



SOCIAL MEDIA BEST PRACTICES

Updated 11/15/2021

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FACEBOOK



CREATIVE SPECS

PHOTOS

Aspect Ratio: 4:5, 1:1, 1.91:1

•Recommended: 4:5 or 1.91:1

Recommended Size: 1200 X 1500,
1200 X 1200, 1200 x 900 px

VIDEOS

Aspect Ratio: 16:9, 4:5, 1:1, 9:16

•16:9 (not recommended for mobile)

Recommended Size: 1200 x 675 px

Formats: MOV, MP4, 4AVI

File Size: 4GB max

PROFILE PHOTO

180 x 180 px

(displays 140 x 140 px on mobile)

COVER PHOTO

851 x 315 px

(displays 563 X 315 px on mobile)

LINK POSTS WITH IMAGE

Aspect Ratio: 1.9:1, 1:1

Recommended Size: at least 1,080 x
1,080px

Text: 90 character.

Headline: 25 characters.

Link Description: 30 characters.

Note: Customized images, headlines and descriptions are only available for publishers. All other links will auto-populate with the webpage's metadata.



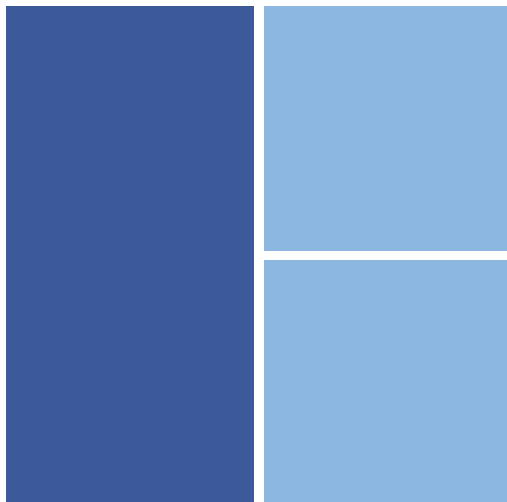
PHOTO ALBUMS

How to Use:
To showcase a
collection of photos
from an event or
specific marketing
initiative (i.e. collection
of recipes).

3 PHOTOS

Feature Image: 1:2 Ratio

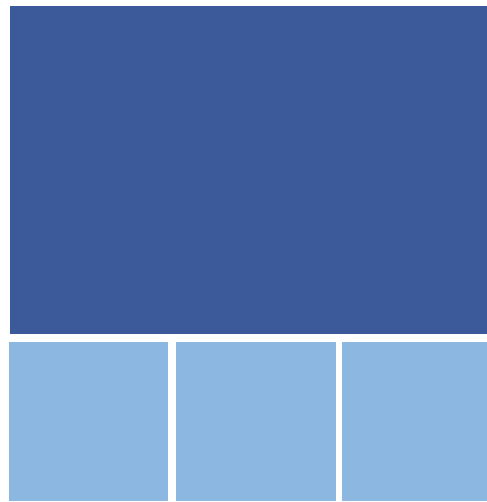
Other Images: 1:1 Ratio



4 PHOTOS

Feature Image: 3:2 Ratio

Other Images: 1:1 Ratio



4+ PHOTOS

Feature Image: 2:3 Ratio

Other Images: 1:1 Ratio





BEST PRACTICES

How to Use:

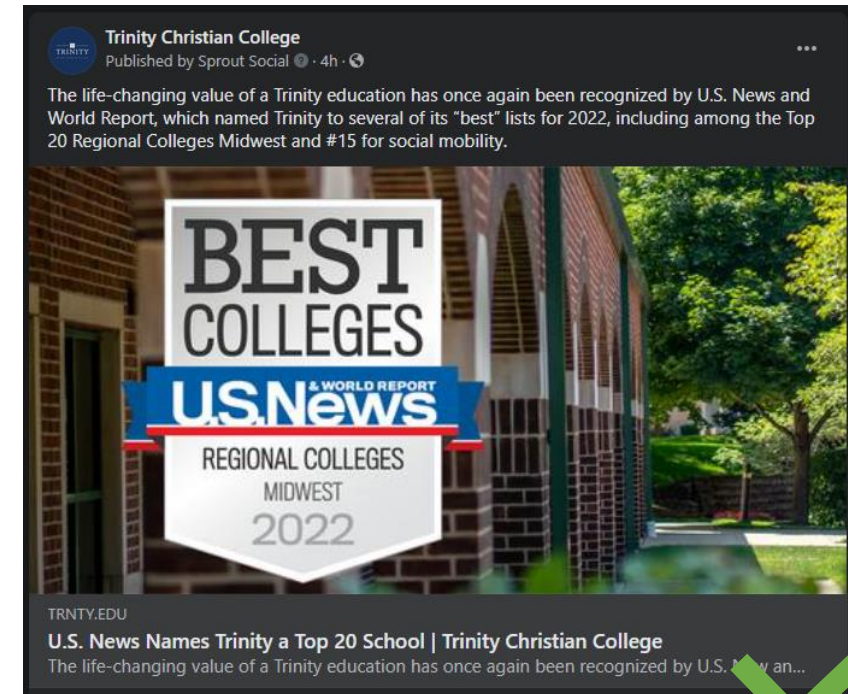
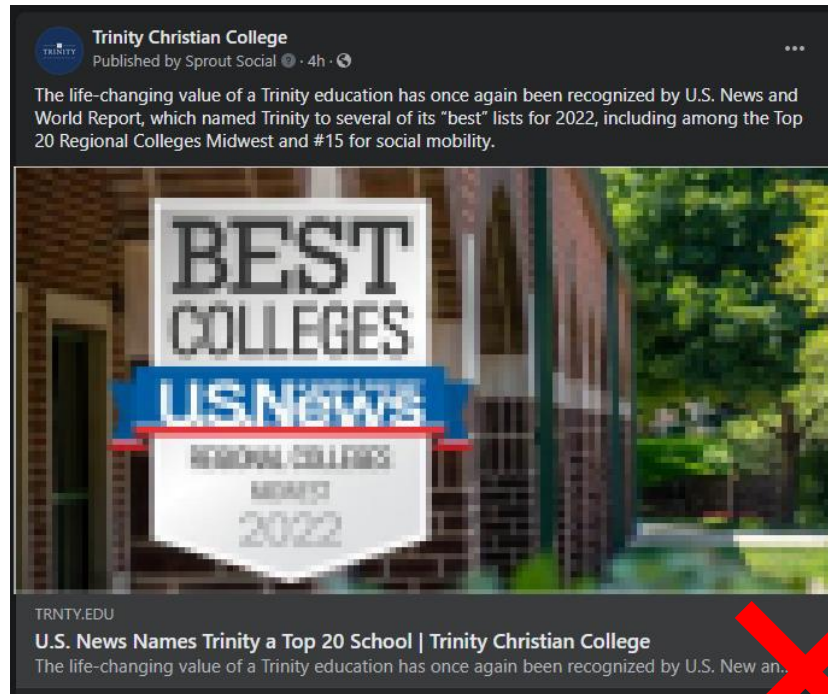
Posts are often the first impressions people have of your business, so make sure they attract and engage potential customers.

Use these best practices to reach your business goals with posts:

Use high-quality creative assets

Do not use blurry images or video. Every post should include creative, like images, video or GIFs. The Facebook algorithm favors this and these posts get more engagement and reach than text only posts. Use high-quality images for your profile picture and cover photo too. These are the first things your audience will see when visiting your page.

If you are using the Trinity brand assets, please make sure it is the correct logo and color. *If you are unsure if you are following the brand guidelines, please email socialmedia@trnty.edu.*

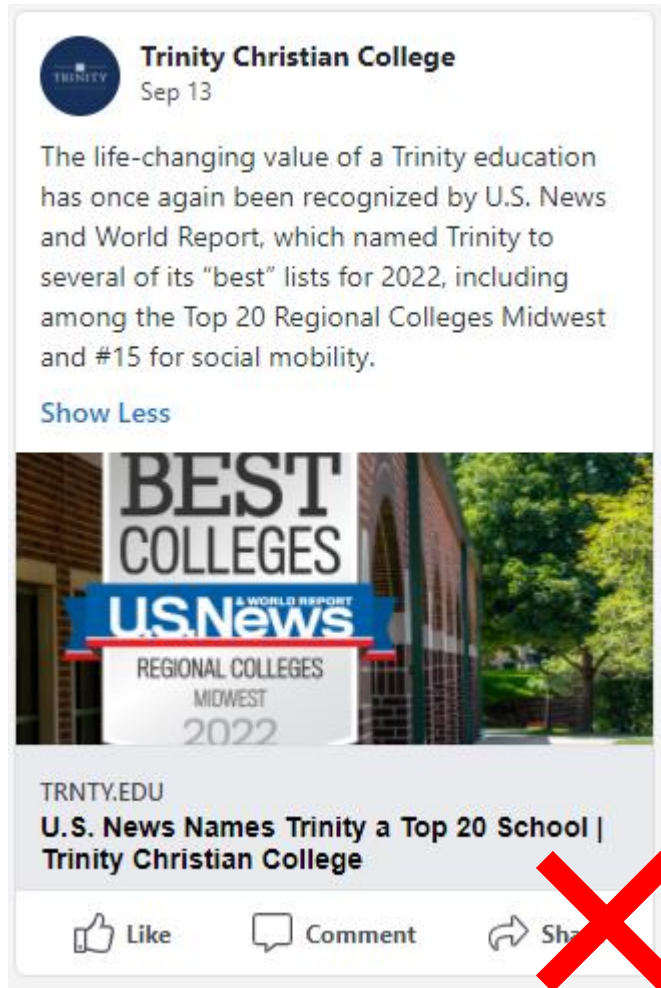




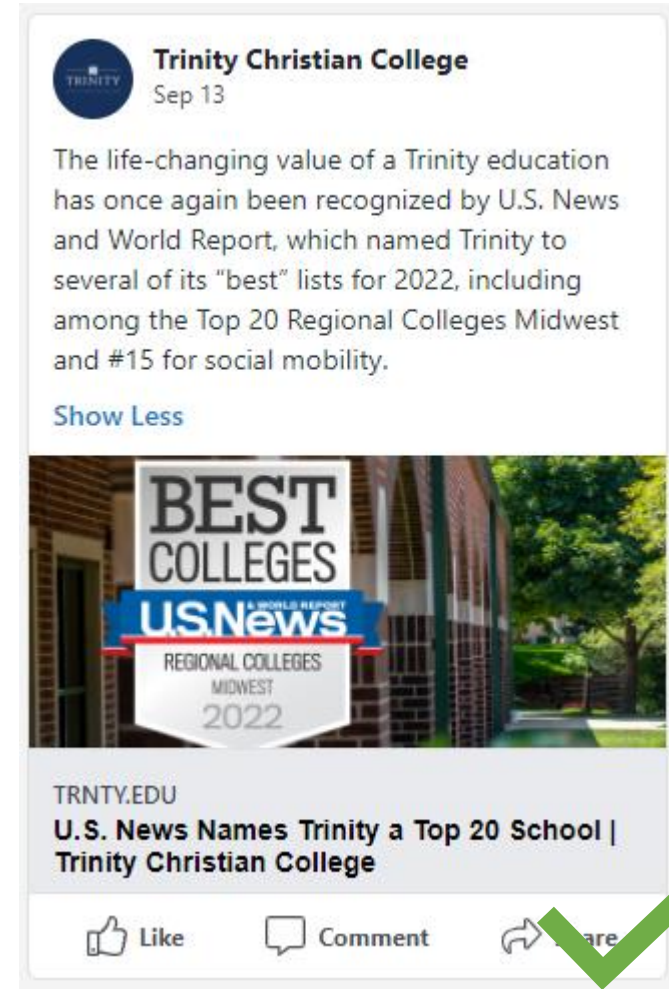
BEST PRACTICES

Double check before and after posting

Confirm there are no spelling errors or other mistakes. Once you publish your post, check again to make sure the post formatted correctly and looks professional.



Logo cropped off



Logo fits within image



BEST PRACTICES

Use a call-to-action

Keep the text content of the post minimal, but use engaging, call-to-action language. While not every post needs to encourage action, actionable posts may increase engagement.



Call to Action (CTA)



BEST PRACTICES

Get to know your audience

Finding the right kind of post for your audience can take trial and error. Use Page Insights to understand what types of posts are working (or not working). To view your page insights, go to your page and click on “Insights” from the menu on the left.

The screenshot shows the Facebook interface for the Trinity Christian College page. On the left, the 'Manage Page' sidebar is visible, listing various tools. A blue arrow points to the 'Insights' option in this menu. The main content area features a cover photo of a building with a large mural and the text 'THE WORLD NEEDS YOU'. Below the cover photo is the page's profile picture and name, 'Trinity Christian College', along with its handle '@trinitychristiancollege' and category 'College & University'. Navigation tabs for 'Home', 'About', 'Photos', 'Events', and 'More' are present. A promotional banner for Facebook and Instagram shops is displayed below the navigation tabs. At the bottom, there are buttons for 'Create Ad' and 'Create Post in Creator Studio'.

Manage Page

- Home
- News Feed (8 new)
- Ad Center
- Inbox (19 new comments)
- Business Apps
- Events
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications (167 new)
- Insights**
- Publishing Tools
- Page Quality
- Settings

Trinity Christian College
@trinitychristiancollege · College & University

Home About Photos Events More

Access promotional tools with a shop on Facebook or Instagram
Create a shop with in-app checkout to engage customers using features like offers, product launches and live shopping.
Get Started

Create Ad
How would you like to grow your business?

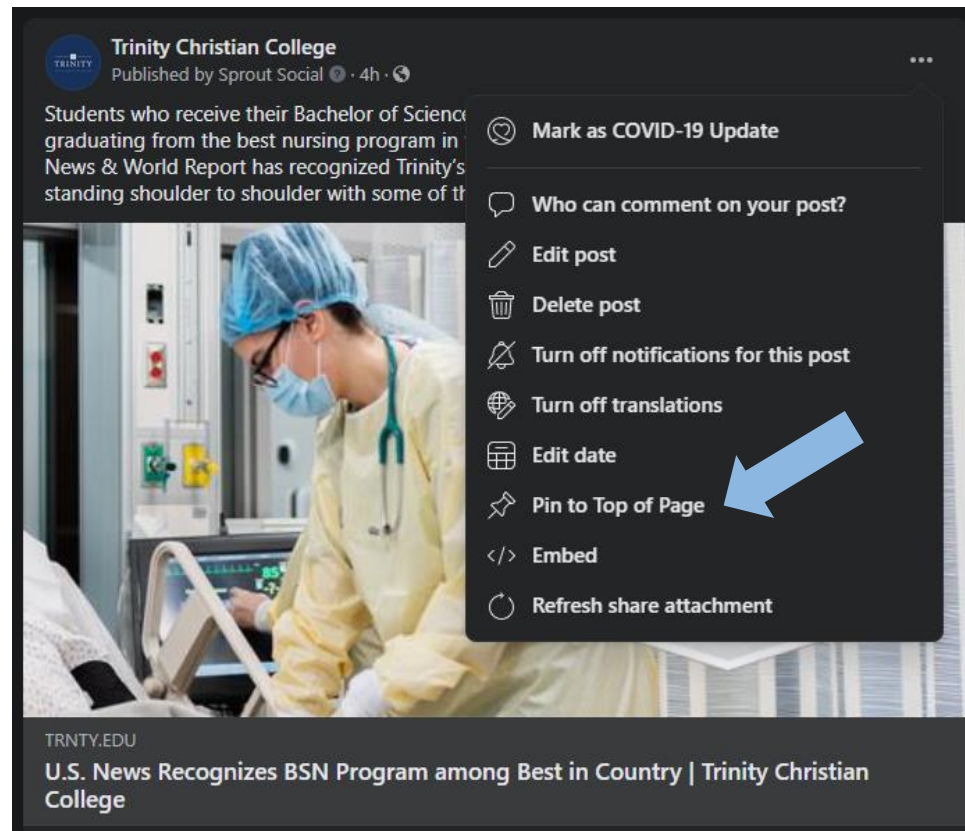
Create Post in Creator Studio



BEST PRACTICES

Pin significant posts

If you have a post with important news you don't want to get lost, you can pin the post to the top of your Facebook page. Once you've created the post itself – whether it's a text post, poll or video post – just click on the three dots on the right-hand corner. You'll have the option to “pin post.” You can tell when a post is pinned because it'll say “Pinned post” right above it. Once the information is no longer relevant, don't forget to un-pin the post.

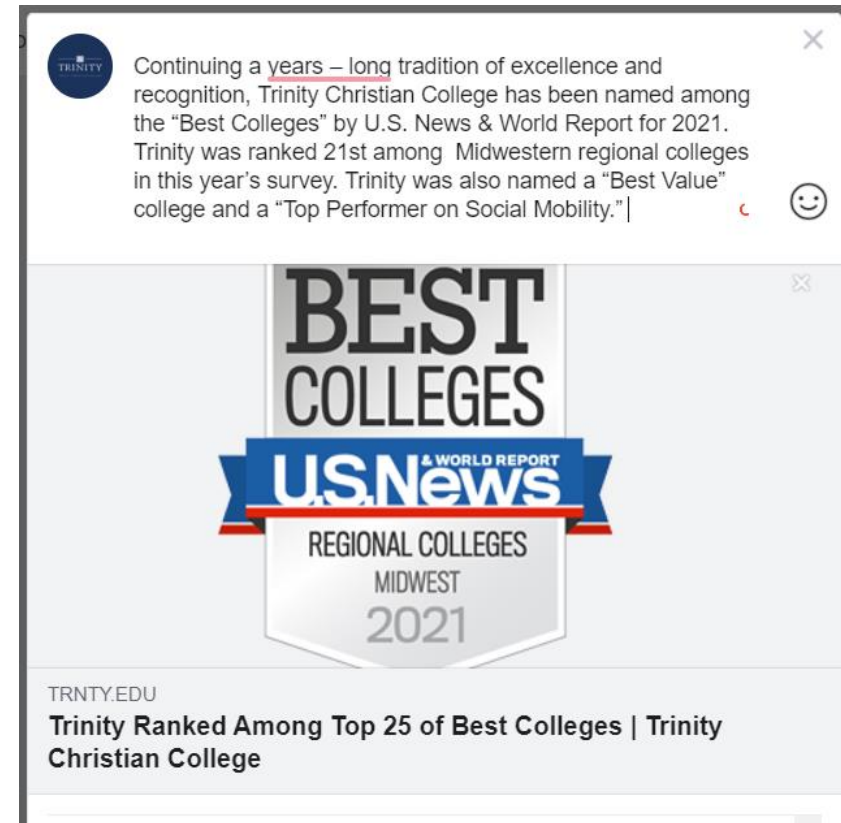
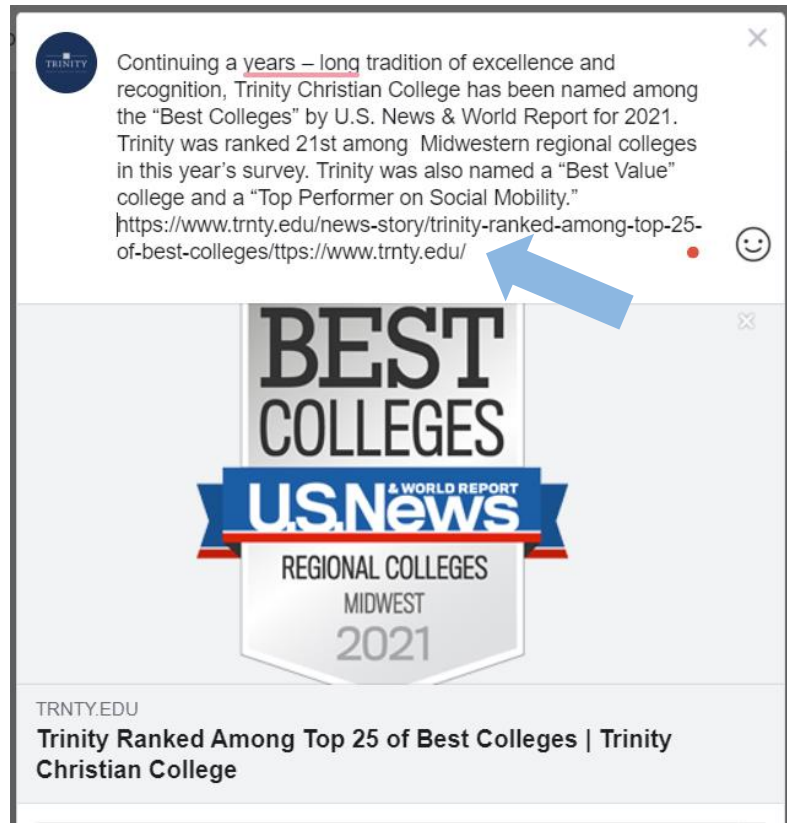




BEST PRACTICES

Remove the URL from link posts

If you are posting a link, always remove the URL from your caption. To do this, past the link into the Facebook post and Facebook will generate a preview of the link (meta-data). Once you type in your caption, you can remove the URL from the text box and the preview will remain.





BEST PRACTICES

Use a URL shortener when posting a link with a photo

If you post a photo with a link, a link preview will not generate. In this case, use a URL shortener, like [bitly](#), in the caption.





RESOURCES

[Facebook Blueprint](#)

[Facebook for Business Help Center](#)

[Ideas for Posts on Your Facebook Business Page](#)

[Facebook Terms of Service](#)

If you have any questions, please email socialmedia@trnty.edu



INSTAGRAM



CREATIVE SPECS

PROFILE PHOTO

110 x 110 px

PHOTO

Aspect Ratio: 4:5, 1:1, 1.9:1

Image Size: at least 1,080 x 1,080px

4:5 vertical recommended

1:1 square 2nd recommended

VIDEO

Aspect Ratio: 1:1 or 4:5

File Size: < 30MB

Length: 3 seconds (min.), 60 seconds (max.)

:15-:30 seconds recommended

PLATFORM NUANCES

- Captions in the mobile feed are limited to 125 characters before being cut off with “...more”.
- Photos and videos shared as a portrait/landscape will appear as a center-cropped square on your profile.
- Videos must be at least 3 seconds long.
- Don't rely on sound - IG videos are muted by default.



STORY CREATIVE SPECS

PHOTO/VIDEO

of Pieces: Unlimited

Length: Photos 3s, videos up to 15s

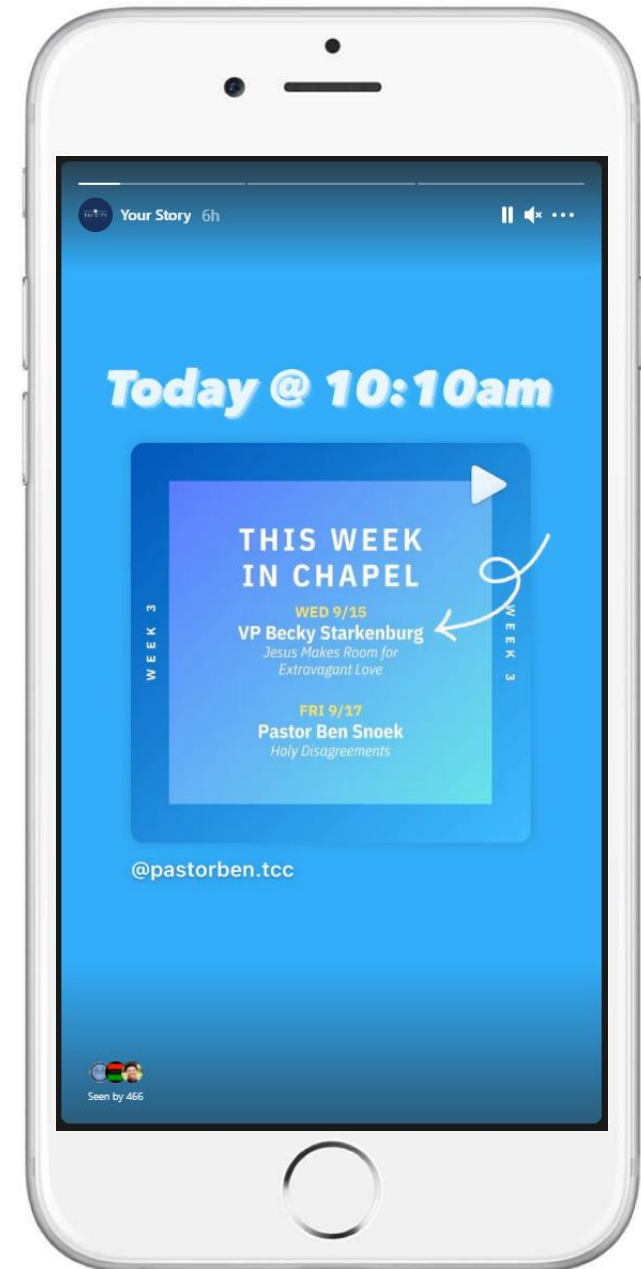
Lifetime: lasts for 24 hours

Asset Ratio: 9:16 (recommended), 16:9, 4:5

Size: 1080 x 1920

Formats: Upload images or videos from phone

Audio: 60% of users watch Instagram Stories with sound. While sound is not a requirement, it will optimize for video completion.





STORY STICKERS

LOCATION



Use: Solidify connection with audience through brand placement in the real world.

PRODUCT TAGS



Use: Streamline product discoverability and path-to-purchase.

MUSIC



Use: Emphasize a tone to messaging with a music sticker and connect with audience through existing playlist.

HASHTAG



Use: Utilize native to platform social language to communicate ideas/trends.

POLLS



Use: Engage with audience by allowing users to pitch their opinion.

GIFS



Use: Search artistic or relatable moving icons to communicate a mood or enhance a message.

MENTION



Use: Tag users/partner brands in stories for brand awareness or discovery.

QUESTIONS



Use: Gather audience input since responses are direct messages.

COUNTDOWN



Use: Set a countdown to time when an event will occur.

DATE/TIME/TEMPERATURE



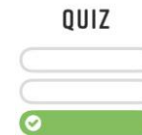
Use: Create brand existence through measurement and allow user to feel present. Time sticker is editable, allowing a digital or analog option.

SLIDER



Use: Increase engagement and utilize slider to interact with the audience.

QUIZ



Use: Make a quiz for your fans to play and vote on.

LINK



Use: Add a link to your Instagram story. When people tap on the sticker, they'll be redirected.

CHAT



Use: Allows users to choose to enter a group chat.

DONATION



Use: Allows users to donate to a specific nonprofit.



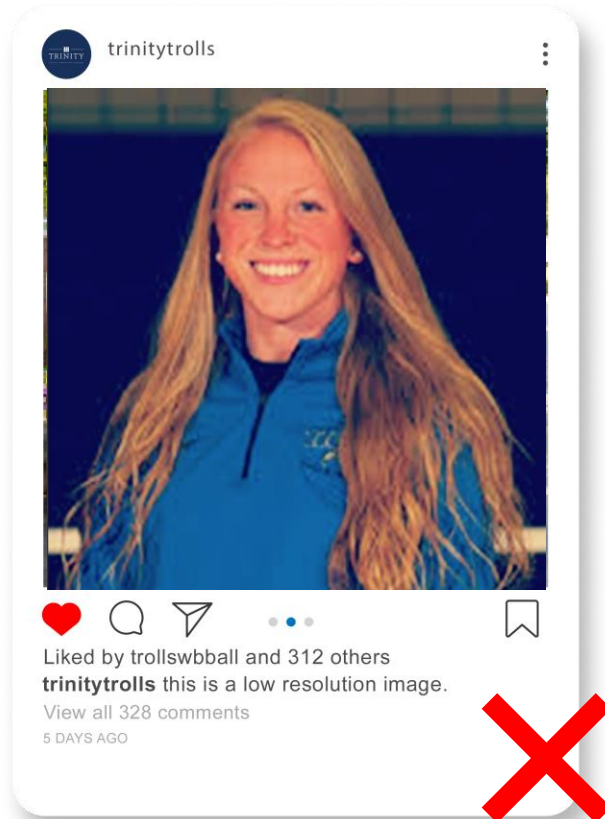


BEST PRACTICES

Use high-quality images or videos

Instagram is a visual platform. Do not use blurry or grainy imagery. Do not post screenshots or GIFs. Share photos or videos that are relevant to your audience. Make sure the images or videos you use are optimized for the Instagram Feed or Stories.

You can view the most up-to-date image size specs here: [Sprout Social: Always Up-To-Date Social Media Image Sizes Cheat Sheet](#)



Do not post screenshots

If another Trinity account posted a photo you would like to repost, reach out to the account and ask for the original photo to ensure the highest quality image. You should always ask permission before reposting.



BEST PRACTICES

Choose a cover photo when uploading a video

If you post a video in your Instagram feed, Instagram automatically chooses the first frame to appear in the Instagram grid. Before posting, you need to choose a frame that will format nicely in the grid. You can choose a frame from the video or upload an image to use as the cover.

How to change the cover photo to a frame

1. Select your video and click "Next"
2. You can filter or trim your video, then click "Next"
3. Tap on the image on the left. Drag the selector over the part of your video that you want to be the video's cover photo or click "Add from Camera Roll" to select an image.
4. If you select an image from your camera roll, make sure it will crop nicely in a square. You can adjust by tapping on "Advanced Settings" then "Edit Profile Cover." Here you can move the image around to make sure it fits into the square.
5. Write your caption, add your #hashtags, location and BOOM, you are done.
6. When it's uploaded, double check your profile to make sure everything looks good!



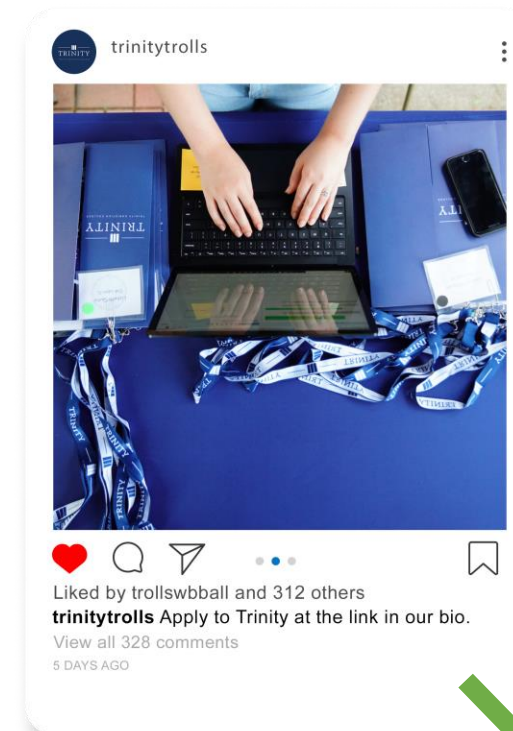
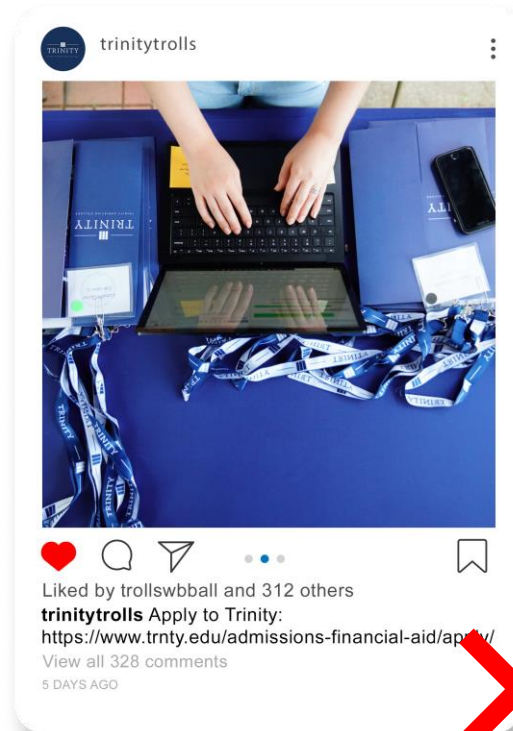
BEST PRACTICES

Use Captions

Give your photos more context through captions. Test our shorter and longer captions to see what your audience engages with.

Do not put URLs in captions

If you post a URL in the caption of your post, it **cannot be tapped on or clicked by a user**. If you find yourself needing to share links often, we recommend using linktr.ee and adding “link in bio” to your caption.

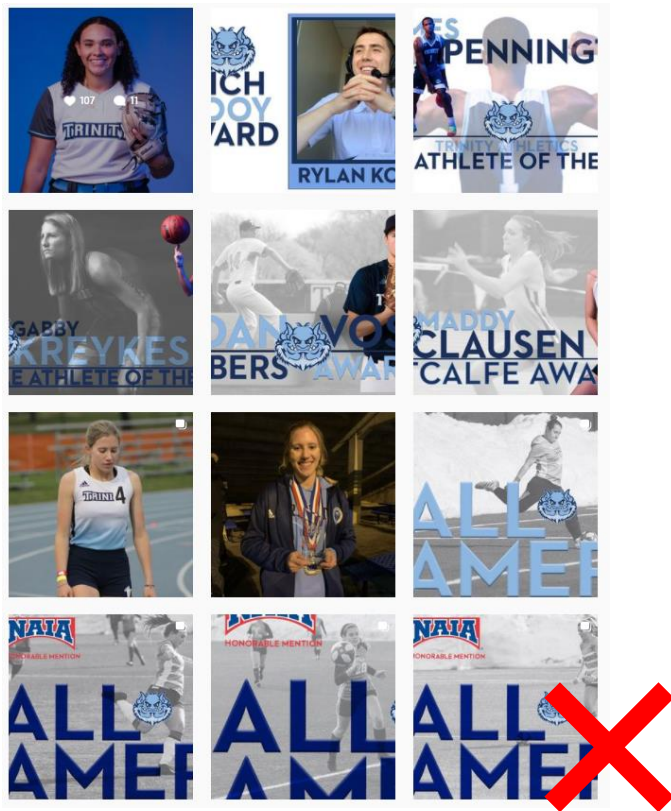




BEST PRACTICES

Do not neglect the grid view

The overall look of your Instagram grid is often users first impression of your account. If you are creating content for Instagram that is not square, consider how it will crop to a square when someone is looking at your feed. Make sure it looks professional and aesthetically pleasing. For additional ideas on grid layout, check out this blog post from Hootsuite: [7 Ways to Design Your Instagram Grid Layout Like a Pro.](#)





REELS

What is Instagram Reels?

Instagram Reels is a way to create fun and engaging video content. Similar to TikTok, Instagram users can record and edit together 15 to 60-second video clips set to music and share them to their Stories, Explore Feed, and the Reels tab on a user's profile.

When creating a Reel, you can either choose to film video clips on the spot or upload a pre-edited video from your camera roll.



REELS

Avoid low video quality reels

Instagram has said that they will make reels less discoverable by others if they are blurry due to low resolution, so make sure your videos are high quality.

Emailing videos or texting videos and then uploading causes video resolution to be lower. If you need to share the video with someone else to upload, we recommend sharing using Box or AirDrop (if both using iPhones).

Do not download your video from TikTok and then upload to Instagram

Although this is an easy way to create content for both channels, Instagram has also said that they will throttle back videos that contain logos or watermarks. When you download a video from TikTok or Instagram Reels a watermark is added.



REELS

Add a Reel Thumbnail

Creating a custom reel cover is key to captivating your audience. The reel cover is the first image that Instagram users view so make sure your Reel cover captures their attention. To add a reel cover, follow these steps:

1. After creating your Instagram reel, tap on 'Cover' under the 'Share' tab
2. Click on '+ Add from Gallery' to select the image for the reel cover
3. If you are sharing to your feed, make sure the image will crop nicely in a square so that users can tell what the video is from your main Instagram feed.



INSTAGRAM
RESOURCES

[Instagram Business Blog](#)

[Instagram Tips and Tricks Blog](#)

If you have any questions, please email socialmedia@trnty.edu



TWITTER



CREATIVE SPECS

PROFILE PHOTO

400px X 400px (displays at 200 x 200)

Max size is 100 KB

JPG or PNG

HEADER PHOTO

1500px X 500px

Max size is 10 MB

JPG or PNG

PLATFORM NUANCES

- Tweet character count is 280 but the more concise the better. **<100 characters** is ideal
- Even though multimedia does not count toward character count, links will continue to take up **23 characters**.
- Design for **mobile** specs, as the majority of users access platform on the mobile app.
- Less clickable content within tweets is ideal; **keep the hashtag count low (2 max)**. If the main goal is to drive traffic to a website, consider making that link the only piece of clickable content or create a website card.



VIDEO CARDS

SPECS

Copy: 280 characters

<100 characters recommended

Title: (under video): 70 characters

Description: (under video): 200 characters. Only use when necessary or for added context

File Type: MP4 or MOV

File Size: Under 1GB strongly recommended for optimal performance

Recommended Ratio: 1:1 or 16:9

Max Time: 10 minutes

Recommended to not exceed :30s

THUMBNAIL

File Types: PNG, JPEG

Aspect Ratio: 16:9, 9:16, 1:1. Vertical format will appear in timeline as 1:1 or with black bars

Size: Must match the aspect ratio of your video

MOBILE



DESKTOP





SINGLE IMAGE TWEETS AND GIFS

MOBILE

Copy: 280 characters

<100 characters recommended

Image Width/Height: Min. 600 X 335 px, although larger images (e.g., 1200 X 675 px) will be better optimized for when users click to expand

Aspect Ratio: 16:9 (single image), 1:1 (single GIFs)

Image File Size: Max. 15MB on Twitter.com; max. 3mb on ads.twitter.com.

File Types: PNG, JPEG, GIF

DESKTOP

Copy: 280 characters

Image Width: Min. 600 x 335 px, although larger images (1200 x 675 px) will be better optimized for when users click to expand images.

Image Height: Any height is acceptable, although if the height exceeds the width, it will crop to 1:1

Aspect Ratio: 2:1, 1:1

Image File Size: Max. 15MB on Twitter.com; max. 3mb on ads.twitter.com.

File Types: PNG, JPEG, GIF



MULTI- IMAGE TWEETS (DESKTOP)

DESKTOP

Copy: 280 characters

Image Size: Min. 600 x 600 px, although larger images (for example 1200 x 1200 px) will be better optimized for when users click to expand images

Image file size: max. 3MB

File Types: PNG, JPEG, GIF

ASPECT RATIO

Two Images: The images will be side by side horizontally (1:1 aspect ratio).

Three Images: There will be one large square image on the left (1:1), with two square images (1:1) running up the right side of the image.

Four Images: There will be one large square on the left (1:1) and three equal sized images to the right (1:1).



3 IMAGES



4 IMAGES



MULTI- IMAGE TWEETS (MOBILE)

MOBILE

Copy: 280 characters

Image Size: Min. 600 x 335 px, although larger images (i.e., 1200 x 675 px) will be better optimized for when users click to expand images.

Image File Size: Max 3mb

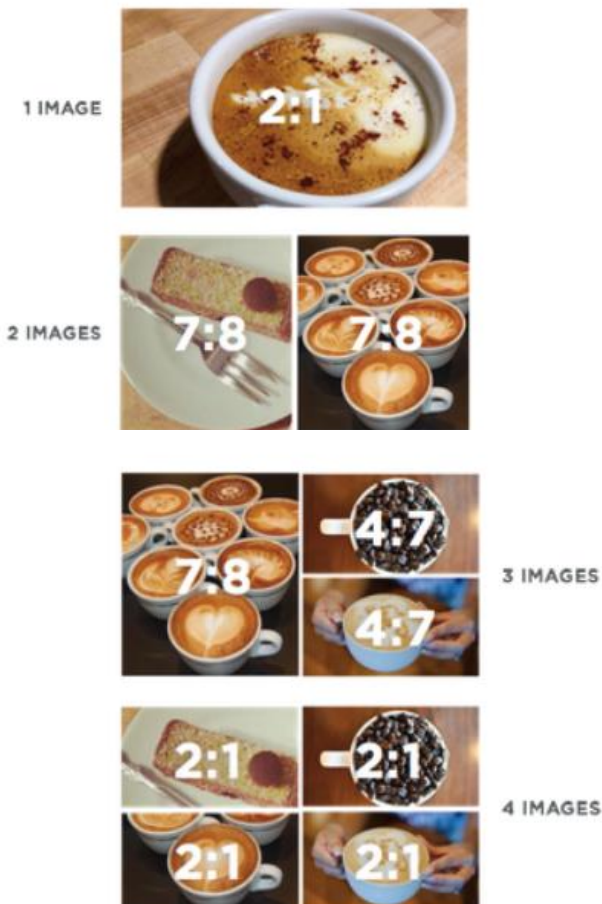
File Types: PNG, JPEG

ASPECT RATIO

Two Images: The images will be side by side horizontally (7:8 aspect ratio).

Three Images: There will be one large square image on the left (7:8), with two square images (4:7) running up the right side of the image.

Four Images: There will be four equal sized images.





TWITTER POLLS

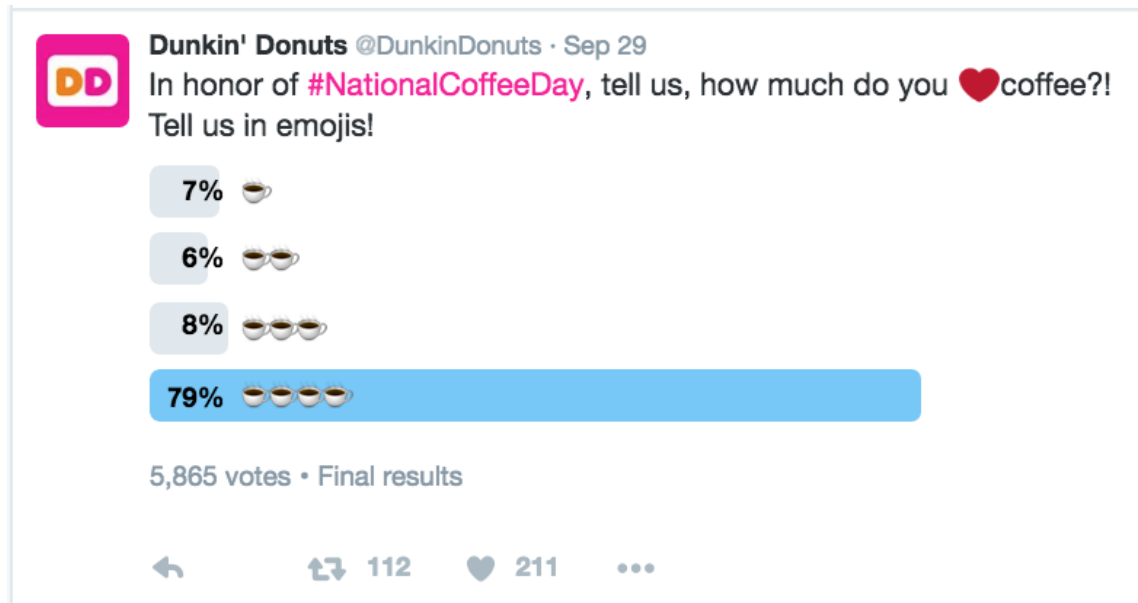
SPECS

Image Size: No media allowed

Tweet Copy: 280 characters

Multiple choice options: Max 25 characters; including emojis

Duration: Your poll's duration defaults to 1 day. You can change the duration of your poll by clicking 1 day and adjusting the days, hours, and minutes. The minimum amount of time for a poll is 5 minutes, and the maximum is 7 days.





TWITTER RESOURCES

[Help Center](#)

[Official Blog](#)

[Twitter Marketing](#)

[Brand Resources](#)

If you have any questions, please email socialmedia@trnty.edu



TIKTOK



BEST PRACTICES

Identify and Adapt to Trends

Identifying and adapting to trends is an important part of becoming a successful TikTok content creator. Instead of shooting in the dark, absorb everything that successful TikTokers are posting and then identify the trends

Trends can happen quickly so if you're really serious about making trendy videos on TikTok, you'll need to do some research every day. You may need to spend a lot of hours on TikTok until you're able to identify upcoming trends, but it'll be worth.

As soon as you spot a new trend, start creating relevant content!



BEST PRACTICES

Post high quality content often

Your content must be high quality. That's non-negotiable, but if you really want to become a successful on TikTok, you'll need to post very regularly too.

It's a tall order, but your content needs to be high quality and high quantity.

Post regularly. As in at least a few times per week, but more is better. Work your way towards posting good content on a daily basis.



BEST PRACTICES

Use vertical videos

TikTok videos are consumed on mobile devices. Vertical videos look better than horizontal ones and they will perform better.

Add captions

A great caption can be just as enjoyable as the video itself. Make sure you add captions to all of your videos!

Use creative effects

Once you've gotten the hang of creating high-quality TikToks, adding some simple effects like a voice-over or freeze-frame can really spruce them up.

Luckily, TikTok makes it easy to access creative effects. You can find them on the “record video” page at the bottom-left corner of your screen.