

Posting Tips

A STEP-BY-STEP GUIDE

01

VALUE FIRST

If it doesn't help, teach, or entertain, it doesn't belong on the feed. Keep captions under 120 words so they're actually read — and remember, repetitive posts don't just get ignored, they hurt your credibility.

02

PRIME TIME

Timing matters. Post late morning or late afternoon when your audience is most likely scrolling and paying attention.

03

LESS IS MORE

More isn't always better. One quality post a day beats three filler posts nobody remembers. For Facebook and Instagram, 3–5 strong posts a week is the sweet spot.

04

VISUAL HOOK

People stop for images before words. Every design choice — color, layout, photo, video — should be intentional, not random. Attention spans are short, so visuals have to grab immediately.

05

CALL TO ACTION

Don't leave them hanging. End posts with one clear action — click, comment, share, buy. Readers should always know the “what's next.”

06

CUT THE FLUFF

If your post needs three scrolls to get to the point, you've already lost them. Trim the extras and serve the good stuff upfront.

07

EMOJI LOGIC

Use emojis as punctuation or replacements, not confetti. If they don't add clarity or punch, they're just noise.