

# Social Media Best Practice

Every social media channel is different but we have collated the general guidelines and top tips for posting over Facebook, Twitter, Instagram and YouTube.



# Facebook best practice

**Facebook is a free platform and the world's largest social network and having a Facebook page has lots of potential benefits for your business. It is an opportunity to engage with audiences and connect with new customers.**

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## **Business page, not personal profile**

You'll need to create a business page to represent your brand. Updates will show in your followers news feeds and you'll be able to access additional features such as analytics.

## **Optimise your about section**

A great about section accompanied by relevant profile and cover photos will let new audiences know what your business is about.

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## **Include images and video**

People visit Facebook for interesting content, so make sure you pair short, punchy copy with interesting visuals.

## **Add a call to action**

Facebook can be effective for driving traffic to websites, so always add a clear call to action and a link at the end of posts where possible.

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## **Engage with your community**

It's important to build a community on Facebook which is why answering comments, direct messages and engaging with your audience is an important aspect of being active on the channel.

# Twitter best practice

A free 'micro-blogging' channel that allows for the sharing of the latest news and trending topics in short posts.

Twitter allows for short, snappy content perfect for easily digesting updates but it's fast-moving which means organisations and individuals need to be active and frequently posting.

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## Keep things short and sweet

People use Twitter for discovery, so Tweets that include news, updates and announcements usually perform well.

## 280 characters or less

Always think about character count – how can you say what you want to say in 280 characters or less?

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## Consider creating a Twitter list

Lists are a simple way to group together similar Twitter accounts so that you can stay on top of the information coming through to your timeline.

For example, you may want to create a list of accounts that tweet about construction information. A guide to get started can be found on the Twitter help page.

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## Research and use appropriate hashtags

When you add “#” to the beginning of a word or phrase on Twitter it creates a hashtag. Twitter then groups all of the Tweets together in the search function so you can see who else is tweeting about the same topic.

There's no need to overdo it, two hashtags on a tweet are sufficient.

# Instagram best practice

**Instagram is a free app, predominantly for photo-sharing but recently video is the most popular form of content shared. The app allows you to edit and upload photos but also create short videos called 'Reels', and post 'Stories' that disappear after 24 hours.**

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## Videos and photo sharing

Instagram is a visual platform, so your posts will need to be videos or photos. There are many features you can utilise and you can find out more on the About Instagram web page.

## Link in bio

One important thing to note is that you can't include links in post copy. To get around this, post the link in your bio and instruct people to 'tap the link in our bio'.

## Caption copy

Instagram is its own self-contained search engine and captions are key to discoverability. Make sure you have relevant keywords in your post e.g., "construction industry", to help Instagram decipher what your content is about.

## Hashtags

Instagram allows you to include 30 hashtags on any given post. Make sure the hashtags you're using aren't too overpopulated otherwise your content will be less discoverable. Ideally, aim for hashtags that have less than 50,000 entries.

# YouTube best practice

**YouTube, owned by Google, is a video sharing platform and the second largest search engine (after Google).**

**It provides an opportunity to host video content with audiences tuning in to watch entertainment, gather information and educate themselves.**

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## **Make your videos searchable**

YouTube is the second largest search engine and owned by Google. This means that audiences will find your content by searching for topics they are interested in or questions they are looking to have answered. Use key words and phrases to ensure your content can be discovered e.g. “what is it like to work in construction”.

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## **Optimise your video descriptions**

YouTube uses your description to understand the content (and context) of your video content. Make sure your key words are in the first 2-3 sentences and include links to your website or further information.

## **Keep videos short**

Videos under two minutes long are more likely to capture the attention of your audience.

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## **Create playlists with similar content**

Playlists enable you to categorise similar content that is featured on your channel. Creating a playlist tells users what your channel is about, and increases the chances of your content being found in search results.



# Thank you

If you have any questions about Go Construct, social media best practice or have opportunities for collaboration, we'd love to hear from you.

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Any questions?

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Get in touch by emailing: [info@goconstruct.org](mailto:info@goconstruct.org)

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Using the subject "Go Construct content"

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