

# SOCIAL MEDIA PLATFORM OVERVIEW

	f	Instagram	Twitter	in	YouTube
<b>What to post:</b>	Mission updates, inspirational posts, urgent needs, videos and thank yous. Posts in a friendly, conversational tone work best. Facebook audiences tend to be a little older than Instagram users.		Mission updates, urgent needs, quotes. Twitter has a “newsy” feel.	More professional updates (highlighting staff, Board Members, volunteers), sharing events, Mission updates.	Video updates from your Executive Director; video tours of your facilities; testimonies of guests helped.
<b>Post length:</b>	1-2 paragraphs. Longer captions on Facebook shorten automatically with a “See More” button (which can entice your audience to keep reading!).	Longer captions work best on Instagram. Insert paragraph breaks and emojis to keep it visually interesting. A short caption is OK from time to time, especially when your image includes text.	Short & sweet! 1-2 sentences Keep it to 280 characters or less (including hashtags, emojis).	1-2 paragraphs, a few sentences each.	Short clips (30 sec - 1 min); short videos (2-3 minutes).
<b>Best # of hashtags:</b>	1-3	5-10	1-2	1-2	Under 15
<b>Best image sizes: (in pixels)</b>	1200 x 630	1080 x 1080 1080 x 1350 1080 x 566	1024 x 512	1200 x 627	1280 x 720