



# Social Media Tips --- Resource ---

Version 2.0

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“Going social” in a world with the internet.

No, we’re not talking about how to improve your social life. But we can promise you this: When you truly embrace social media, you will find a new world of opportunity available to you. And often those opportunities come in the form of new friends, business partnerships, and collaborations.

But how exactly does one “go social”? The rules (and platforms) seem to change daily, and it’s very easy to feel overwhelmed by it all.

Take a deep breath. We’re going to highlight some of the big players in the social media game, share a few tips and tricks for each, and get you started.

## FACEBOOK

Your (likely) favorite source for who’s doing what with whom and where. You’ll find your friends’ engagement announcements, first day of school/prom pictures, cute baby/animal videos, and rants about the horrible customer service at XYZ Company.

But Facebook is also a powerful tool for promoting your work/business and for building community around shared interests and values.

Ideal image sizes (pixels)

Profile photo	170 x 170
Cover photo	851 x 315
Timeline photo	1200 x 630
Carousel photos	1200 x 1200
Event cover photo	1200 x 628

### Tip #1: Minimize the mean stuff.

**For you:** You are in control of what shows up in your feed. Sure, there’s a constantly changing algorithm that attempts to predict what you might like, but you get to decide what stays. Old high school friend who posts content you find offensive? Unfriend or unfollow. Want more fluffy kittens and dancing babies? What you “like” or comment on informs what lands in your sight.

**For work:** If you’re running a Facebook page for a group or a business (your own or someone else’s), you know that moderating the “less than warm fuzzy” content can easily become a full-time job. You can automate much of this by using Facebook’s Page Moderation controls. Here you can block profanity, block specific users who have proven troublesome, control who can tag photos, or even add specific words (such as those often used to attack or offend) that will be blocked from appearing on your page. As you gain experience moderating your Facebook page, you’ll quickly learn what tends to be problematic and can tweak these settings accordingly.

### Tip #2: Manage group conversations.

Have you ever been sucked into a group conversation on Facebook? Where your phone is dinging every two seconds? The larger the group, the greater the likelihood that your notifications are going crazy. But maybe you don’t want to “announce that you’re leaving” the conversation (Facebook totally rattles on you when you do).

How do you turn it off without missing out on any replies that may be of value to you? You can MUTE the conversation! Click on Chat Settings in the group message. Then click on “Mute Conversation.” Ta-da. Silence. And a conversation that’s still waiting for you if/when you want to catch up.

## TWITTER

Fan of brevity? You've got 280 characters and need to make them count. Twitter is fantastic for sending out quick blasts, putting companies on notice (#XYZ Company, you can do better!), sharing links that direct folks to lengthier works, and promoting events (to name just a few).

Ideal image sizes (pixels)

Profile photo	400 x 400
Header	1500 x 500
In-stream	1600 x 900
Summary card	280 x 150

### Tip #1: Use Twitter lists.

Find your village. Type "<your search term> site:twitter.com inurl:lists" and you'll easily find people/places/groups talking about the very things that interest you most. (We used "social media tips" as our search term to test this out and had over 1,000 instant results.)

### Tip #2: Get visual.

Just because you're limited by how many characters you can use doesn't mean you can't provide visually engaging content. (And folks are more likely to retweet your content when an image is included, which means more exposure for your brand!)

Share great visual content you find that's relevant to your business or field. Or create your own share-worthy visuals using [Canva](#) (no design mastery required). Make sure to watermark your images with your branding!

## INSTAGRAM

This platform is fantastic for photo snippets of your life. That gorgeous plate of food from your favorite restaurant. Or the picture of your son who decided to Sharpie the baby.

But Instagram also can help you to create a visual identity. Think branding. If a picture truly is worth a thousand words, imagine the power this platform holds to convey your message.

Ideal image sizes (pixels)

Profile photo	320 x 320
Landscape	1080 x 566
Portrait	1080 x 1350
Square	1080 x 1080
Thumbnail	161 x 161
Stories	1080 x 1920

### Tip #1: Go for emotional reactions.

Does your image make someone laugh? Cry? Think? Get involved? Emotion drives most of the human response, and you have the opportunity to spark someone's interest in your ideas, products, and/or services. Use it!

**Tip #2: Engage.**

Instagram isn't (or at least shouldn't be) a one-sided chat. It may start with an image, but used well, this platform can facilitate discussions and collaborations. Are people/companies mentioning you? Engage. Do you have something to say? Say it. Use hashtags to continue the conversation.

## PINTEREST

The world's greatest bulletin board—minus the sticky notes and thumbtacks. But Pinterest isn't just a great placeholder for the things you want to save. It's an opportunity to find inspiration, promote your brand, and connect with others.

Ideal image sizes (pixels)

Profile photo	165 x 165
Profile cover photo	800 x 450
Pin image	1000 x 1500
Square pins	1000 x 1000
Story pins	1080 x 1920
Promoted pins	1000 x 1500

**Tip #1: Describe it.**

Think of Pinterest as a search engine (it is). What words would someone likely type into a search engine to find you/your product/brand? Use those words in your descriptions of your pins.

**Tip #2: More is better.**

If you are pinning regularly, the Pinterest algorithm assumes that you are an active and engaged participant who has something to share that's worth seeing. But remember that quality content trumps everything else, so share LOTS OF GOOD STUFF, particularly stuff that's relevant to who you are and what you do.

## LINKEDIN

Often viewed as "Facebook for Professionals," LinkedIn is where you want to be for professional networking. Keep in mind that the key word here is "professional." This isn't the place for family pictures, funny memes, or personal rants. It is the perfect place to connect with like-minded professionals, find (or fill) employment opportunities, and so much more.

Ideal image sizes (pixels)

Profile photo	400 x 400
Profile cover image	1584 x 396
Blog post link image	1200 x 627
Company cover photo	1128 x 191
Company logo	300 x 300

**Tip #1: Assert yourself as an authority.**

Provide insightful feedback on a post or article of a colleague in your field. Create relevant content of your own via posts and articles. Leverage this opportunity to position yourself as a subject matter expert (but in a way that's informative and useful to others and not simply self-serving).

## Tip #2: Optimize your LinkedIn.

We can help! Download our LinkedIn Optimization Checklist [here](#)!

## SNAPCHAT

If your target audience includes people under 34, Snapchat is another social media platform you should consider using. Here, videos and chats are short—and more importantly, temporary. So, this isn't where you go to share evergreen content. But for live events, promotions, ads, and the like, Snapchat is a great fit.

Ideal image sizes (pixels)

Snapchat ads image	1080 x 1920
Snapchat Geofilter image	1080 x 1920

## Tip #1: Promote, promote, promote.

Create a short video to promote your business. Include a call to action, like "Visit us at XYZ.com" or "Join our email list for special discounts."

## Tip #2: Be influential.

Influencers rule the world of social media and can bring a huge audience to your products and services, especially if you serve a younger audience. Consider what influencers might be an organic fit for your brand and be open to making those connections.

## TIKTOK

If you have children in your life, you've no doubt heard of TikTok. Newer to the social media scene, TikTok is the fastest growing social media platform globally. The platform is known for short mobile videos. And the ones those children share are frequently funny or entertaining. But there's space for business here too.

Ideal image sizes (pixels)

Profile photo	20 x 20
Video	1080 x 1920

## Tip #1: Let your creativity flow.

This platform trends young and encourages creative self-expression. You can quickly build an audience and brand following if you've got engaging content. Be imaginative, entertaining, and/or informative. Bonus points if you can be all three at the same time!

## Tip #2: Accept the challenge.

More precisely, launch a challenge—a hashtag challenge. Encourage your audience to create or recreate content and add your branded hashtag to it. Want a fun example of what we're talking about? Check out #crowdcheers on TikTok.

## ACROSS PLATFORMS

### **Tip #1: Safety first.**

You know those precious photos of your beloved (baby, nephew, godchild)? The ones where he/she is finger-painting in, well, let's just say "not finger paint"? Or naked in a tub with some other precious baby?

Yes, your family and friends will "ooohhh" and "ahhhh" and exclaim that you have the most beautiful baby on the planet. And they'll be right, of course. But creepy people use the internet, too. People whose attention you do *not* want on your loved little ones. Don't make it easy for their focus to fall on the kiddos in your life. That means you should avoid enabling location tags. It means making sure there's nothing that makes someone easy to find (the name of his/her school, a shirt with a team name, etc.). Navigating life can be scary enough. Don't inadvertently put a target on someone you love.

### **Tip #2: Forever is a very long time.**

Remember that what you tell your (children/friends/parents dabbling in social media, much to your great chagrin) applies to you as well. The internet is *forever*. Even when you have messaging remorse or posting palpitations. Even when you delete things that were a better idea in your head than out in the world.

In a split second, someone can forward or share your content. Grab a screenshot. Use your words and/or images out of context.

You control the words and images you put out there. Exercise discretion.

### **Tip #3: There is (or should be) only *one* of you.**

Sure, there's work-appropriate content and NSFW (Not Safe for Work) content. And you (hopefully) know which things fall under which category. While you may take great care to keep those two worlds separate, the internet is more than happy to merge them for you.

Checking out the personal social media accounts of a potential hire is now standard practice in the recruiting business. The news is filled with stories of well-known politicians and businesspeople held accountable for comments and posts they made on their private accounts.

This means that your personal and professional images need to align, at least to the extent that you share with the world. Which leads us to remind you to ...

### **Tip #4: Check yourself before you wreck yourself.**

So, here's your gauge. Would you wear it on a t-shirt? Appreciate hearing it come out of a child's mouth? Send it in an email to an employer? Have your clergy quote you in your favorite place of worship?

No? Then seriously—pause before posting.

## WRAPPING THINGS UP

We've covered a lot of ground here. Here's what's most important to remember:

**Don't be a slave to the tools.** Social media platforms are meant to simplify and/or enhance your life. Use them to the extent that they help you.

**Too much is worse than not enough.** Instead of trying to do everything (minimally well) at once, pick a place to start and rock that place. You always have the option to add or remove platforms from your repertoire.

And most critically, **be authentically you in everything you do online.** There are a lot of people in this world, but only one you. Live your one life well on (and off) social media.