



## How to

# 2020

# Create the perfect social media post



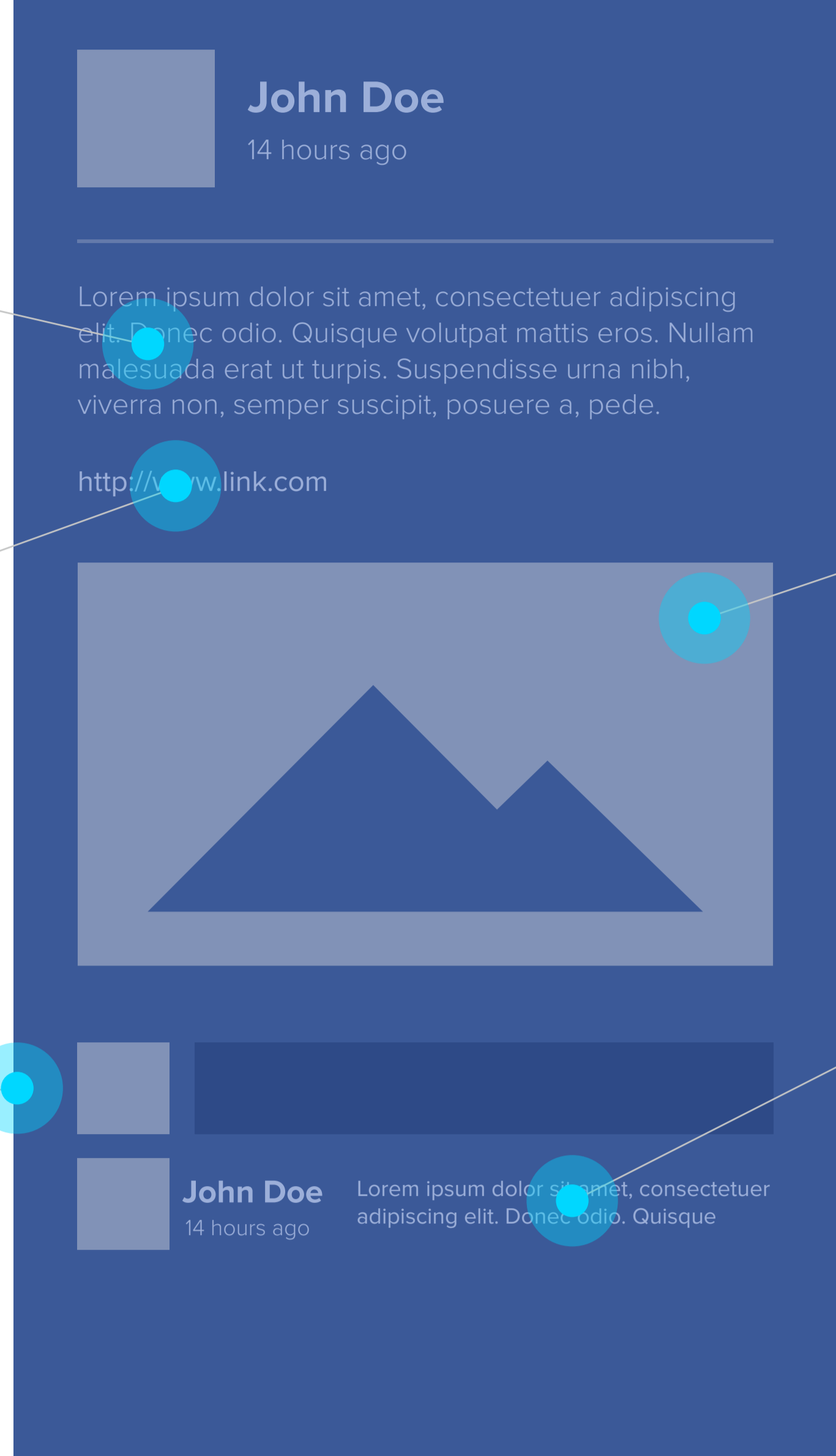
## Facebook

The most important elements for any Facebook post are as follows:

**Provide valuable information**  
People engage more with posts that provide information they find valuable.

**Provide a link**  
Share links to your website to increase traffic from Facebook. Use bit.ly or goo.gl to track clicks from your page.

**Think mobile**  
According to Avasam, 94% of users access Facebook with a mobile device. All of your posts must be optimized for a mobile platform.



**Include a photo**  
Facebook posts with photos receive the highest engagement. The perfect photo size on Facebook is 1200x630.

**Engage with your community**  
When companies engage and respond to customer service requests via social media, those customers end up spending 30-40% more with the company.



## LinkedIn

The most important elements for any LinkedIn post are as follows:

**01 Headline**  
Craft a headline such that it acts as a mini value proposition using verbs and other active language.

**02 Keep link descriptions under 255 characters**  
Similar to the link title limitations, the description associated with your status update is given 255 characters before it's cut off with an ellipsis, so shorten your meta description to properly display on LinkedIn.

**03 Share links for engagement**  
QuickSprout points out that a link in your LinkedIn posts drives 200% more engagement.

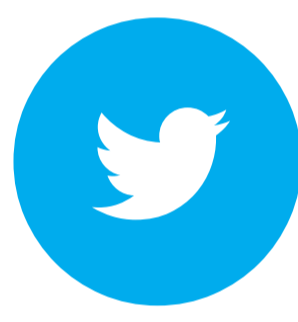
**04 Post images to get more comments**  
According to QuickSprout, posting images results in a 98% higher comment rate.

**05 Post videos to get more shares**  
Linking to YouTube videos results in a 82% higher share rate.

**06 Publish a new status update about once a day**  
According to LinkedIn, publishing 20 posts per month allows you to reach 60% of your audience.

**07 Convert page fans with offers**  
LinkedIn is 277% more effective for lead generation than Facebook and Twitter. LinkedIn users are more welcoming to lead gen content—as long as the content is truly valuable to their success.

**08 Send LinkedIn Announcements**  
LinkedIn announcements can serve as a powerful tool in increasing your LinkedIn lead generation.



## Twitter

The most important elements for any Twitter post are as follows:

- Perfect tweet length**  
Keep your tweets less than 140 characters to leave space for people to RT.
- Grammar**  
Don't sacrifice grammar and punctuation because of character length. Good writing reflects positively on you/your business and helps retain your audience.
- Call to action**  
Make it clear what you want your followers to do after they read your post.
- Shorten URL**  
Use bit.ly or goo.gl to shorten your links and track your clicks.
- Mentions**  
RT interesting content to further engage with your followers.
- Retweet**  
RT interesting content to further engage with your followers.
- Add images and video**  
Images and video on Twitter increase CTR (click-through rate) and are stored on your account.



## YouTube

The most important elements for any YouTube video are as follows:



**Title**  
The title should grab attention and make people want to click and watch your video. Limit the title to 70 characters for best results in both YouTube and Google searches.



**Thumbnail**  
Custom thumbnails attract more people when comes to overall clicks. Therefore make sure they look impressive. For best results, use thumbnail 2560x1440. However, David Colamn said that the maximum size is not limited by dimensions, but it is limited to file size to 6MB.



**Description**  
Use keywords in the description to help your videos rank better and include links to your site to increase traffic.



**Call to action**  
Calls to action in videos increase subscriptions, likes, and comments.



**Tags**  
Adding keywords as tags will help your video rank higher in a Google search.



## Xing

The most important elements for any Xing post are as follows:



**Professional photos**  
It only takes one-tenth of a second for someone to draw conclusions about you based on your photo. Xing is a business network. Make sure you look professional in your photo. For best results use image 1024x1024.



**Relevant keywords**  
The secret to increasing traffic to your Xing profile is to apply effective Search Engine Optimization (SEO) techniques. Use relevant keywords and tags.



**Grammar**  
It's best to reread and revise before posting, and depending on the importance of the post's content, consider having another set of eyes look it over.



**Share Images**  
Posts with images have a 98% higher comment rate.

Let's get connected!

facebook linkedin blog