Social Media Best Practice

Social media demographics

Network	Active daily users	Largest age group	Gender	Time spent per day	Insight
LinkedIn	30 million	25-34 (60%)	43% female, 57% male	8 minutes	Social network geared towards professionals and career development.
Twitter	238 million	18-29 (38%)	27% female, 73% male	35 minutes	In 2022, ad engagement on Twitter increased by 32% year-over-year
Instagram	500 million	18-29 (67%)	51% female 49% male	30.1 minutes	Younger users have migrated to TikTok so it's mainly Gen Z and Millenials. Reels are increasingly popular
Facebook	2 billion	18-29 (86%)	54% female 46% male	30.1 minutes	Facebook still remains the largest social platform among consumers and marketers but the time spent on the platform has fallen
YouTube	122 billion	15-25 (81%)	46% female, 54% male	46 minutes	Over 70% of YouTube views are on mobile devices

Tips for all social media channels

Network	Frequency	Top tips/insight
LinkedIn	1-5 times a day	Share your industry knowledge. Keep your profile up to date Build authority within your niche and gain a loyal following that values your advice.
Twitter	1-5 times a day	Tag other relevant accounts from your industry to gain more exposure. Tweets with images generate 150% more retweets than those without. Videos generate 10 times more engagement than simple tweets.
Facebook	1-2 times a day	Videos get the highest engagement out of all types of posts
Instagram	3-7 times per week 2 feed posts a week 2 stories per day	Use between three to five relevant hashtags. They are a tool that people use to search for the content they want. Instagram uses hashtags to categorize its content in order to figure out what users enjoy.

For all channels focus on

- The **message**
- **Audience** (who do you want to see the content)
- **Goals/Call To Action** (what do you want them to do after seeing the content)
- **Consistency** (promote the same content but with different angles)
- **Publicise** your social media accounts wherever possible, (at events, on the website, by word of mouth, on promotional material). Actively ask people to follow and engage with your accounts.

Twitter

Twitter is an online social networking service that enables users to send and read short 240 character messages called "tweets". These can include: Links to websites and attached images, a #hashtag (to connect the tweet to a conversation with other users tweeting about the same topic, using the same hashtag) and another users account (so that the tweet is 'talking to' the other account)

Tips for Twitter:
- **Tweet often:** A steady stream of tweets (two to four per day) must be maintained in order to properly engage. These can include retweets and direct responses, but the idea is that the account is observing and engaging with followers;
- **Use images**: Images help to increase engagement. Copyright free images are available on sites like Pixabay or Unsplash. Tag individuals or organisations into images to increase engagement/notify them of content.
- **Links**: All tweets should contain a link to drive traffic to the RTPI website (there's very rarely a good reason to share a link to a different website). A link shortener (bit.ly or owl.ly) can be used to make the tweet look neat. ***Double check links are correct and active before posting them.***
- **Content:** 2 out of 10 updates should be about our 'products' the rest are about 'helping' people. Give followers useful information about planning and what's going on locally rather than trying to constantly push events
- **Use hashtags and tweet at other users**: Using hashtags will connect the tweet to a conversation with other users tweeting about the same topic, using the same hashtag. Including other Twitter handles in a tweet means it is 'talking to' the other account via a notification and it will increase a tweet's visibility. Both will help increase engagement.
- **Use the pinned tweet for important activity**: A tweet can be pinned to the top of the Twitter home page, which means more users are likely to see it. This should be reserved for the highest priority activity connected with that account. This tweet must link back to the RTPI website (so that users can get more information from the RTPI quickly), a picture (for higher engagement) and at least 1 hashtag (or user handle or other mechanism for higher engagement)
- **Live tweeting at events (Young Planners' Conference, NLL, etc):** Consistent use of the event's hashtag with every tweet, use interesting/engaging quotes from a speech or webinar to give a flavour, take appropriate images of the event (not just backs of people's head in a room), group shot with a nice background, tag individuals taking part, sponsors etc.
- **Encourage others to tweet about RTPI events and report launches:** Circulate and publicise the chosen hashtags to all stakeholders;
- **Try not to get into lengthy conversations:** Most users are loath to follow long conversation threads - while a certain number of @replies are appropriate, they

should be used sparingly. Any @replies directed towards your account should be answered as quickly as possible;

- **Analytics**: Find out how successful your tweets are (how many people click on your links for example) by going to [Twitter analytics](#). *Analytics should not be shared externally and are for internal use only.*

Following the recent change in ownership to Elon Musk, Twitter has become more unpredictable with changes to policy, privacy and settings, so the comms team is keeping abreast of the situation as it develops.

LinkedIn

LinkedIn is a business-oriented social networks on the internet, mainly used for professional networking. Users set up a profile which includes information traditionally found on their CV. Users can join groups and follow other users to track their activity, such as updates and blog posts. There are more than 875 million users in 200 countries as of December 2022 and it is now the number one platform for professionals.

Tips for LinkedIn:
- **Use links:** LinkedIn is the number one traffic source from social media to the RTPI website – more of our followers click links to the RTPI website than any other platform. Updates containing links get up to 45% higher engagement. *Double check links are correct and active before posting them.*
- **Post at popular times:** 8-9.30am, 1-2pm, 5-6pm Monday-Friday
- **Tag people or companies:** To add authority to the post and increase the reach.
- **Use images and videos:** To draw attention to the post. Interesting images generate 98% higher comment rate. Square images are most suited for LinkedIn.
- **Share as much relevant planning information as you can:** Professionals thrive on timely information and the more information you can share - in a shareable format, like links and videos - the more they will return and engage with you.
- **Keep it interesting and short:** Keep link titles under 70 characters, keep link descriptions under 250 characters, posts with a question receive up to 50% more comments
- **External factors that affect who sees a LinkedIn blog post**. These include:
  - Number of contacts you have on LinkedIn
  - Popularity of your topic
  - Strength of your headline
  - How many people are online when you publish the post

Contacts

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