Facebook best practices:

- Post 3+ times per week
- If posting more than once a day, space out posts at least 2-3 hours
- If possible, do not post plain-text status updates. Facebook’s analytics give more weight to photos, videos, and links and they have a higher chance of showing up in followers’ news feeds.
- Vary the time and day of posts. Schedule posts in advance if necessary. When creating a post, click on the down arrow next to “Post.” Then select “Schedule.” There you can set the time and date you want your post to go live.
- Always respond to questions posted on your page. Occasionally “like” comments followers leave on your page to show you are paying attention to them.
- Shared content does not typically engage fans. Creating an original post using the content and crediting the source is a better alternative.

Page updates:

Updating regularly signifies to potential new fans and loyal followers that the content being posted is fresh and relevant, and that the page is active. In turn, fans receive meaningful content, engage, and become more loyal.

Posts should be kept relatively short at about two to three sentences in length.

In the admin panel of your page, click on “Insights” and then “Posts” to see when your fans are online. You should time your posts so they are live when your audience is most likely to see them.

Twitter Best Practices:

- Tweet 1-2 times per day
- Drive traffic to your website and Facebook page
- Encourage followers to take an action
- Engage in conversations with your followers

Twitter overview:

Twitter should be used to reach a wider audience and generate more awareness. On Twitter, people tend to follow those that provide relevant and interesting information, while also posting frequently—at least twice per day. It’s best to keep a numerical balance of followers to people that you follow, always ensuring that the amount of followers outweighs the number of people being followed, as this signifies more credibility on Twitter. We recommend following alumni, UA colleges/departments, and partners.
Twitter tips:

1. If directing a tweet @ someone and you want all followers to see it, start the tweet with a period and a space, . @UAAlumniPres, for example. Tweets that begin with the @ symbol will only be visible to the people who follow your account AND the person you are directing the tweet to. You need to put another character in front of the @ to make it visible to all your followers. If you are simply responding to someone’s inquiry and don’t need all followers to see it then starting with the @ symbol is OK.

2. Keep tweets short. Shorter tweets have a 17% higher engagement rate than longer tweets that use all available characters.

3. Tweet during the day: tweets during "busy hours" (8 a.m.-7 p.m.) receive 30 percent higher engagement than tweets posted at other times.

4. Don’t overdo the hashtags: tweets with hashtags receive two times more engagement, but those using more than two hashtags actually have 17 percent less engagement.

5. 70/20/10 rule: 70% of tweets should be sharing content, information, tips, and answering questions. 20% of tweets should be sharing content from others on Twitter, such as retweets. 10% of tweets should be promotional.

Shorten URLs:

We recommend using bit.ly for shortening URLs. If you are posting a URL, make sure to always shorten it if needed.