Pro-Tip Series

2025 #4

Social Media Cheat Sheet

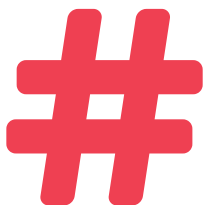Answers to the most commonly asked questions.

Where to Use Hashtags?

It depends on where you're posting the infographic:

✅ **Yes** for Instagram, LinkedIn, TikTok, and Pinterest

✅ **Limited Use** for Twitter/X – A couple of relevant hashtags work.

❌ **No** for Facebook – Hashtags don't significantly impact reach here

What are the current guidelines for Image Sizes?

Facebook

✅ **Profile Picture:**
180 x 180 px
✅ **Cover Photo:**
820 x 312 px (desktop)
640 x 360 px (mobile)
✅ **Post Image:**
1200 x 630 px
✅ **Event Cover Photo:**
1200 x 628 px
✅ **Stories and Reels:**
1080 x 1920 px

Instagram Graphic Sizes

✅ **Profile Picture:**
320 x 320 px
✅ **Square Post & Carousel Images:**
1080 x 1080 px
✅ **Portrait Post:**
1080 x 1350 px
✅ **Landscape Post:**
1080 x 566 px
✅ **Stories & Reels:**
1080 x 1920 px

What are a few easy Image Best Practices I can use?

✅ Use high-quality images to avoid pixelation.

✅ Stick to aspect ratio guidelines to prevent cropping.

✅ Test how images appear on both mobile and desktop.

How can I Create Engaging Posts?

Here are 7 tips to hepl you get started.

1 Hook Your Audience Immediately
Start with a bold statement, question, or statistic to grab attention.
Use short, punchy sentences in the first few lines.

2 Keep It Visual
Use high-quality images, GIFs, or short videos to break up text-heavy posts.
Infographics and carousels perform well on Instagram and LinkedIn.

3 Write Like You Speak
Use a conversational tone (avoid sounding robotic or too corporate).
Add personality—humor, storytelling works well!

4 Prioritize Value Over Promotion
Solve a problem or answer a common question.
Share insider tips, local insights, or industry trends that help your audience.

5 Engage With Your Audience
Ask questions to encourage comments. Use polls, quizzes, and challenges for interactive content. Respond to comments quickly.

6 Keep It Short & Scannable
Bullet points make content easier to skim. Use bold or ALL CAPS for emphasis.

7 Experiment & Analyze
Test different formats: reels, carousels, memes, and UGC (user-generated content). Track engagement and adjust based on what works best.