Social Media Best Practices

1) Tailor your posts for each of your accounts. Each platform has a different ideal image size, primary audience, and limitations on text length.

2) Brainstorm content ideas that are timely, relevant to your work, meaningful to you and your audience, and engaging.

3) Consider using a social media management tool, such as Hootsuite, Buffer, or Later, to schedule posts and gain insights to improve your account.

4) Try to post consistently on your accounts and engage with followers as much as possible.

5) Set aside time each month to plan out content for each of your accounts.