

4 SOCIAL PLATFORMS

AND WHAT YOU NEED TO KNOW



INSTAGRAM

CONTENT: IMAGES AND VIDEOS

POST FREQUENCY: 1-2X PER DAY

CHARACTER LIMIT: 2,200

CLICKABLE? IT DEPENDS!

THE VIBE: VISUAL

ENGAGEMENT: LOVE, COMMENT, SHARE

FACEBOOK

CONTENT: IMAGE, VIDEOS, TEXT

POST FREQUENCY: 1-3X PER DAY

CHARACTER LIMIT: 63,206

CLICKABLE? YES

THE VIBE: VISUAL

ENGAGEMENT: LIKE, COMMENT



1-3X
PER DAY



TWITTER

CONTENT: TEXT, PHOTOS AND VIDEOS TOO

POST FREQUENCY: 3-5X PER DAY

CHARACTER LIMIT: 280

CLICKABLE? YES

THE VIBE: FAST PACED, LOTS OF WORDS

ENGAGEMENT: REPLY, RETWEET, LIKE, SHARE



FAST
PACED

LINKEDIN

CONTENT: ARTICLES AND VIDEOS

POST FREQUENCY: 5-10X PER MONTH

CHARACTER LIMIT: 1,300

CLICKABLE? YES

THE VIBE: NEWS AND NETWORKING

ENGAGEMENT: LIKE, COMMENT, SHARE



GET STARTED WITH A SPECIAL RIPL OFFER