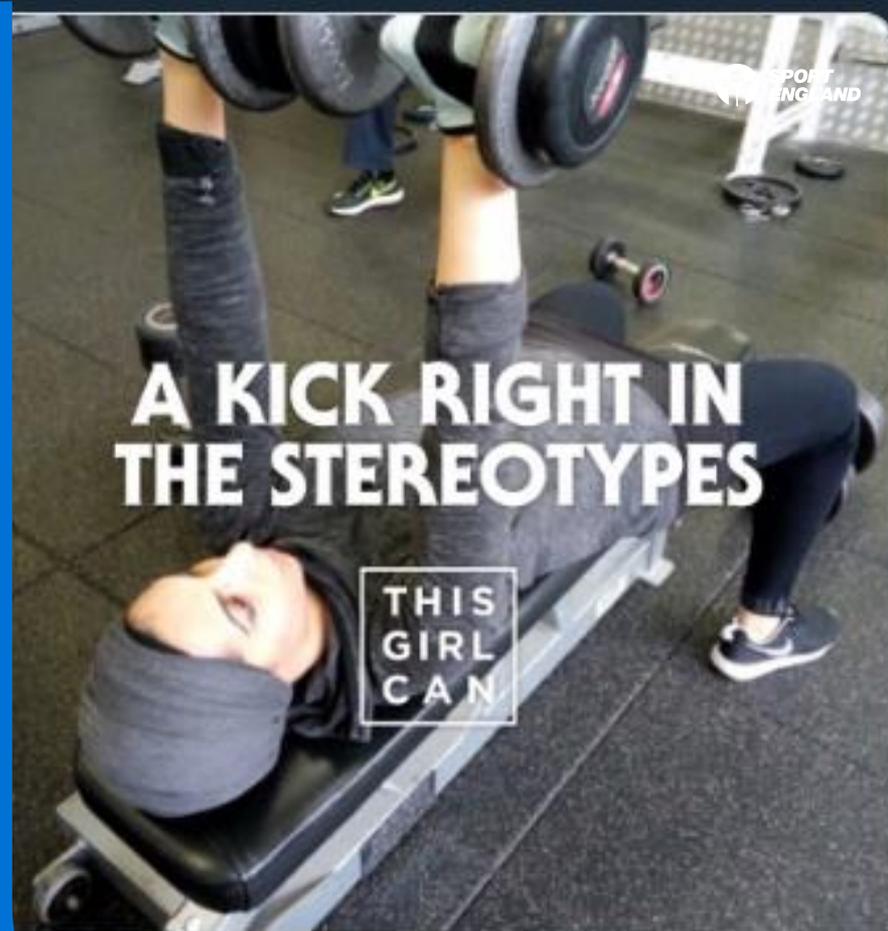
Specific tips: Twitter

3. Keep an eye on relevant hashtags

Not everyone will tag you in relevant posts, check hashtags relevant to your brand and the campaign and engage with the community where appropriate. Engaging around topical content is especially useful.

4. Use Twitter Cards

If you have access to Twitter Ads, when linking to your website, it is better to create a website card rather than posting an image with a link in the copy. This makes the entire image clickable and has a higher click-through rate than links in the body of the message.



This Girl Can app
girlcan.co.uk

Specific tips: Facebook

1. Spark conversation

Facebook's algorithm prioritises posts from a user's friends and family and updates that spark conversation over and above organic posts from publishers or businesses. Most organic posts will only reach around 3% of followers unless they are particularly engaging.

Note: Using "engagement-bait" to get people into comment or 'like' posts will lead Facebook to demote these posts in News Feed.



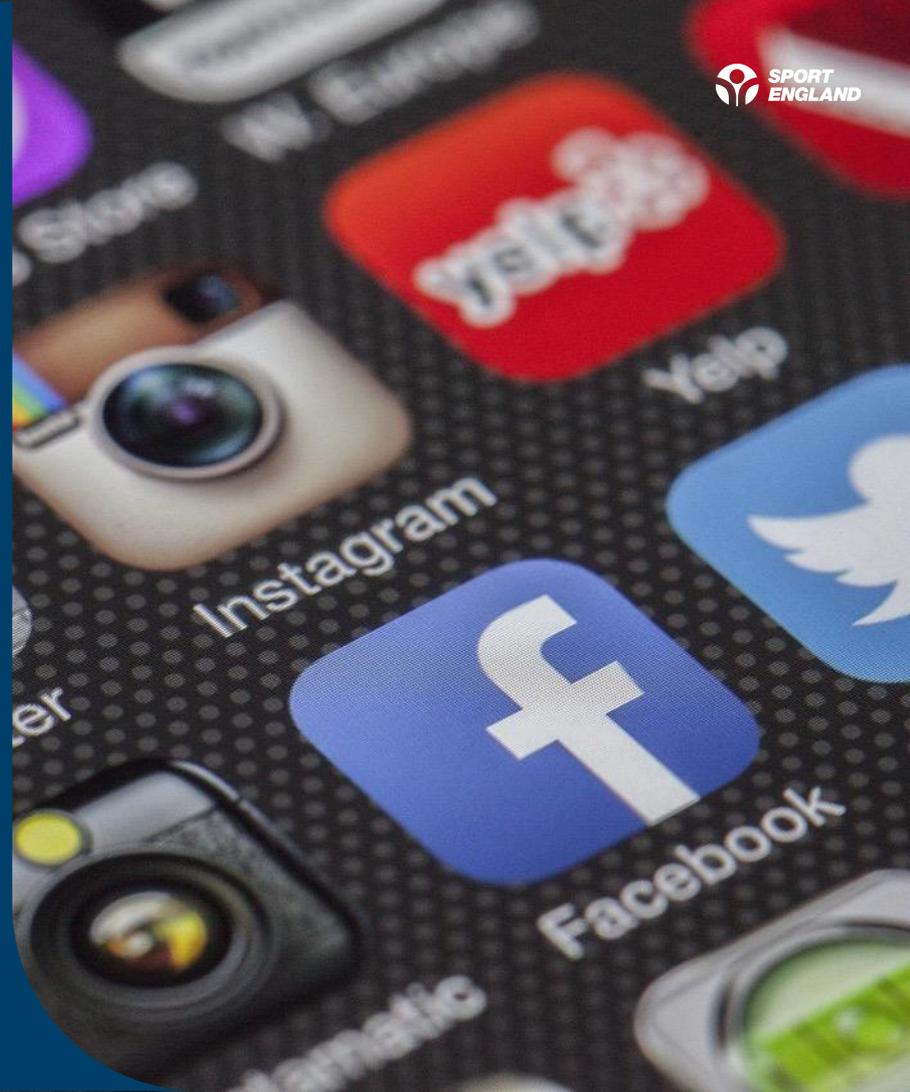
Specific tips: Facebook

2. Crossposting

When working with partners, crossposting video content on Facebook is extremely useful for keeping track of overall viewing figures and reach more people organically than 'sharing' the original post.

3. Avoid links in copy

When linking to other sites from your Facebook post. Wherever possible, remove the url from the post once the preview image is generated, so you have a cleaner post.



Specific tips: Instagram

1. Avoid links in copy

Links included in captions are not clickable, so best avoided.

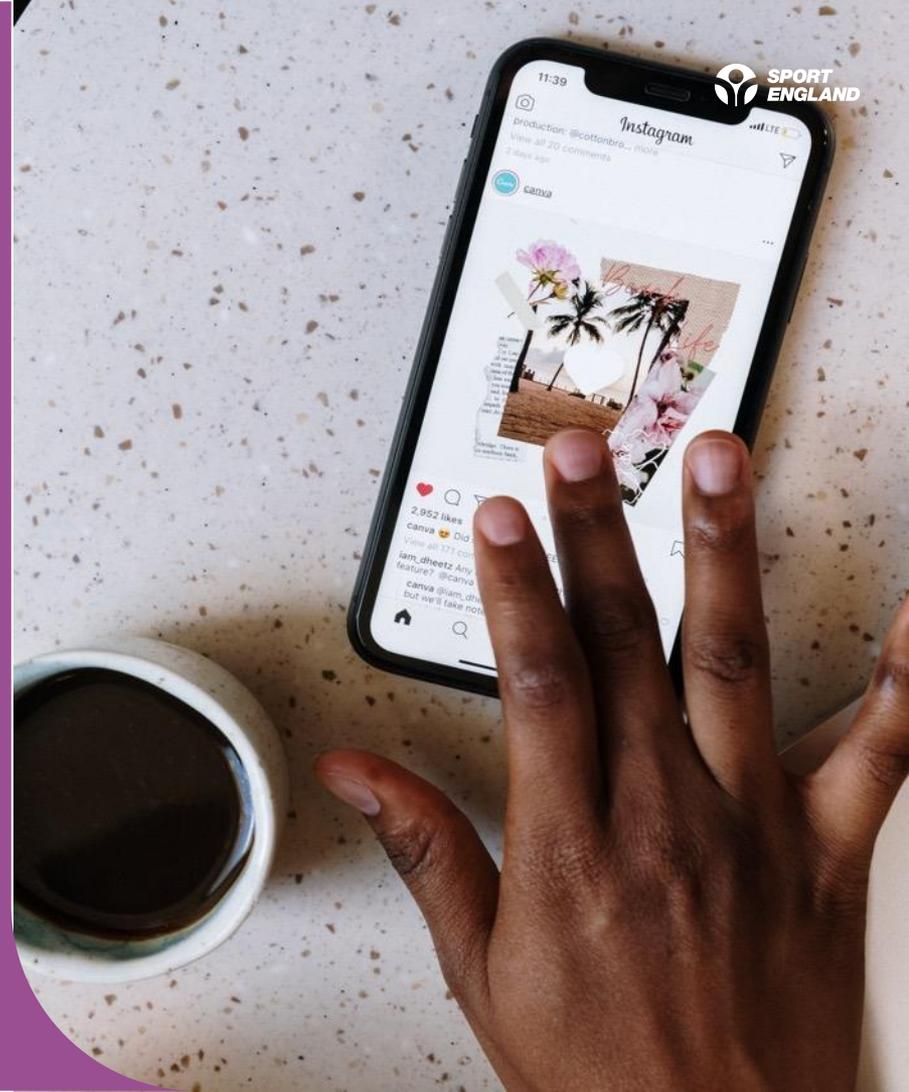
2. Use hashtags (but not too many!)

3. Set up a free business profile

When you have a business account, you can add info such as an address or email address.

You can also access performance and audience insights for your account.

Within the app, find Settings, then scroll down to Switch to business account.



Specific tips: Instagram Stories

1. Aim for 10 seconds

The top-performing stories are under 10 seconds long rather than the 15 allowed. Highlight your brand within the first three of these seconds.

2. Sound

60% of Instagram Stories worldwide are viewed with sound on.



Specific tips: Instagram Stories

3. Keep stories fun

People use stories in fun, spontaneous ways as opposed to the more curated feed.

Play with built-in elements such as stickers, emojis, Boomerang and Hyperlapse.

Consider if there are ways to gamify your Story (questions, polls, tap to reveal...')

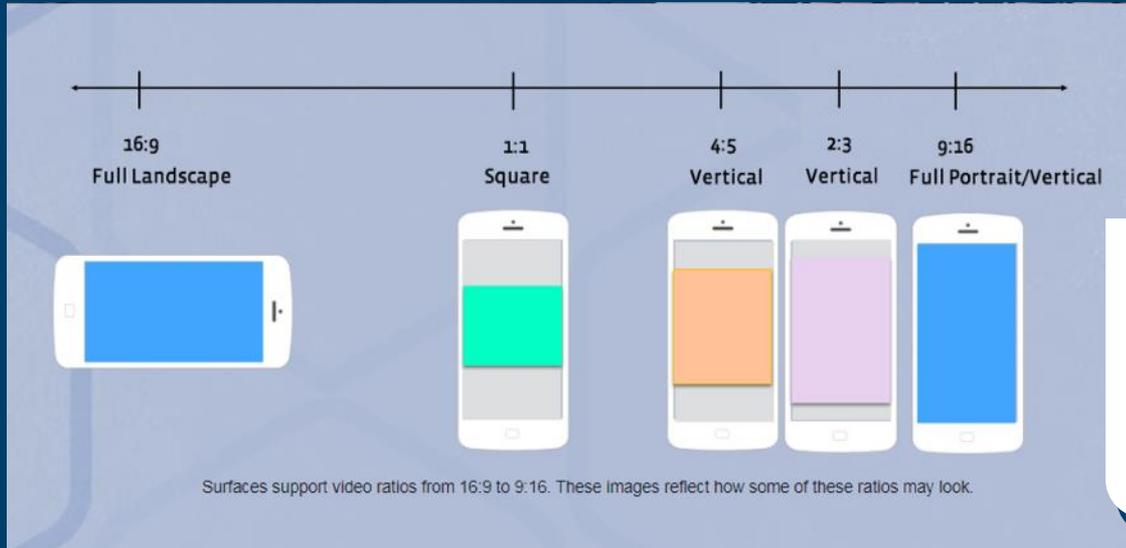
4. Crossposting

You can also crosspost your own Instagram Stories with your page's Facebook stories to reach a wider audience.



Video tips: Facebook & Instagram

Ensure your video is suitable for your chosen platform



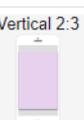
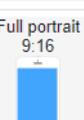
Remember:

Most people hold their phones vertically

With the exception of Instagram Stories, design for sound off

Video tips: Facebook & Instagram

Cheat sheet

| | Facebook Feed | Facebook Marketplace | Facebook in-stream | Facebook Stories | Messenger home | Instant Articles | Instagram feed | Instagram Stories |
|---|--|--|--|--|--|--|--|--|
| Source ratio | 16:9 to 9:16 | 16:9 to 9:16 | 16:9 to 9:16 | 16:9 to 9:16 | 16:9 to 1.91:1 | 16:9 to 9:16 | 1.91:1 to 4:5 | 16:9 to 4:5 and 9:16 |
| Video length | 240 minutes max. | 240 minutes max. | 5-15 seconds | 1-15 seconds | 240 minutes max. | 240 minutes max. | 1-120 seconds | 1-60 seconds ¹ |
| Objectives supported | All | All except App Installs, Engagement | Engagement, Reach, Video Views, Brand Awareness | All except Catalogue Sales, Store Visits, Messages | Traffic, Conversions, App Installs, Reach, Brand Awareness, Messages | All except store visits, messages | All | All except Catalogue Sales, Store Visits, Messages |
| Captions ¹ | Yes | No | Yes | No | No | No | Yes | No |
| Sound required | No | No | Yes | No | No | No | No | No |
| Horizontal 16:9  |  |  |  |  |  |  |  |  |
| Square 1:1  |  |  |  |  |  |  |  |  |
| Vertical 4:5  |  |  |  |  |  |  |  |  |
| Vertical 2:3  |  |  |  |  |  |  |  |  |
| Full portrait 9:16  |  |  |  |  |  |  |  |  |

Advertising tips: Facebook & Instagram

1. Avoid text on images for Facebook or Instagram ads

If you can, use the text/headline/link description fields instead. If you must use text on your image, try a smaller font and fewer words to lower the proportion of text to image. [Learn more about text on images.](#)

2. Add movement

Ads with movement stand out in News Feed, so consider videos, gifs or cinemagraphs.



Carousel

Showcase up to ten images or videos within a single ad, each with its own link.



Post engagement

Most Page posts on Facebook can be boosted to deliver more likes, comments, shares and photo views.



Video

Show off product features, and draw people in with sound and motion.



Image

Drive people to destination websites or apps through high-quality visuals.

Links:

- [How to use Twitter Media Studio](#)
- [Making your social media accessible](#)
- [Crossposting Facebook videos](#)
- [Connect and crosspost Instagram & Facebook Stories](#)
- [Facebook Ads Guide](#)
- [Ezgif](#) – create or edit gif in minutes from video clips
- [Tappable](#) – free vertical video maker tool
- [Promo](#) – Auto photo resizer tool

- Free training:
 - [Instagram](#)
 - [Facebook starter](#)