Notes for Session 5 – Powerful Posting Strategy

What to post for **Status Updates**:

* Ask questions
* Share industry articles
* Videos & presentations
* Share your blog articles
* Motivational quotes
* Share data related to your business/industry
* Latest and greatest trends
* Your opinions
* Tips, tricks and How-tos
* Make predictions
* Lessons learned

Tips:

* Longer posts tend to get more engagement - 1300 character limit
* Share information that interests your clients when they’re not needing your services
* Share other people’s posts and tag them
* Grab attention with 1st 2 sentences
* Write 1 or 2 sentence paragraphs

Tips for Successful **Pulse Articles:**

1. Make your titles between 40 and 49 characters long
2. Add images - One study found 8 to be the magic number for most likes, shares, comments and views
3. Don’t add videos or other multi-media assets
4. Use “How to” and List-style headlines
   1. Publish one headline, Tweet the post with varying headlines using unique Bitly links. Edit your post headline to use version with highest click-through rate
5. Use 5 sub-headings
6. Articles should be 1,500-2,000 words in length
7. Content should be easy to read
8. Promote article on other social networks
9. Include Call-to-Action including encouraging likes
   1. Ex. If you enjoyed the post, please click the thumbs up icon above and let me know!
10. Publish on Thursday for maximum # of views
11. Include Keywords in your title & article

Posting Do’s and Don’ts

Do publish original content.

Do republish content you’ve published elsewhere as long as you own the rights to it.

Do reply to every comment.

Don’t publish advertisements or promotions for events, products or services.

Don’t post anything misleading, fraudulent, hateful, discriminatory, etc.

Don’t publish someone else’s content without their permission!

Cover Images in Articles

* For best results, cover images should be 744 x 400 pixels.
* Add photo credits by clicking into the text field . Add credit and caption, located below the image. Example: Credit: Getty Images
* Select your preferred sizing and positioning from the options that appear at the bottom of the image.