

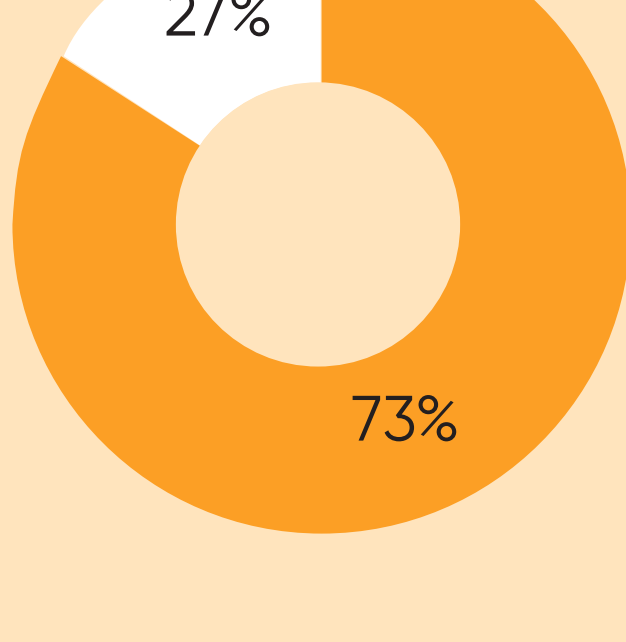
SOCIAL MEDIA BEST PRACTICES

You know your business and your customers better than anyone else. But when it comes to finding the best social media platforms to reach them, you might be feeling a little lost.

Social media is a great way to reach your audience no matter the size of your company. Unlike direct mailers that will be thrown away and telemarketing calls that will end abruptly, social media marketing reaches your customers where they are.



73% of users are 18–24 years old



SNAPCHAT

With 230 million active users, only 32.7% of marketers are utilizing Snapchat to engage with their audience.

Image Dimensions

1080
x
1920 px

Image Format:

JPG or PNG

Max File size: 5MB

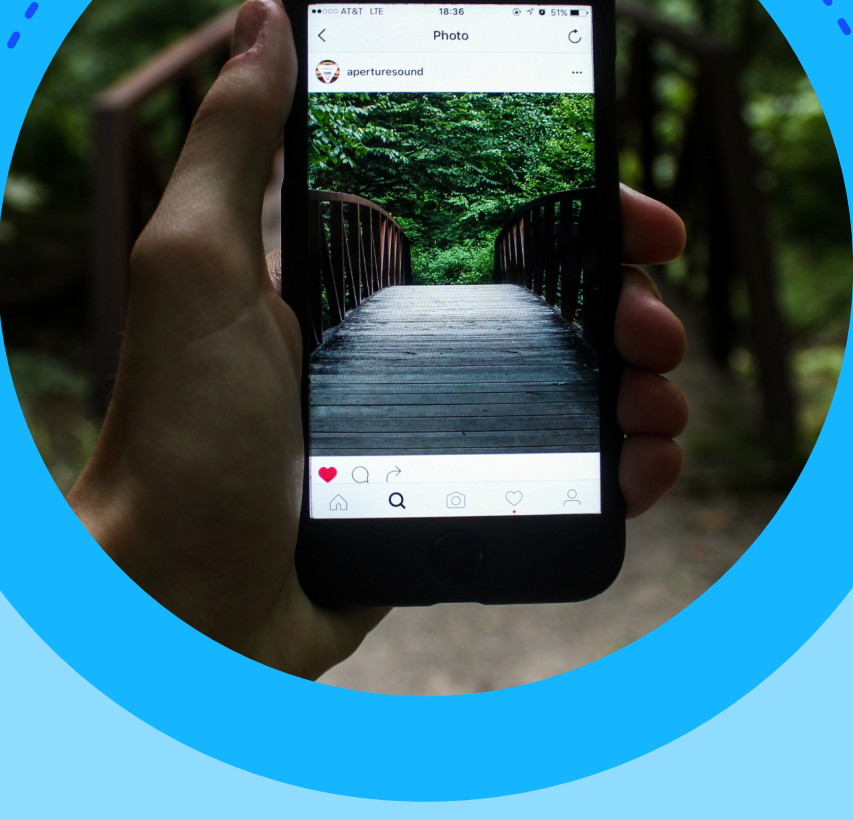
Video Format:

MP4 or MOV

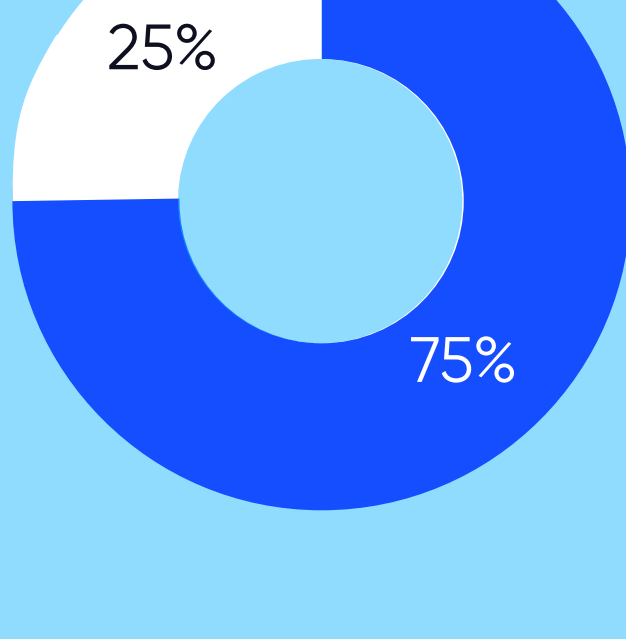
Max File size: 1GB

60%

of Snapchat users are **more likely** to make impulse purchases.



75% of 18–24 year olds use Instagram



INSTAGRAM

Instagram users are looking for high-quality, creative images or videos that provoke engagement.

Image Dimensions

Portrait

1080
x
1350 px

Square

1080
x
1080 px



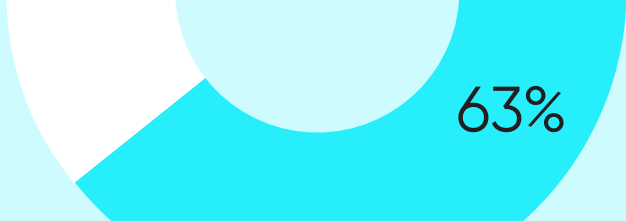
Recommended number of status updates a week
*Not including stories

125

Recommended number of characters in a caption



63% of Twitter users are between 35 and 65 years old



TWITTER

Interesting, digestable information about industry trends or company news and important updates.

Image Dimensions

Linked Image:
1200 x 628 px

Tweeting an Image:
1200 x 675 px



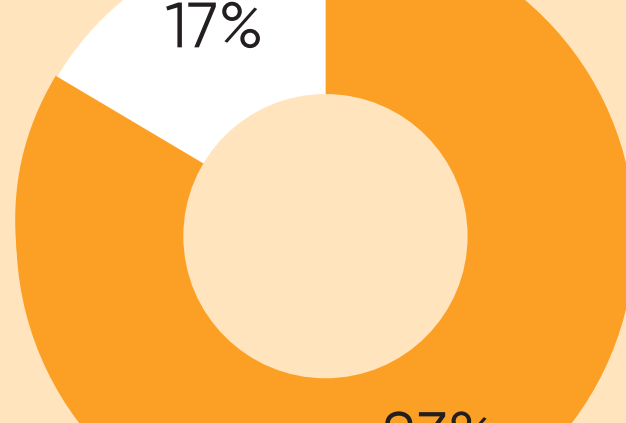
Recommended number of Tweets in a day

70–100

Recommended Tweet length (280 maximum)



83% of women ages 25–34 use Pinterest



PINTEREST

Spend 15 minutes each day on Pinterest to grow your brand and presence on one of the fastest-growing social platforms.

Image Dimensions

Pins:
236
x
236 px



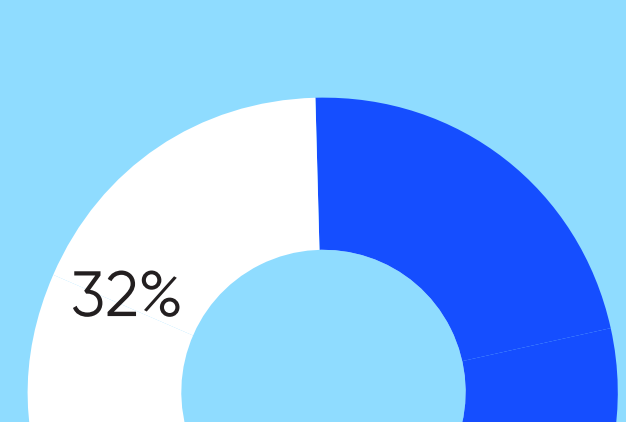
Recommended minimum pins (of your own) a day or 15–25 maximum



Keywords are recommended over hashtags to improve SEO for your pin



68% of 50–64 year olds use Facebook



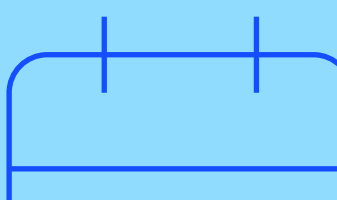
FACEBOOK

After 15 years of operation, Facebook is still one of the most used social media platforms in the US. Facebook ranks second in platform usage after YouTube.

Image Dimensions

Shared Images:
1200 x 628

Square:
500
x
500



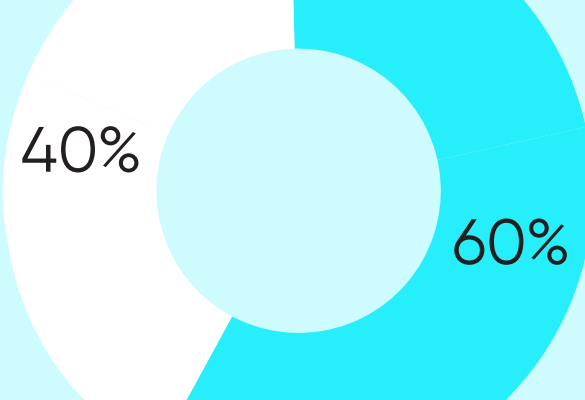
Recommended number of status updates in a week

40–80

Recommended characters in a status update



60% of the age group using LinkedIn worldwide are adults between 25 – 34 years old

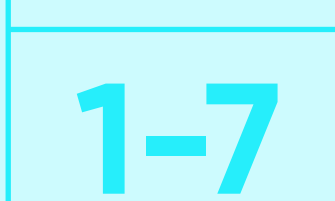


LINKEDIN

LinkedIn is used to manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.

Image Dimensions

Image
1200 x 627 pixels



Recommended number of status updates in a week

50–100

Recommended characters in a status update

These figures have been cross referenced with multiple different resources before adding the professional Pyxl opinion and recommendations.

At Pyxl, We're Passionate About the Web.

Pyxl is a 12-year award-winning digital agency with a focus on driving business growth and results. We provide all-in-one marketing services and solutions across your project lifecycle and specialize in enterprise-level website development, strategic digital marketing, branding, and design.