

# SOCIAL MEDIA CHEAT SHEET



## FACEBOOK

FREQUENCY: 3-4 Times per week (no upper limit)

CONTENT: Mix posts, stories, events, groups

WHEN: Check Most Active (12pm-2pm, 6pm to 9pm)

CAPTION LENGTH: Approx 80 characters

HASHTAGS: 2-3 relevant to content, use in sentences



## INSTAGRAM

FREQUENCY: 3-5 Times per week (no upper limit)

CONTENT: Mix photos, stories, reels

WHEN: Check Most Active (9am-11am, 6pm to 9pm)

CAPTION LENGTH: Approx 125 characters

HASHTAGS: 5+ relevant to content



## TIKTOK

FREQUENCY: 3-5 Times per week

CONTENT: Video posts, challenges

WHEN: Varies | Test for your audience | 2pm-6pm weekdays

CAPTION LENGTH: 30 characters or less

HASHTAGS: 3-5 relevant to content



## X (Formerly Twitter)

FREQUENCY: 2-3 Times per day

CONTENT: Text based short news, comments, updates

WHEN: Weekdays and match days

CAPTION LENGTH: Approx 85 characters

HASHTAGS: Max 2 relevant to content