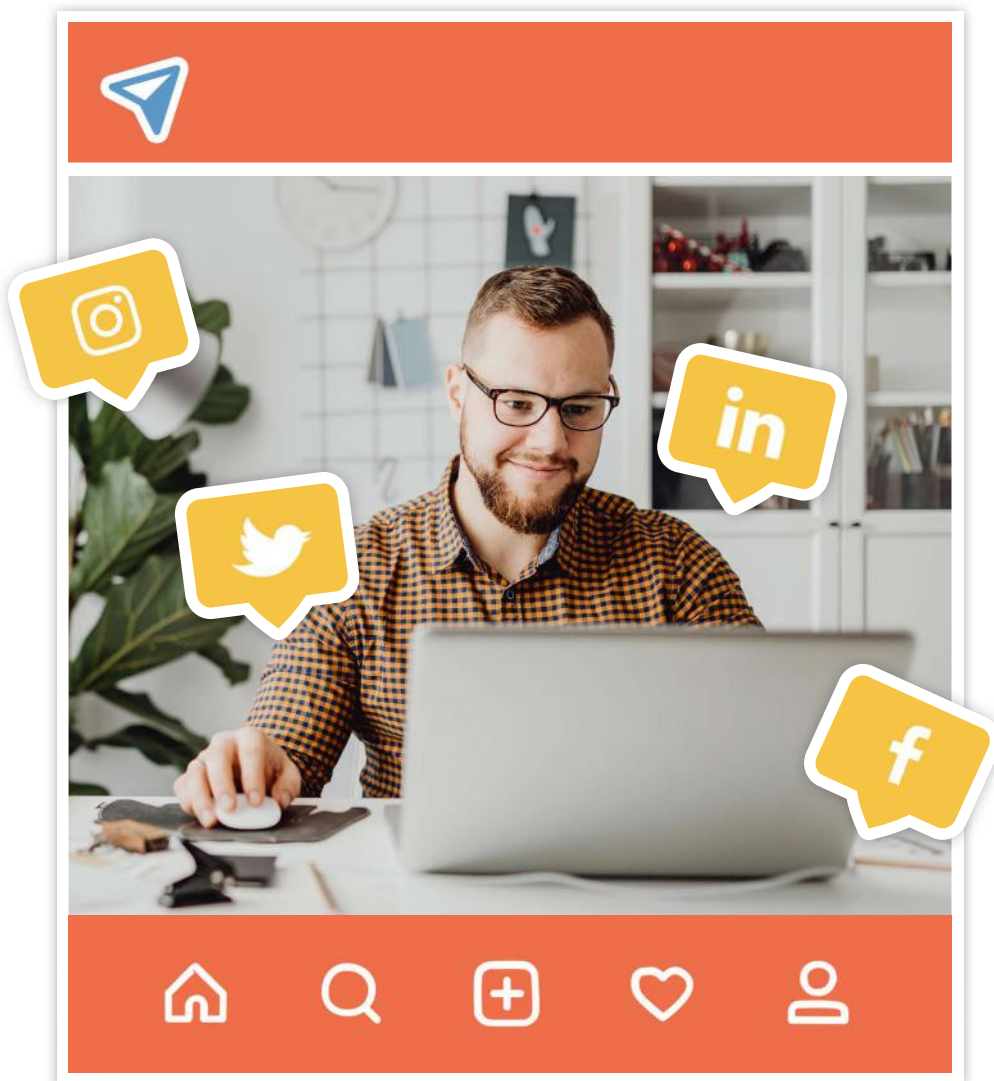


Social Media Tips

FOR BUSINESS SUCCESS



Our Quick Start-Up Guide
To Attract and Communicate Effectively
with Customers



Social Media Tips

For Business Success

This is our ultimate guide to the main social media channels, packed full of tips and insights, all in one handy place.

We'll tell you what, when and how to post across Instagram, Twitter, Facebook and LinkedIn.

Follow our simple steps to ensure your customers see your messages.



**SOCIAL MEDIA IS NOT JUST AN
ACTIVITY; IT IS AN INVESTMENT OF
VALUABLE TIME AND RESOURCES.**



SEAN GARDNER



Introduction

Where to start? Well, it's important to appear in the right places. If you haven't already, do some market research to find out where your customers spend their time online and where your competitors are posting.

It is always better to do your research before committing time and energy to a platform. Here are some key statistics, emphasising the use of social media today, that might help inform your social strategy.



Active social media users have passed the **4.55 billion** mark globally.



46% of social media traffic to company websites comes from **LinkedIn**.



80% of Instagram users follow at least one business account.



79% of Twitter users actively follow brands.



66% of the entire UK population are on **Facebook** right now.



TOP TIP

Find out what social media channels your customers already use and meet them there.

The My New Venture Platform has a wealth of information on market research, speaking to your customers and planning your marketing strategy.

[Discover more here](#)



When to Post

Once you've chosen your social media channels, you need to plan your time. When is the best time to post to reach your audience?

Don't panic! The team at My New Venture has created infographics covering all the major channels, to answer that very question.

FACEBOOK



BEST TIME

9am - 1pm

BEST DAYS

MON

TUE

WED

THU

FRI

SAT

SUN



INSTAGRAM



BEST TIME

11am - 2pm

BEST DAYS

MON

TUE

WED

THU

FRI

SAT

SUN



TWITTER



BEST TIME

9am - 3pm

BEST DAYS

MON

TUE

WED

THU

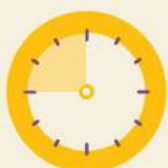
FRI

SAT

SUN



LINKEDIN



BEST TIME

9am - 12pm

BEST DAYS

MON

TUE

WED

THU

FRI

SAT

SUN



When to Post

We've also explored industry sectors from finance through to travel and tourism, and hospitality. We have it all covered for you.



HEALTHCARE



11AM
MON TUE WED THU FRI



8AM - 12PM | 5PM - 8PM
TUE

8AM - 9AM
SUN



8AM - 12PM
MON

8AM - 11AM
TUE



10AM - 2PM
TUE WED THU



MEDIA



6AM - 9AM
TUE

7AM
FRI



1PM - 5PM
TUE

11AM
WED

8AM - 9AM
THU



6AM - 9AM
MON

7AM
TUE



8AM - 10AM
MON TUE WED THU FRI



EDUCATION



10AM
WED THU



2PM
THU

4AM - 5AM
FRI



6PM - 9PM
MON

10AM
THU



10 AM | 11AM - 2PM
MON TUE WED THU FRI



When to Post



NONPROFIT



10AM - 5PM
WED



10AM - 6PM
SUN



10AM - 11AM | 2PM - 4PM
WED



11AM - 2PM
TUE WED THU



RESTAURANT



12PM
MON

1PM - 2PM
FRI



2PM
WED

8AM - 2PM
THU



10AM - 11AM | 2PM - 4PM
WED



9AM - 2PM
TUE WED THU



TECHNOLOGY



3PM - 4PM
THU



10AM - 11AM | 2PM - 5PM | 8PM
MON

10AM - 1PM
TUE

12PM
THU

11AM
FRI



11AM
MON

9AM
WED

9AM | 2PM
THU



9AM - 5PM
MON TUE WED THU FRI



When to Post



TRAVEL AND TOURISM



9AM - 1PM
TUE WED

10AM - 12PM
FRI



11AM - 3PM
MON

7AM
THU



10AM - 2PM
MON

8AM - 9AM
WED



9AM - 1PM
FRI



FINANCE



5PM
MON

9AM - 1PM
WED

11AM
FRI



9AM - 10AM
TUE WED FRI



12PM - 3PM
FRI



10 PM
MON TUE WED THU FRI



HOSPITALITY



11AM | 4PM
MON

4PM
TUE THU

8AM - 11AM
FRI



12PM
WED

3PM - 4PM
THU

8AM - 12PM
FRI



3PM - 5PM
WED

10AM - 11AM
THU



8PM - 7AM
FRI SAT SUN



What to Post

Images catch the eye. Instagram is based on that fact. As another example, LinkedIn posts with images get almost twice as many comments as those that don't.

Not all picture files work well on social media, so we've prepared this guide to sizing to help you choose the right ones and format your files correctly.



FACEBOOK

COVER PHOTO

820px by 360px
(Recommended)

820px by 312px
(Desktop Display)

640px by 360px
(Mobile Display)

1920px by 1080px
(Event Header)

PROFILE PHOTO

**170px
by
170px**

POSTS

Square Post
**1080px
by
1080px**

Highlighted Image
1200px by 717px

Shared Image
1200PX by 630PX

**Portrait
Post**

**Shared Image
with Link**
1200px by 628px

**1200px
by
1500px**

FACEBOOK STORIES



**1080px
by
1920px**

What to Post



INSTAGRAM

PROFILE
PHOTO

320px
by
320px

instagram-handle-name

XXX posts XXX followers XXX following

POSTS

VIDEOS

SAVED

TAGGED

FEED
PHOTOS

Square
1080px
by
1080px

Landscape
1080px
by
608px

Portrait
1080px
by
1350px

INSTAGRAM
STORIES
AND
REELS

1080px
by
1920px

Full Video
Display
1080px
by
1920px

Cropped Video
on IG Feed

1080px
by
1350px

IGTV

What to Post



LINKEDIN

Personal Account

PROFILE
PHOTO

400px
by
400px

Profile Cover Photo
1584px by 396px

Visible Area
1350px by 220px

ACTIVITY
POSTS

Blog Posts
1200px
by
627px

Company Page

COMPANY
LOGO

400px
by
400px

Page Cover Photo
1128px by 191px

Hero Image
1128px by 376px

Custom Module
Image
502px by 282px

COMPANY
PHOTOS

900px
by
600px

What to Post



LINKEDIN

Events Page

PROFILE
PHOTO

300px
by
300px

Event Cover Photo
1400px by 425px



TWITTER

PROFILE
PHOTO

400px
by
400px

Cover Photo
1500px
by
500px

Tweets

Tweets & replies

Media

Likes

FEED
POSTS

Shared Image
1200px by 675px

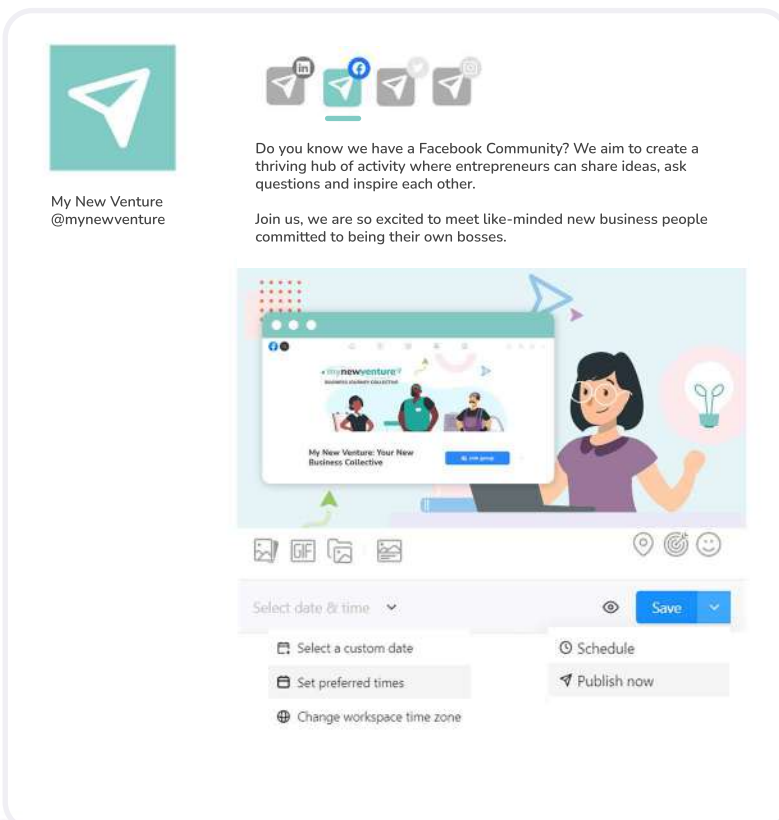
How to Post

Posting on social media can take up valuable time which can be challenging if you're a small business. To help, there are various social media tools that can automate the process of publishing your content.

They can take the pressure off your digital marketing effort, but it is important to choose the right one for your team and your business.

With this in mind, The My New Venture Team has picked five favourites. They are in no particular order and all have a range of unique features and benefits.

The good news is that many offer a free trial so you can experiment and test to find out what works best for you.



PLANABLE

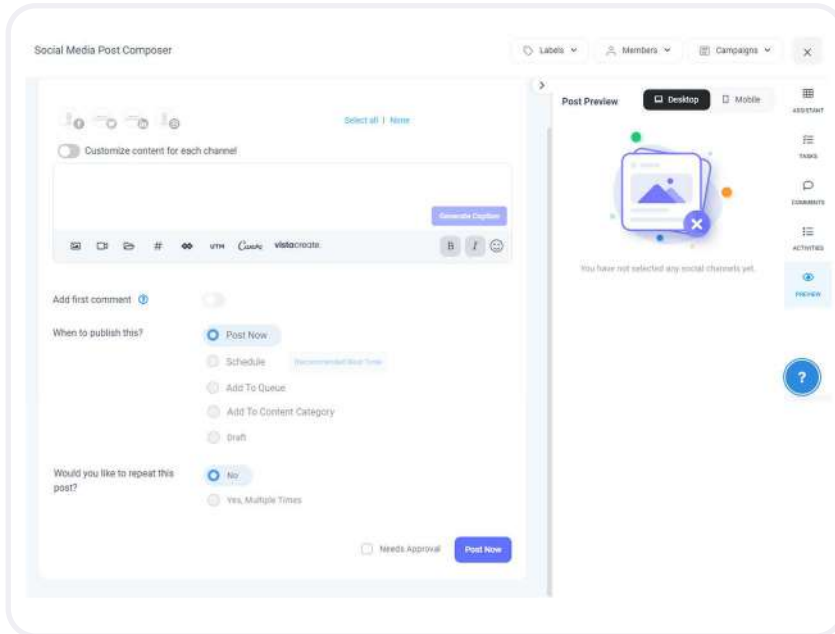
First on our list is Planable.

We love it because it allows you to collaboratively create, preview and edit posts within the tool itself.

Designed to save you the hassle, Planable claims to be six times faster than its competitors.

We believe it.

How to Post



CONTENTSTUDIO

ContentStudio is an incredibly powerful online resource across all content marketing.

As well as creating and scheduling social media content, it includes a range of analysis tools.

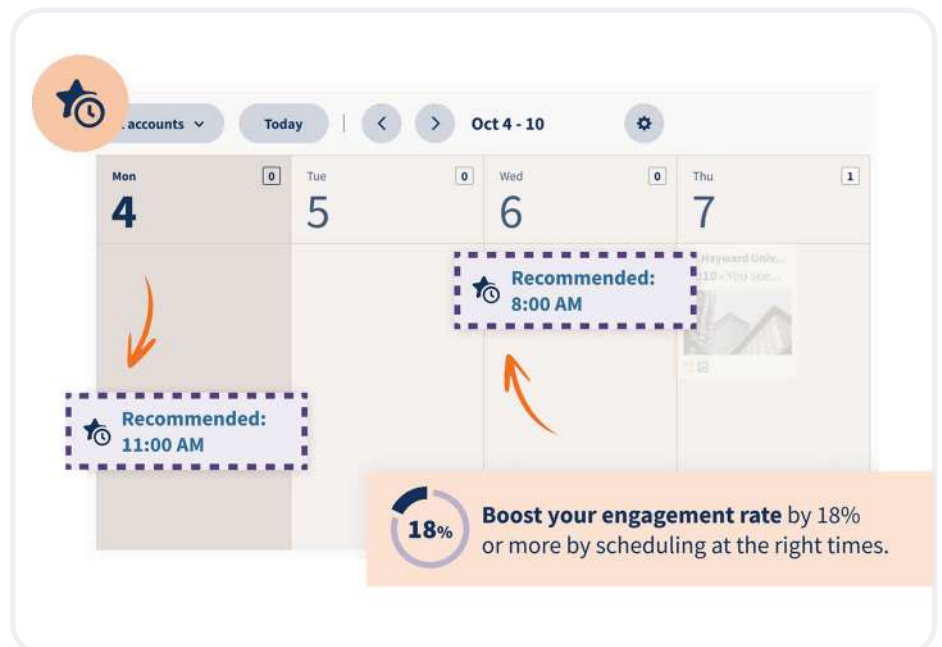
Good to know, if you like to crunch the numbers.

HOOTSUITE

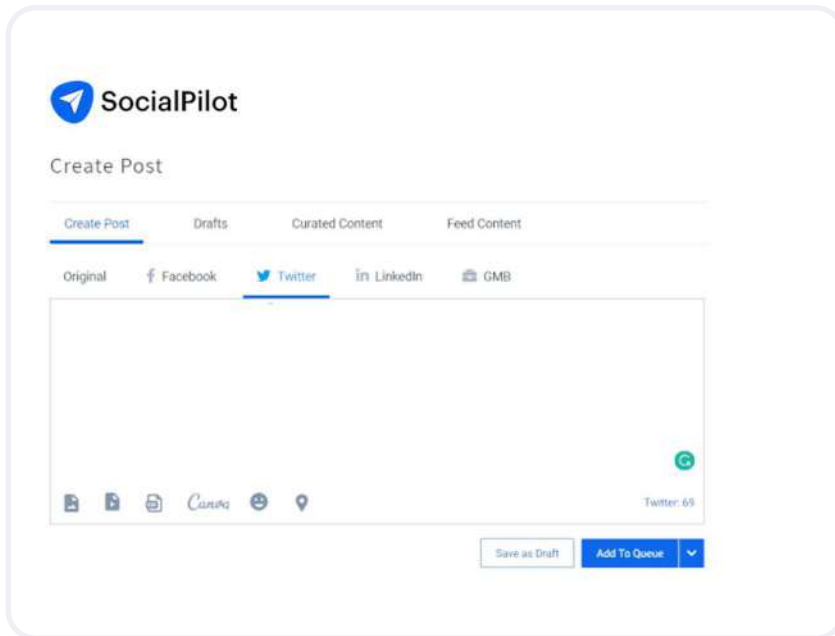
Hootsuite is great if you are busy.

It lets you schedule up to ten social media channels from one account.

It has a very simple reporting dashboard that allows you to easily track and share your results.



How to Post



SOCIALPILOT

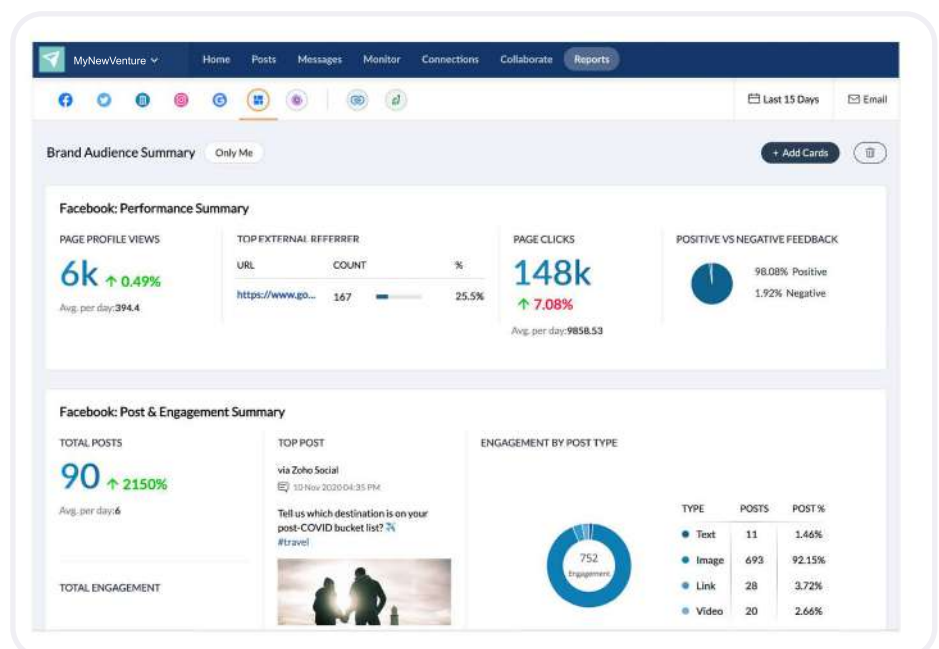
As well as schedule posting, SocialPilot allows you to schedule tasks from creation to approval of posts.

If you are doing a lot of direct messaging through social media channels, SocialPilot's centralised inbox management might well be of interest.

ZOHO SOCIAL

Zoho provides a wider software suite including finance, customer service and HR alongside marketing.

Their social media tool includes a very visual publishing calendar that might appeal to you if you have had your fill of spreadsheets and tables.



However you create your social media content, any of the above tools will be a strong addition to your business. They can help you make the most of all that social media has to offer!



Social Media Tips

For Business Success

The My New Venture online platform helps people starting a business cut through the noise and get expert advice.

If you've been inspired by this guide, you can get more support from us across a huge range of business themes and topics.

[VISIT MYNEWVENTURE.COM](https://mynewventure.com)



mynewventure