



Social Media Tips

RESOURCE

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Powerhouse



Social media can feel like a moving target.

Trends come and go. Platforms evolve. And it seems like there's always a new feature or algorithm to figure out.

The good news? You don't have to be everywhere or do everything to make social media work for you.

In this guide, we'll highlight some of today's most popular social platforms, break down what each is best suited for, and share a few tips and tricks for each. We've divided the most widely used platforms into three tiers based on their effectiveness for small businesses and nonprofits: Tier One should be considered by most organizations; Tier Two may be quite beneficial depending on your audience and content; and Tier Three tends to be more industry- or audience-specific.

>>> TIER 1

Facebook

"Anyone know a good plumber?" Post this question in a neighborhood Facebook group and you're sure to get all sorts of meaningful referrals (and warnings about which plumbers to avoid).

Facebook groups continue to be some of the strongest online communities out there.

Sure, Facebook may be less popular today among teenagers and young adults, but the platform reaches a major cross-section of adults, especially those who make the household buying decisions or who own/run businesses. Facebook is a powerful tool that serves as a marketing channel, customer service hub, event platform, review site, and local business directory all at once.

As an added bonus, Facebook integrates with Instagram, allowing you to maintain your presence more efficiently. Two birds, one stone.

IDEAL IMAGE SIZES (PIXELS)

Profile Photo	400 x 400
Cover Photo	820 x 312 (desktop) 640 x 360 (mobile safe)
Feed Image	1080 x 1350 (4:5 preferred)
Carousel Images	1080 x 1080 (1:1) or 1080 x 1350 (4:5)
Event Cover Photo	1200 x 628

Note: Facebook dynamically resizes and crops images across devices. These sizes reflect current best practices, but results may vary by placement and screen.



Tip #1:

Prioritize conversation over broadcasting.

Facebook's algorithms favor content that sparks genuine interaction, not that treats Facebook like a bulletin board. Instead of merely telling people what's happening, invite them into the conversation. Ask a question, share a story, invite comments, and respond to keep the discussion going. The goal is more than having great posts; it's about building relationships.

Tip #2:

Think of your page as your digital first impression, not a feed.

Most people who find your page will probably land there after searching online or hearing you mentioned by a friend or in a Facebook group. But before clicking that "follow" button, people will assess whether you're worth engaging with. Keep your page active, up to date, and monitored so anyone who visits your page quickly understands who you are, what you offer, and why they should trust you.

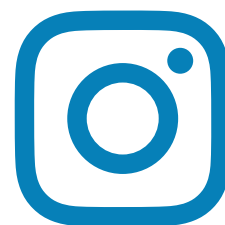
Instagram

Arguably the strongest platform for brand awareness and customer engagement, Instagram is a highly visual platform that supports both personal expression and brand storytelling. From everyday moments to polished brand content, the platform allows users and organizations to create a recognizable visual identity over time.

IDEAL IMAGE SIZES (PIXELS)

Profile Photo	400 x 400
Feed Post (preferred)	1080 x 1350 (4:5 vertical)
Feed Post (square)	1080 x 1080
Stories & Reels	1080 x 1920 (9:16 vertical)

Note: Instagram prioritizes vertical content in the feed and discovery. Landscape images are supported but typically receive less visibility.



Tip #1:

Go for emotional responses.

Does your content make someone laugh, think, or feel inspired? Emotional resonance drives engagement and helps audiences connect more deeply with your message, brand, or story. People connect with people, so focus your posts more on the human element of your organization than just the product or branded side. Respond to mentions and comments, and use tools like hashtags, captions, and interactive story features to encourage participation.

Tip #2:

Aim for long-term value.

Yes, it's nice to be "liked." But creating posts that people want to save or share? That's even better. Consider sharing content your audience will want to come back to, such as quick how-to tips, helpful checklists, step-by-step tutorials, or industry insights. You'll be extending your reach well beyond just the day you posted.

LinkedIn

Often viewed as a professional networking platform, LinkedIn is designed to help you build credibility, connect with people in your field, and explore opportunities. LinkedIn is indispensable for B2B companies, professional services, recruiting, thought leadership, and executive branding. A useful rule of thumb is to share content that supports your professional brand, whether that's industry insights, career updates, lessons learned, or thoughtful perspectives that add value to others.

IDEAL IMAGE SIZES (PIXELS)

Profile Photo	400 x 400
Profile Cover Image (Background Banner)	1584 x 396
Company Logo	300 x 300
Company Cover Image (Page Banner)	1128 x 191
Link Preview Image (Sharing a Link)	1200 x 627



Tip #1:

Assert yourself as an authority.

Provide thoughtful feedback on posts or articles from people in your field and create relevant content of your own through posts and articles. This engagement is a strong way to demonstrate expertise and build trust, especially when your content is helpful and specific rather than self-promotional. People trust people more than logos.

Tip #2:

Optimize your LinkedIn.

Make sure your headline and About section clearly explain what you do and whom you help, keep your experience up to date, and use the Featured section to highlight your best work. We can help! Download our [LinkedIn Optimization Checklist here](#).

TIER 2 >>>

YouTube

If a picture is worth a thousand words, a video can tell a whole story.

YouTube is the world's largest video-sharing platform, functioning as both a social platform and the second-largest search engine, making it valuable for educational, evergreen, and SEO-friendly content. Unlike many social posts that disappear from users' feeds within a few days, YouTube videos can continue reaching new viewers through search results and recommendations long after they've been published, creating lasting value for you and your organization.

IDEAL IMAGE SIZES (PIXELS)

Profile Photo	800x800
Banner Image	2048 x 1152
Thumbnail Image	1280 x 720



VIDEO UPLOAD SPECIFICATIONS

Standard Resolution	1920 x 1080 (1080p Full HD) or 3840 x 2160 (4K)
Shorts/Stories Resolution	1080 x 1920 (9:16 vertical ratio)
File formats	MP4 highly recommended

Tip #1:

Answer your audience's questions.

Create videos that solve common problems, explain your products or services, highlight your mission, or provide helpful insights related to your industry.

Tip #2:

Focus on quality over quantity.

You don't need to publish every week. A handful of well-planned, informative videos can have a greater impact than dozens of rushed uploads.

TikTok

TikTok is a mainstream social media platform built around short-form, mobile-first video. While the platform is known for entertaining and creative content, it has become an important channel for brands looking to increase visibility, build community, and reach audiences through authentic, engaging video.

IDEAL IMAGE SIZES (PIXELS)

Profile Photo	200 x 200 recommended (20 x 20 minimum)
Video	1080 x 1920

Note: TikTok is a full-screen, vertical video platform. Native, mobile-style videos tend to perform best.



Tip #1:

Let your creativity flow.

TikTok rewards originality and authenticity. Brands that succeed on the platform often balance entertainment with education or inspiration, creating content that feels natural rather than overly polished or promotional.

Tip #2:

Encourage participation.

Audience interaction drives visibility on TikTok. While hashtag challenges can be effective, participation can also be encouraged through trends, questions, tutorials, or content that invites viewers to respond, remix, or share their own experiences.

>>> TIER 3

X (Formerly Twitter)

Fan of brevity? You've got 280 characters and need to make them count. X is fantastic for sending quick updates, responding to trending conversations, sharing links to longer-form content, and promoting events.

Since rebranding from Twitter to X, the platform has shifted toward faster-paced, conversation-driven content, with increased emphasis on visuals, real-time engagement, and curated feeds. While character limits remain the same, discovery and reach are now more heavily influenced by engagement, media use, and how accounts organize and interact with content.

IDEAL IMAGE SIZES (PIXELS)

Profile Photo	400 x 400
Header Image	1500 x 500
In-Feed Image	1600 x 900 (16:9) or 1200 x 675

Note: X dynamically crops images across devices. Keep important text centered.



Tip #1: Use X Lists.

Use X Lists to curate accounts by topic or interest. Lists allow you to organize posts from selected users into focused feeds, helping you reduce noise and stay engaged with conversations that matter most to you.

Tip #2: Get visual.

Just because you're limited by how many characters you can use doesn't mean you can't provide visually engaging content. Posts with images are more likely to be reposted and noticed, increasing visibility and engagement.

Share relevant visuals from trusted sources or create your own using tools like [Canva](#) (no design mastery required). When appropriate, include subtle branding to reinforce recognition.

Pinterest

Pinterest functions as a visual discovery platform and search engine, helping users find inspiration, plan future purchases, and explore ideas over time. Beyond saving content, Pinterest offers brands an opportunity to surface evergreen content that continues to drive visibility long after it's published. DIY, food, weddings, fashion, crafts, education, and home-related businesses all stand to benefit from engaging on this platform.

IDEAL IMAGE SIZES (PIXELS)

Profile Photo	400 x 400
Standard Pin	1000 x 1800
Idea Pin	1080 x 1920

Note: Pinterest prioritizes vertical Pins. Square and landscape images are supported but generally receive less distribution.



Tip #1:

Describe it.

Think of Pinterest as a search engine. Use clear, descriptive keywords in your Pin titles and descriptions to help users discover your content when they search for ideas related to your brand, product, or services.

Tip #2:

Quality and consistency matter.

Regular pinning signals activity and relevance to the Pinterest algorithm, but quality is key. Share useful, visually appealing content that aligns with your brand and provides lasting value to your audience.

ACROSS PLATFORMS >>>

Tip #1:

Show up regularly.

You don't have to post every day, but posting consistently helps keep your audience engaged. A steady posting schedule is more effective than posting frequently for a short time and then disappearing.

Tip #2:

Focus on your audience, not yourself.

If every post is a sales pitch, people are likely to tune out. The best content answers questions, solves problems, entertains, or inspires. Create value in what you post rather than just promoting yourself or your business.

Tip #3:

There is (or should be) only one of you.

While you may think of personal and professional spaces as separate, online audiences often overlap. Employers, collaborators, and clients routinely review public profiles, and content shared in one context can easily reach another. Aim for consistency between how you present yourself personally and professionally, recognizing that anything shared publicly contributes to your overall online reputation.

Tip #4: Don't replace your voice.

As artificial intelligence becomes more integrated into social media platforms and content creation, it's worth remembering that AI is a tool, not a substitute for judgment or authenticity.

AI can help generate ideas, improve efficiency, or refine content, but responsibility for what is shared always rests with the person posting it. Whether content is written, edited, or inspired by AI, the same standards apply: accuracy, intention, and alignment with your values.

****Disclaimer:** Recommended image sizes change frequently. Always refer to the platform's official help center before publishing.

WRAPPING THINGS UP >>>

Social media platforms come and go, but the principles behind using them remain the same. Don't let the tools run your life. Use them in ways that genuinely support your goals. It's better to do a few platforms well than to spread yourself thin across many. And most importantly, show up as yourself. There's only one you, and authenticity will always matter more than chasing trends.