



# SOCIAL MEDIA BEST PRACTICES

AUGUST 2025



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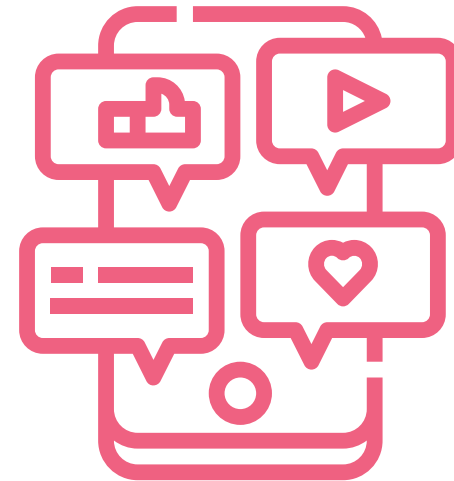


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# INTRODUCTION

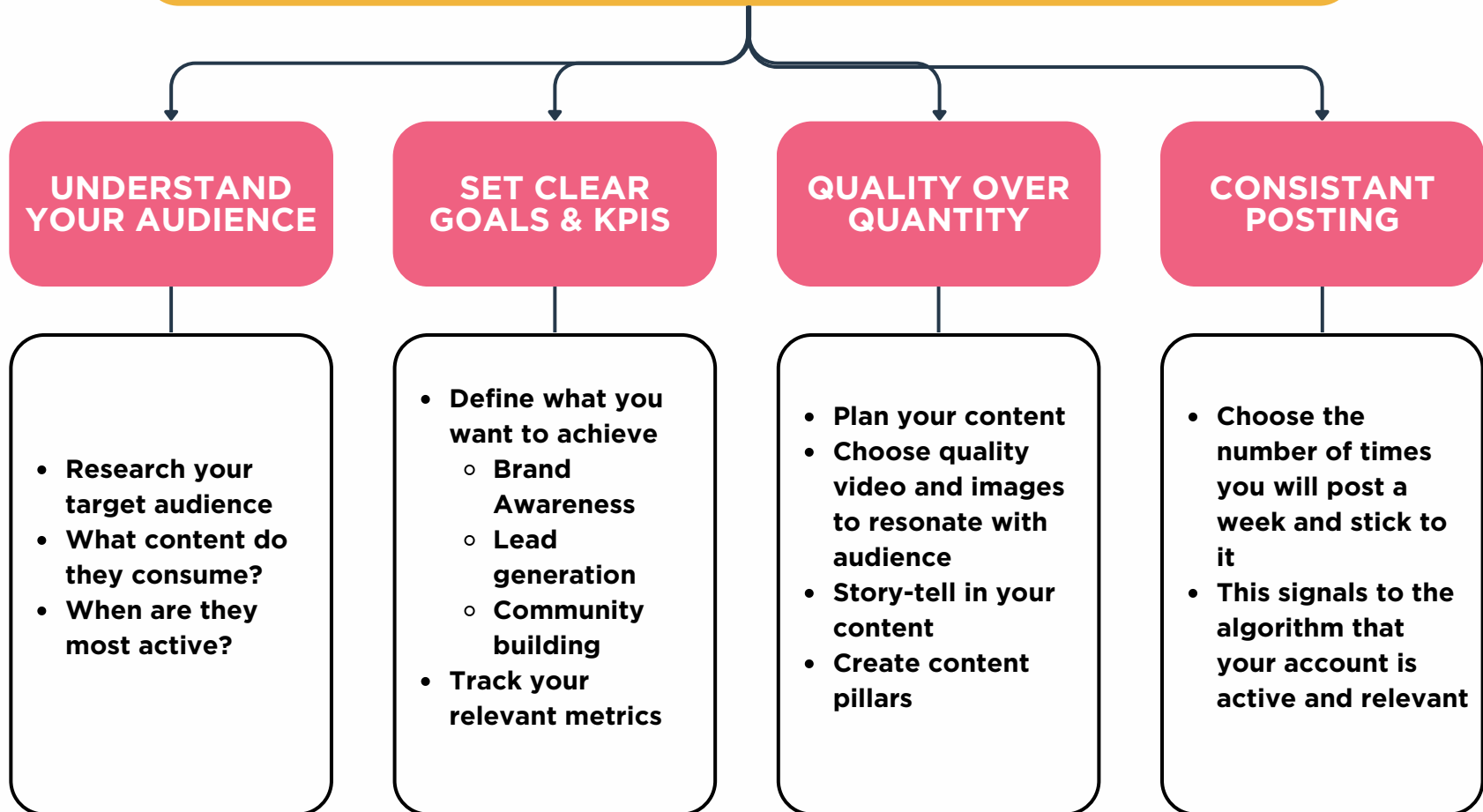
For social media channels to survive and thrive, channels must be continuously fed with content.

The constant influx of diverse information, interactions, and expressions serves as the vital 'nourishment,' ensuring these digital ecosystems remain vibrant, engaging, and relevant to the human drives they aim to fulfil.





# SOCIAL MEDIA BEST PRACTICES





# SOCIAL MEDIA BEST PRACTICES

## ENGAGE WITH YOUR AUDIENCE

- Respond to messages and comments
- Participate in relevant conversations
- Engage with other content creators

## LEVERAGE ANALYTICS

- Use analytics to understand performance data
- Experiment with different types of content and adjust strategies accordingly

## CONSISTENCY OF BRAND VOICE

- Maintain a consistent voice and visual identity in your content



# PLATFORM SPECIFIC BEST PRACTICES

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# INSTAGRAM

Instagram remains a powerhouse for visual storytelling and community building.

## Profile Optimisation

**Username:** Keep it consistent with your brand.

**Profile Photo:** Professional and recognisable (your logo or a clear headshot).

**Bio:** Concise, value-driven, and includes keywords. Utilise the single clickable link in your bio for your website or a link-in-bio tool.

**Link in Bio:** This is the primary place for a clickable link. Use a tool like Linktree or Beacons to house multiple links.



## Timing

Test different posting times to find when your audience is most active. Generally, weekdays during morning, lunch, and late evening tend to perform well.

## Engagement



- **Hashtags:** Use a mix of popular, niche, and branded hashtags (e.g., 5-10 relevant hashtags per post). Research trending hashtags.



- **Comments & DMs:** Respond promptly and thoughtfully to comments and direct messages.



- **Collaborate:** Partner with other creators or brands for broader reach.



- **User-Generated Content (UGC):** Encourage followers to share content featuring your brand and reshare it (with permission and credit).



# INSTAGRAM

The following information is designed to optimise the performance of your content.

## Content Strategy

**High-Quality Visuals:** Instagram is all about aesthetics. Prioritise clear, sharp, and visually appealing photos and videos.

## Mix Content.

**Authenticity:** Users gravitate towards genuine content. Don't be overly polished; show the human side of your brand.

**Call to Actions (CTAs):** Encourage engagement (e.g., "double tap if you agree," "tag a friend," "link in bio for more").

VIDEO

CALL TO ACTIONS

POLLS STORY

CAROUSELS TELLING

IMAGES

- **Feed Posts (Photos/Carousels):** Tell a story, showcase products/services, or share inspiring visuals. Carousels can be used for mini-tutorials or series.
- **Reels:** Short-form, entertaining videos. Leverage trending audio, challenges, and creative transitions. Aim for a raw, authentic feel ("phone in hand").
- **Stories:** Daily, ephemeral content for behind-the-scenes, polls, Q&As, and interactive stickers to drive engagement. Use links in stories (if eligible).
- **Live:** Host Q&As, interviews, or product launches for real-time interaction.





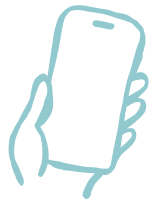
# TIKTOK

TikTok thrives on short-form, authentic, and trend-driven video content.

## Content Strategy



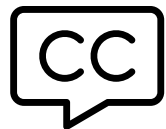
- **"Sound On" Mentality:** TikTok is built for sound. Always think about how audio enhances your video. Use trending sounds and music.



- **Short & Engaging:** Hook viewers in the first 1-3 seconds. Aim for 15-60 second videos. Loop videos for increased watch time.
- **Authenticity & Relatability:** Go for a raw, "phone-in-hand" aesthetic. Show behind-the-scenes, "day-in-the-life," or "how-to" content.
- **Trendjacking (Strategic):** Participate in trending challenges, dances, and memes, but ensure they align with your brand and message. Don't force it.



- **Value-Driven Content:** Educate, entertain, or inspire your audience.
- **Product/Service Highlights:** Show the result or benefit of your product/service, working backward.



- **Captions:** Use captions/subtitles as many users watch with sound off.

## Engagement

- **Hashtags:** Use relevant hashtags, including #FYP (For You Page) for potential broader reach.
- **Comments:** Encourage comments and actively engage with them by liking and replying.
- **Duets & Stitching:** Use these features to interact with other content creators and trends.
- **Collaborate with Creators:** Influencer marketing is highly effective on TikTok.

- **Consistency:** Post regularly (3-5 times a week is a good starting point) to stay visible in the algorithm.
- **Analytics:** Utilise TikTok's built-in analytics to see what content resonates and when your audience is most active.
- **Cross-Promotion:** Download your TikToks and share short previews on other platforms, directing users to TikTok for the full video.



# LINKEDIN

LinkedIn is the premier platform for professional networking, B2B marketing, and thought leadership.

## Profile Optimisation

**Professional Headshot & Banner:** A clear, friendly headshot and a branded banner that reflects your industry or message.

**Value-Driven Headline:** Beyond your job title, showcase what you do and for whom. Include keywords.

**Strong Summary/About Section:** Tell your professional story, highlight achievements (with measurable outcomes), and include a clear call to action. Use keywords naturally.

**Complete All Sections:** LinkedIn favours fully completed profiles.

**Company Page:** Optimise with your logo, cover image, company description, and consistent posting.



## Content Strategy



- **Thought Leadership:** Share insights, opinions, industry trends, lessons learned, and educational content.
- **Professional Value:** Focus on providing value to your professional network.

## Mix Content Types

- **Text Posts:** Concise updates, reflections, or questions to spark discussion.
- **Articles:** For longer-form content and in-depth analysis.
- **Documents/PDFs:** Share reports, presentations, or guides.
- **Video:** Professional videos can be highly engaging for insights, interviews, or behind-the-scenes.
- **Polls:** Engage your audience and gather professional opinions.
- **Carousels:** Ideal for step-by-step guides, tips, or showcasing data.



# LINKEDIN

Consistency is key. Aim for 2-5 posts per week for personal profiles and daily for company pages to maintain visibility.

## Increasing visibility

**Be authentic.** Share personal anecdotes and stories that relate to professional growth or challenges.

**Comment & reply.** Engage meaningfully with posts from peers, clients, and industry leaders. Quality comments foster reach.

**Recommendations & Endorse.** Seek and give recommendations and endorsements to boost credibility.

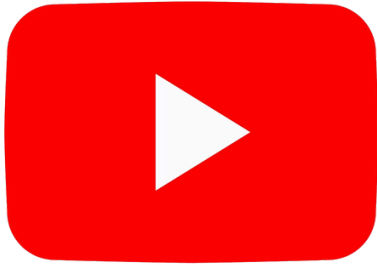
**Participate in Groups.** Join relevant LinkedIn Groups to share insights and connect with niche communities.

**Showcase Achievements.** Use quantifiable results to demonstrate your impact (e.g., "increased sales by 45%").

### Quick Tip

Strategically use keywords in your headline, summary, experience, and skills sections to improve searchability.





# YOUTUBE

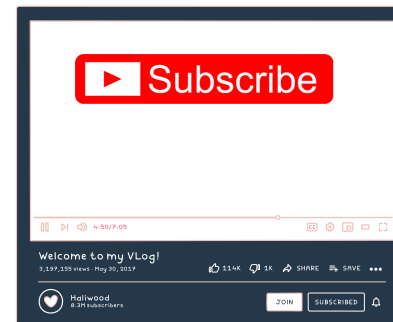
**YouTube is the leading platform for video content, focusing on long-form, educational, and entertaining videos. Post regularly (e.g., once a week or bi-weekly) and stick to it. Consistency matters more than frequency.**

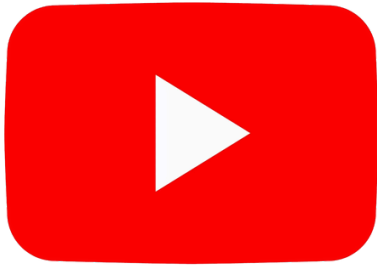
## Set up

- **Use relevant keywords** in your video titles, descriptions, and tags.
- **Compelling Titles:** Clear, concise, and keyword-rich titles that pique interest.
- **Detailed Descriptions:** Fill out descriptions completely, including keywords, timestamps, and links to relevant resources.
- **Thumbnails:** Design eye-catching, clear, and branded thumbnails that stand out.
- **Calls to Action (CTAs):** Encourage viewers to like, comment, subscribe, and visit your website/social media.

## Channel Optimisation

- **Professional Branding:** Use a consistent channel name, professional profile picture, and a compelling banner.
- **Featured Video:** Select a strong introductory video for new visitors.
- **Verify Your Channel:** Boosts credibility.





# YOUTUBE

The following information is designed to optimise the performance of your content.

## Content Strategy



- Focus on **educating, entertaining, or inspiring** your audience. Create **content pillars** to categorise your content.



- Niche down and focus on **specific topics** to attract a dedicated audience.

- Use **strong hooks** in your video **thumbnails** and **first 3-5 seconds** of the video (e.g., surprising statistic, teasing what they'll learn, personal anecdote).



- High-quality production is important. While not always about perfection, aim for **good audio, lighting, and clear visuals**.



- Create series & playlists by grouping related videos to encourage longer watch times and content discovery.

## Engagement

- **Respond to Comments:** Engage with your audience in the comments section.
- **Community Building:** Ask questions, run contests, and encourage viewers to subscribe and turn on notifications.
- **Collaborate:** Partner with other YouTubers in your niche.

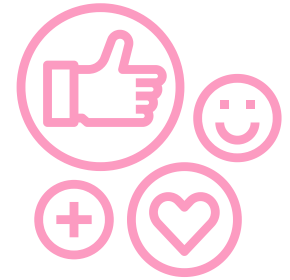


**Analytics:** Regularly check YouTube Studio analytics to understand watch time, traffic sources, audience retention, and top-performing videos. Use these insights to refine your content strategy.



# X (FORMALLY TWITTER)

X is a real-time platform for news, conversations, and quick updates.



## Content Strategy

- With a **280-character limit (or longer for premium users)**, every word counts. Be direct and clear.
- **Stay current** with trends, news, and events relevant to your industry. X is about "what's happening now."
- **Break up your timeline** with images, videos, and GIFs to increase engagement and stand out.
- **Be responsive to replies and direct messages.** Engage with other users' content by adding meaningful comments to retweets.
- Use **1-3 relevant hashtags** per tweet to increase discoverability.

## Engagement

- **Use polls** to gather feedback and interact with your audience.
- Participate in relevant **trending hashtags and discussions.**
- **Post consistently** (2-3 times per day is a good benchmark) to stay on your followers' radar.
- While not a strict rule, sometimes tweets with images/videos **perform better without a link** in the primary text. You can add links in replies or use link cards.
- **Monitor X analytics** to understand content performance, audience demographics, and optimal posting times.



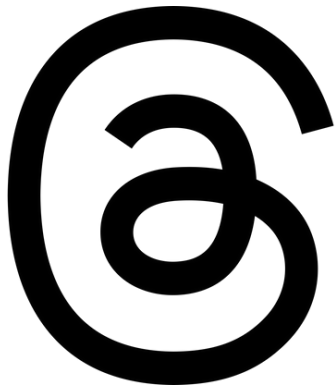
# BLUESKY

**Bluesky, still in its growing phase, emphasises a decentralised approach and offers more control over content discovery.**

## Content Strategy

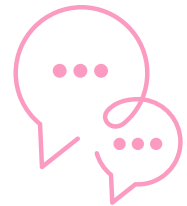
- Make your main point clear and impactful.
- **When sharing links, use the "Add link card" feature** for a clean preview and to save character space.
- Use GIFs purposefully to emphasize points or react. Choose eye-catching first frames.
- Bluesky users **value transparency and genuine communication**. Let your personality shine through.
- Community Engagement:
  - Ask Open-Ended Questions: Encourage discussions.
  - Engage in Threads: Participate in ongoing conversations.
  - Polls & Surveys: Use interactive polls.
  - Custom Feeds: Experiment with creating or engaging with custom feeds relevant to your niche.
- **Post frequently** but meaningfully.
- **Be transparent about your brand** and avoid overly polished marketing tactics.
- Encourage **UGC through branded hashtags** or contests.





# THREADS

Threads, closely integrated with Instagram, is designed for conversational updates and quick sharing. Meta positions Threads as a platform for open dialogue. Engage with your audience and initiate conversations.



## Content Strategy

- While text-based, image, video, and **carousel posts with text often perform better**. Experiment with different formats.
- Aim for **2-5 posts per week** to build audience presence.
- Since Threads currently lacks a dedicated trending topics section, **manually scroll and observe what's gaining traction that's relevant to your brand**.
- While linked to Instagram, recognise that the audience behaviour on Threads might differ slightly.
- **Decide if your brand voice on Threads will be identical to other platforms** or if you'll adopt a slightly different, more conversational tone.
- Tweak existing content from other platforms to fit **Threads' conversational nature**.

## Engagement

- Actively **engage with comments and start new threads**.
- Use **multivariate testing** to refine your strategy, focusing on hooks, calls to action, and content types.