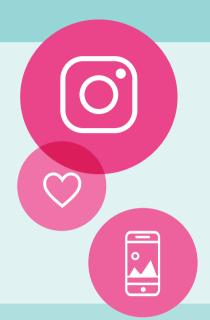
## 4 SOCIAL PLATFORMS

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**

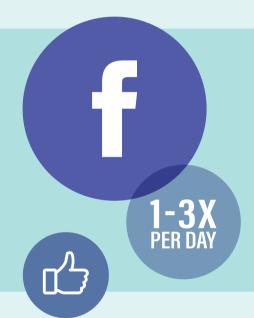
CONTENT: IMAGE, VIDEOS, TEXT

POST FREQUENCY: 1-3X PER DAY

CHARACTER LIMIT: 63,206

CLICKABLE? YES THE VIBE: VISUAL

ENGAGEMENT: LIKE, COMMENT





#### **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

## 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** 

