OVERDRIVE
INTERACTIVE
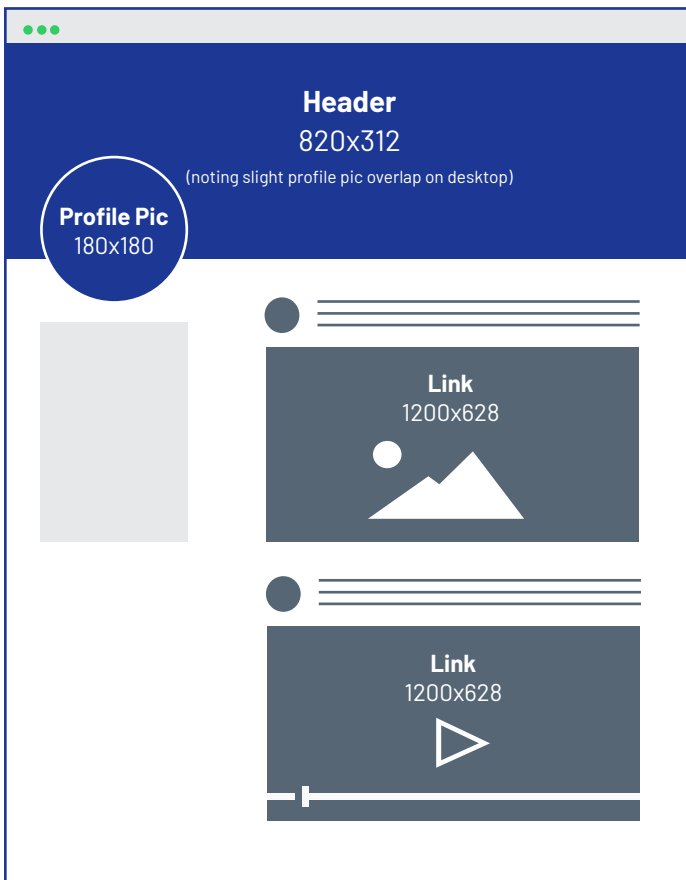
Social Media Cheat Sheet

FACEBOOK
SOCIAL MEDIA BEST PRACTICES

CONTENT

Header
820x312
(noting slight profile pic overlap on desktop)

Profile Pic
180x180

Link
1200x628

Link
1200x628

Copy
Copy Length: 40-80 characters
Hashtags: 1-2
Posts Per Week: 3-5 x/ week (minimum)

Images (png)
Profile Pic: 180x180 or 5:6 (mobile optimized)
Link: 1200x628
Stories: 1080x1920
File Size: 60MB

Video (mp4)
Copy Length: 40-80 characters
Hashtags: 1-2

In Feed: 16:9 or 9:16 (minimum width 1200px)
Image: 1080x1080 or 5:6 (mobile optimized)

Link: 1200x628
Stories: 180x1920

● Best ● Neutral ● Worst

SU **M** **T**
W **TH** **F** **S**

Best Days to Post
Tuesday, Wednesday, and Friday: **9 a.m.–1 p.m.**

Worst Day
Saturday

Posts Per Week: 3-5 x/ week (minimum)

Metadata:
- URL removed from caption
- Imbedded image
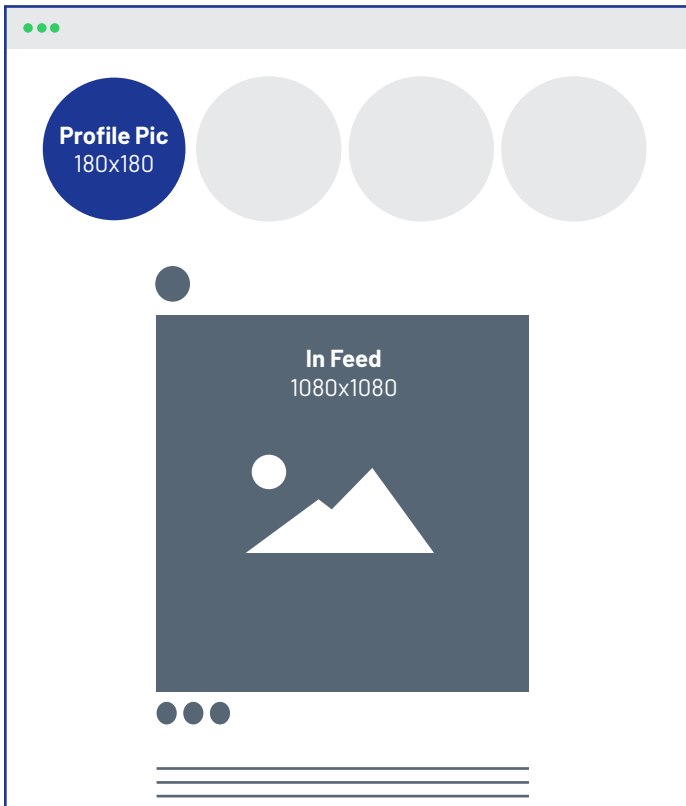- Branded URL
- Metadata headline

Pro Tip:
- Images should be attention-grabbing
- When using links, be sure the headline is catchy
- Ask questions to generate engagement
- Consider using Stories to bypass the algorithm

INSTAGRAM
SOCIAL MEDIA BEST PRACTICES

CONTENT

Copy
Copy Length: 100-150 characters
Hashtags: 11 maximum

Images (png)
Profile Pic: 180x180
In Feed: 5:6 (preferred) or 1080x1080
Carousel: 5:6 (preferred) or 1080x1080

Story (png or mp4)
In Feed: 1080x1920
(250px top/bottom, 40px sides)

Video (mp4)
In Feed: 16:9, 1:1, 4:5
Stories: 16:9 (250px top/bottom, 40px sides)
File Size: 4GB

● Best ● Neutral ● Worst

SU **M** **T**
W **TH** **F** **S**

Best Days to Post
Tuesday: **11 a.m.–2 p.m.**
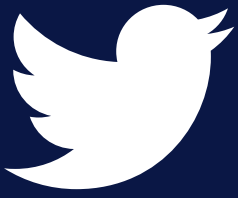Monday through Friday: **11 a.m.**

Worst Day
Sunday
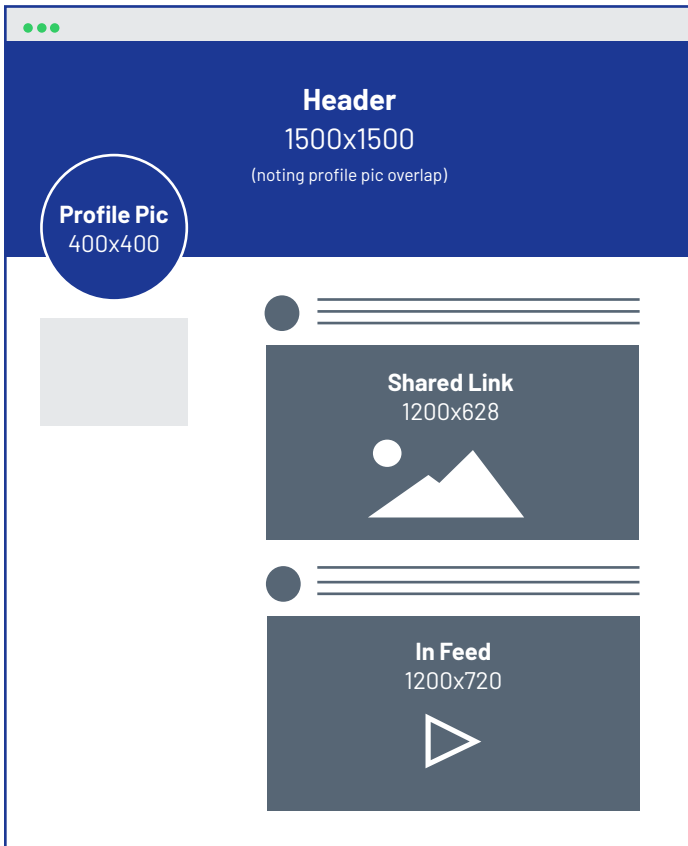
Posts Per Week: 3-5 x/ week (minimum)

Pro Tip:
· Include Geolocation tag
· Share tagged posts to Stories
· Use stickers on Stories to increase engagement
· Use analytics to see what content does/does not work and how the followers are engaging over time.

TWITTER
SOCIAL MEDIA BEST PRACTICES

CONTENT

Header
1500x1500
(noting profile pic overlap)

Profile Pic
400x400

Shared Link
1200x628

In Feed
1200x720

● Best ● Neutral ● Worst

SU	M	T

W	TH	F	S

Copy
Copy Length: 71-100 characters
Hashtags: 2-5

Images (png)
Profile Pic: 400x400
Header: 1500x500 (noting profile pic overlap)
Shared Link: 1200x628
In-Feed: 4:3 or 16:9

Video (mp4)
In Feed: 1280×720 (landscape), 720×1280 (portrait), 720×720 (square)
File Size: 512MB

Best Days to Post
Wednesday: **9 a.m.– 3 p.m.**
Tuesday through Thursday: **9 a.m.–11 a.m.**

Worst Day
Saturday

Posts Per Week
3-5 x/ week (minimum)
No minimum/maximum for Retweets

Metadata:
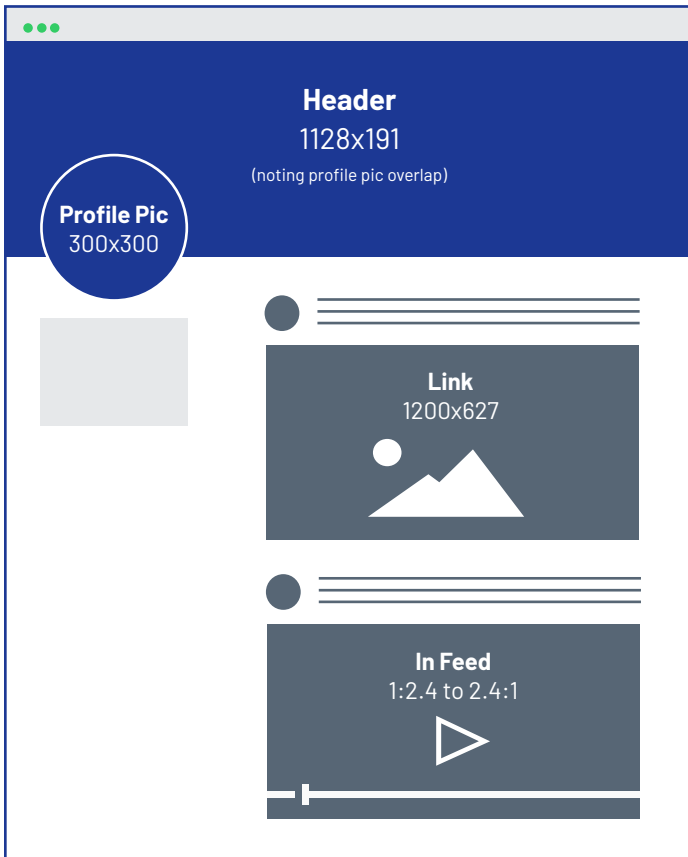• Share with the URL metadata when possible

Pro Tip:
• Add geolocation tags (mobile only)
• Use a URL shortener
• The Twitter algorithm favors rich media such as images, videos, gifs, and polls, try incorporating these frequently

LINKEDIN
SOCIAL MEDIA BEST PRACTICES

CONTENT

Header
1128x191
(noting profile pic overlap)

Profile Pic
300x300

Link
1200x627

In Feed
1:2.4 to 2.4:1

Copy
Copy Length: 100-140 characters
Hashtags: 1-2

Images (png)
Profile Pic: 300x300
Header: 1128x191
Shared Link: 1200x627
In-Feed: 1200x627

Video (mp4)
In Feed: 1:2.4 to 2.4:1.
File Size: 5GB (max)

Additional Tips
- Articles with images generate 94% more engagements
- Use the content publishing options that are available to increase engagement - videos, slides, polls, documents

● Best ● Neutral ● Worst

SU M T
W TH F S

Best Days to Post
Tuesday through Thursday: **9 a.m.–12 p.m.**

Worst Day
Sunday

Posts Per Week
1-2 x/ week

Metadata (editable):
- URL removed from caption
- Imbedded image
- Branded URL
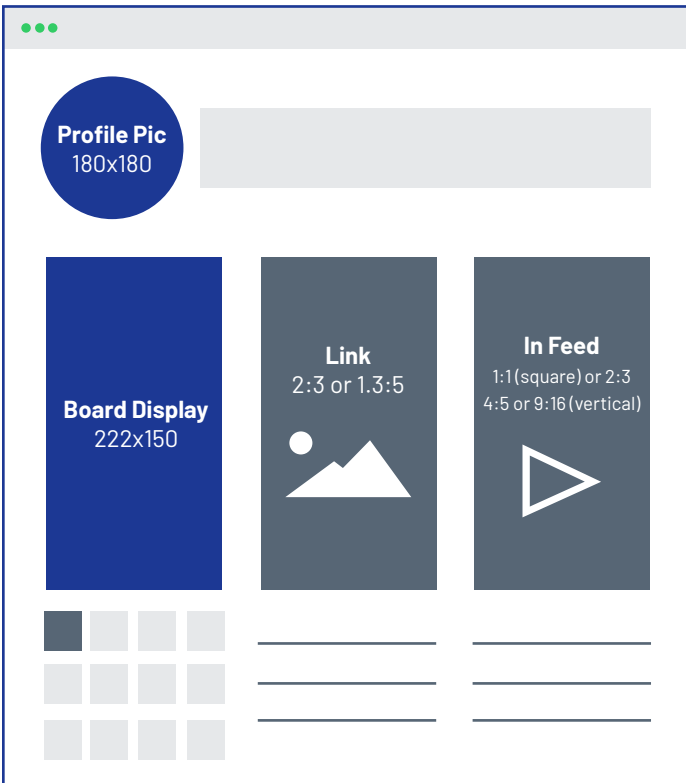- Metadata headline

Pro Tip:
- Using SEO keywords in your Overview help with discoverability on the platform
- LinkedIn Live generates 24x more engagements than other types of posts

PINTEREST
SOCIAL MEDIA BEST PRACTICES

CONTENT

Profile Pic
180x180

Board Display
222x150

Link
2:3 or 1.3:5

In Feed
1:1 (square) or 2:3
4:5 or 9:16 (vertical)

Copy
Copy Length: 100-200 characters
Headline: 100 characters
Hashtags: 2-3

Images (png)
Profile Pic: 165x165
Pin: 2:3 or 1.3:5 (max width 600px)
Board Display: 2
222x150 pixels (large thumbnail)
55x55 (smaller thumbnail)

Video (mp4)
1:1 (square) or 2:3, 4:5 or 9:16 (vertical)
4 seconds to 15 minutes (for ads, the platform
notes that 6-15 seconds are optimal)
File Size: 2GB

● Best ● Neutral ● Worst

SU	M	T
W	TH	F	S

Best Days to Post
Fridays and Saturdays:
8 p.m.-11 p.m., and 2 a.m.- 4 a.m.
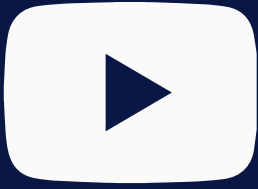
Worst Day
Monday-Friday: **5 p.m.- 7 p.m.**
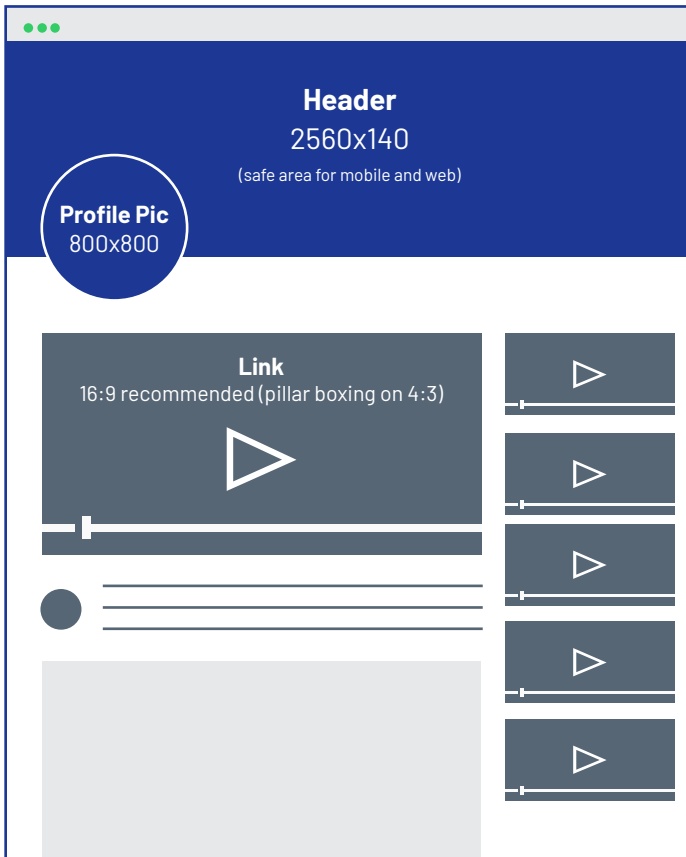
Posts Per Week
1-2 x/ week

Pro Tip:
• Use Pinterest's autosuggestion feature to see which keywords are top ranking
• Incorporate keywords into captions and titles to increase discoverability
• Add branded URL to titles and captions when applicable
• Subtly incorporate your brand logo on all content (avoiding the lower-right corner)

YOUTUBE
SOCIAL MEDIA BEST PRACTICES

CONTENT

Header
2560x140
(safe area for mobile and web)

Profile Pic
800x800

Link
16:9 recommended (pillar boxing on 4:3)

● Best ● Neutral ● Worst

Copy
Copy Length: 200+ words
Focus on first 2-3 sentences
Repeat SEO keywords 2-3 times in caption
Hashtags: 10-15

Images (png)
Profile Pic: 800x800
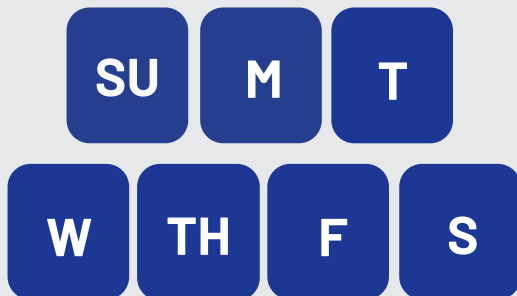**Header:** 2560x1440 (Safe area for mobile and web without text and logo cropping) 1546x423 pixels

Video (mp4)
426x240 (240p), 640x360 (360p), 854x480 (480p), 1280x720 (720p), 1920x1080 (1080p), 2560x1440 (1440p) and 3840x 2160 (2160p)
16:9 recommended (pillar boxing on 4:3)
Max File Size: 128GB (or 12 hours of footage)

SU **M** **T**
W **TH** **F** **S**

When to Post
Monday - Wednesday: **2 p.m.-4 p.m.**
Thursday, Friday: **12 p.m.-3 p.m.**
Saturday, Sunday: **9 a.m.-11 a.m.**

Posts Per Week
1 x/ week

Metadata:
- Use closed captions in metadata
- Use Google SEO keyword infusion for exact keyword match
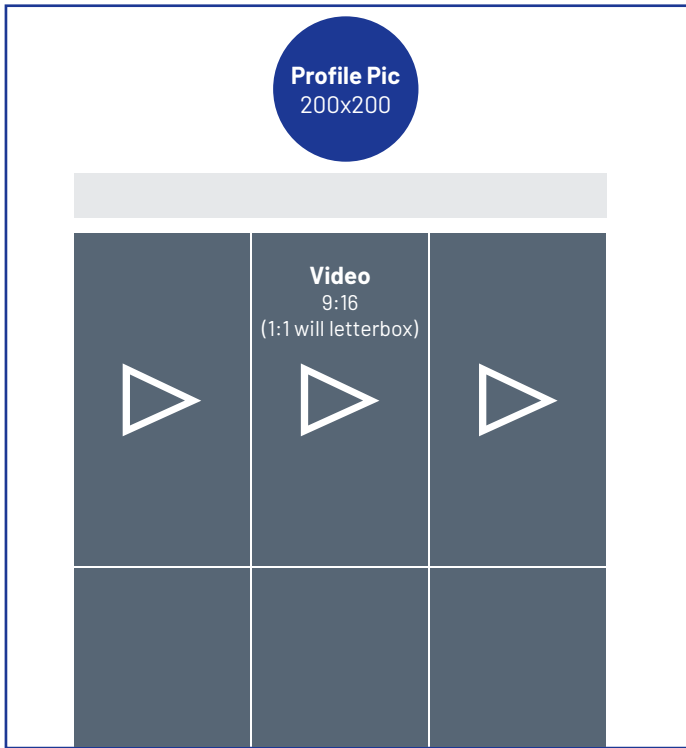- Repeat SEO keywords 2-3 times

Pro Tip:
- Make video thumbnails Blue, Green, Orange or Yellow to avoid blending with the sites branding
- The first 1-2 sentences in the video description are the most important

TIK TOK
SOCIAL MEDIA BEST PRACTICES

CONTENT

Profile Pic
200x200

Video
9:16
(1:1 will letterbox)

Copy

Caption Length: 100 characters (including hashtags)
**Hashtags:** 1–3 (branded, content description, trending)

Images (png)

Profile Pic: 200x200

Video (mp4)

Video Specs: 9:16 (1:1 will letterbox)
Length: 15 seconds recorded in-app,
60 seconds in-app (4 sections of 15 seconds),
or 10 minutes maximum.
File Size: 287.6MB
Caption Length: 100 characters (including hashtags)
Hashtags: 1–3 (branded, content description, trending)

● Best ● Neutral ● Worst

SU **M** **T**
W **TH** **F** **S**
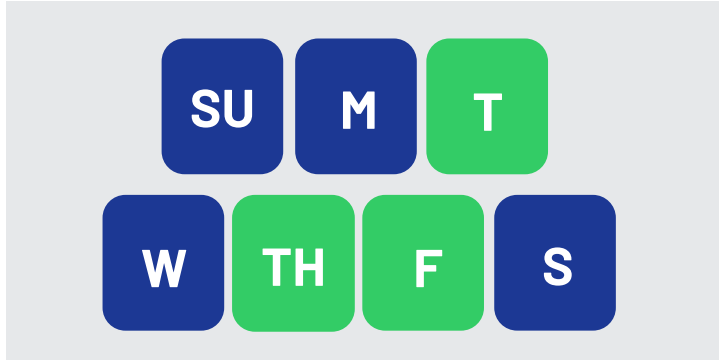
When to Post

Monday: **6 a.m., 10 a.m., 10 p.m.**
Tuesday: **2 a.m., 4 a.m., 9 a.m.**
Wednesday: **7 a.m., 8 a.m., 11 p.m.**
Thursday: **9 a.m., 12 p.m., 7 p.m.**
Friday: **5 a.m., 1 p.m., 3 p.m.**
Saturday: **11 a.m., 7 p.m., 8 p.m.**
Sunday: **7 a.m., 8 a.m., 4 p.m.**

Posts Per Week: 1 x/ week

Top Engaging Day/Time

Tuesday: **9 a.m.**
Thursday: **12 p.m.**
Friday: **5 a.m.**

Metadata:
· Use closed captions in metadata

LIVE LINKS TO EXPLORE

Our Services

Social Media Marketing	Account-Based Marketing	Content Development	Search Engine Optimization	Paid Search Management	Media Planning & Management	Lead Generation	Creative Services	Web Development	Marketing Automation

Expert Resources

Social Media Map

SOCIAL MEDIA MAP · 2022

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Search Marketing Map

SEARCH MARKETING MAP · 2022

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Demand Gen Ops Map

Demand Gen Ops Map

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3 Reasons to Talk to Overdrive:

1. Offer enterprise social media services

2. See real-world case studies showing how others succeed with digital-first marketing

3. Get a realistic look at the costs and elements of a customized program

CONTACT US

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OVERDRIVE INTERACTIVE