

SOCIAL MEDIA CHEAT SHEET



FACEBOOK

FREQUENCY: 3-7 Times per week (no upper limit)

CONTENT: Mix photos, short videos, live video, carousel / album posts

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

CAPTION LENGTH: 1-3 short sentences, call to action, hook

HASHTAGS: 3-5 local, relevant to content



INSTAGRAM

FREQUENCY: 4-7 Times per week (no upper limit)

CONTENT: Mix photos, stories, reels, carousels

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

CAPTION LENGTH: First 2 lines VNB, use emojis, CTA, Q's

HASHTAGS: 5+ relevant to content



TIKTOK

FREQUENCY: 3-7 Times per week

CONTENT: Video posts, challenges, trending

WHEN: Varies | Test for your audience | 4pm-7pm weekdays

CAPTION LENGTH: Short, 1 sentence / few words, hooks, Q's

HASHTAGS: 3-7 relevant to content / trending



X (Formerly Twitter)

FREQUENCY: 5-14 Times per week

CONTENT: Text based short news, comments, updates

WHEN: Weekdays and match days

CAPTION LENGTH: Approx 85 characters

HASHTAGS: Max 2 relevant to content