

Digital Media Best Practices

How to craft appropriate messages per platform. *Last updated September 2022.*

e-News

e-News shoutouts can either be standalone emails or pieces within a larger e-Newsletter. All e-News shoutouts should include four key elements:

1. **Section Title:** describe the noun briefly. Is it an event? If so, what kind of event?
 - a. Ex. “Community Engagement Opportunity” or “Free Youth Opportunity”
2. **Image:** a picture of the noun you are describing. Include the organization or person’s picture. It’s preferable to use a picture of a person when possible, rather than graphics.
3. **Description:** here’s where a longer description of the noun can go. When possible, strip language from the noun’s website to most accurately represent the noun. Descriptions should be between one and four short, descriptive sentences.
4. **Link:** include a link to the organization, the person’s page, or the event registration page when possible. If you can link the noun correctly, do so. If you can’t, include a link to something related, like the noun’s host or website.

Facebook

- ★ **Post length:** the shorter, the better. Facebook cuts off posts with an ellipses and “See More” after you reach a certain character number. Try to keep your most important content between 1 and 80 characters. While you technically have a 33,000 character limit, try to keep a post shorter than 360 characters.
- ★ **Image size:**
 - Square: 2048 x 2048 pixels
 - Portrait: 2048 x 3072 pixels
 - Landscape: 2048 x 1149 pixels
- ★ **Link type:** use bit.ly or a similar platform to shorten links.
- ★ **Other notes:** remember, visual content is king. Use images and short videos when possible.

Instagram

- ★ **Post length:** though you technically have a limit of 2,200 characters, the ideal post length is around 150 characters.
- ★ **Image size:**
 - Post: a 1:1 ratio | 1080 x 1080 pixels
 - Story: a 9:16 ratio | 1080 x 1920 pixels
- ★ **Link type:** you cannot create a clickable link in an instagram post. Your options are to put the link in (a) your bio; (b) your story using the “link” feature; (c) the post, in hopes that people will copy and paste.
- ★ **Other notes:** image and video is king, of course! However, when posting an infographic, be careful about how much text you add to an image. Text within an image is inaccessible for those using screenreaders - try to keep or add the information within the image into the body of the post, or of course offer a link with more information.

LinkedIn

- ★ **Post length:** keep your post to around 200 words, or approximately 600 characters. While technically you can post up to 110,000 characters, the best posts are under 500 characters. As with Facebook, LinkedIn will cut off your post with an ellipses and “See More” after the first sentence or two. Keep your main information short, sweet, and at the forefront!
- ★ **Image size:** 1200 x 628 pixels
- ★ **Link type:** use bit.ly or a similar platform to shorten links.
- ★ **Other notes:** keep it professional! This platform is typically used by middle and older aged professionals, with younger professionals and students mixed in. It’s the best spot to share articles, events, and business updates.

Twitter

- ★ **Post length:** a post cannot be any larger than 280 characters. The ideal post is between 70 and 100 characters. If you have a longer idea post, consider making a thread.
- ★ **Image size:** 1024 x 512 pixels | 1200 x 628 pixels
- ★ **Link type:** use bit.ly or a similar platform to shorten links.

- ★ **Other notes:** keep it short and sweet! Remember that Twitter is the social platform most utilized by young people to get “authentic” messages across to their audiences. As always, image and video are king.

Accessibility

- ★ **Hashtags:** when using a hashtag, be mindful of those using a screenreader. Hashtags should have a capital for each word in a multi-word tag to differentiate between words. For example, instead of #summer of fun, type #SummerOfFun.
- ★ **Text within images:** be mindful of using infographics or including a lot of text in an image. Screenreaders are unable to decipher text within images; with that in mind, please be thoughtful about including more information and body text in the body of the post rather than the image.

Resources

- ★ “AFB’s Social Media Accessibility Guidelines.” *American Foundation for the Blind*. <https://www.afb.org/consulting/afb-accessibility-resources/afbs-social-media-accessibility-standards>
- ★ “Ideal Length of Social Media Posts: A Guide for Every Platform.” *Hootsuite*. Stacey McLachlan, 2022. <https://blog.hootsuite.com/ideal-social-media-post-length/>
- ★ “Facebook Post Dimensions Cheat-Sheet.” *Post Planner*. Joshua Parkinson, 2022. <https://www.postplanner.com/ultimate-guide-to-facebook-dimensions-cheat-sheet/>
- ★ “The 2022 LinkedIn Image Size Cheat Sheet.” *Maverrik*. Luke Tew, 2021. <https://maverrik.io/blog/2022-linkedin-image-size-cheat-sheet/>
- ★ “The Only Instagram Image Size Guide You Need in 2022.” *Tailwind*. Kristen Dahlin, 2022. <https://www.tailwindapp.com/blog/instagram-image-size-guide>
- ★ “The Ultimate Twitter Image Size Guide for 2022 (Updated).” *Influencer Marketing Hub*. Werner Geysler, 2022. <https://influencermarketinghub.com/twitter-image-size/>