




# Social Media Cheat Sheet

Quick Guide to Posting on  
Facebook, Instagram, and Twitter

	Platform	Post Length	Number of Recommended Hashtags	Ideal Post Frequency
	<b>FACEBOOK</b>	40–80 Characters	1	1 per day
	<b>INSTAGRAM</b>	138–150 Characters	Up to 10	1–2 per day
	<b>TWITTER</b>	71–100 Characters	3	<b>Better:</b> 3–6/day <b>Optimal:</b> 15/day

**Note:** Aim for consistency with your posts, not frequency. Quality is more important than quantity.

	Platform	Best Days to Post	Best Times to Post (EST)
	<b>FACEBOOK</b>	Monday, Wednesday, and Friday	10–11 AM, with 11 AM every day being a slight peak
	<b>INSTAGRAM</b>	Monday, Tuesday, and Friday	M, F at 11 AM Tuesday at 11 AM and 2 PM
	<b>TWITTER</b>	Friday	7–9 AM, with 9 AM showing peak of activity

**Note:** These are the ideal times to post, nationally, on each platform. Ideal posting times will vary based on your unique audience. Experiment with different post times to see when your particular audience is engaging with your posts.