


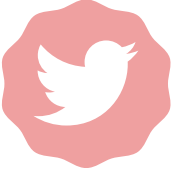
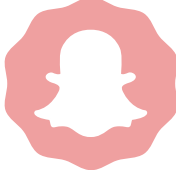



# Social Media Cheat Sheet

						
POSTING FREQUENCY	3-4X PER WEEK	3-7X PER WEEK	1-7X PER WEEK	2-10X PER DAY	4-7X PER WEEK	WEEKLY-CONSISTENTLY
HASHTAGS	1-2 PER POST	20-30 PER POST	1-5 PER POST	1-2 PER TWEET	NOT USED	USE KEYWORDS IN DESCRIPTION
TYPE OF CONTENT	PHOTOS, VIDEOS, LINKS	PHOTOS, SHORT VIDEOS	NEWS, THOUGHT LEADERSHIP	CONVERSATION STARTERS	LIGHT, FUN 10 SECONDS LONG	VIDEOS

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*Best for*

THOUGHT LEADERSHIP	X		X	X		X
PRODUCT SALES	X	X				
INDUSTRY CONNECTIONS			X	X		
BRAND AWARENESS		X			X	X
INFORMATIVE SHARING	X		X			X

