

# How To Guide




## THE! COMPLETE GUIDE

+ Checklist



TO SOCIAL MEDIA SHARING



- What
- When & 
- How to share



# The! Complete Guide to Social Media Sharing

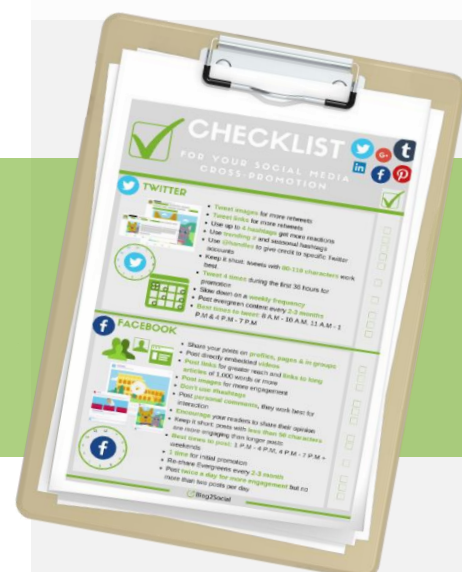
The following social media sharing guide helps you to get a better grip on the various sharing options for your blog posts.

**Every network provides different options** for presenting and promoting your post and every community reacts differently to specific posting formats.

While hashtags work fine on Twitter and Instagram, on Facebook and LinkedIn they simply don't. It might come as a surprise that posts with hashtags even generate less engagement on Facebook than posts without hashtags. However, posts will be found much better with hashtags, so you have to weigh your options and experiment a bit with what works best for you.

**Every network provides you with different numbers of characters** for your post, but it is not always recommended to use up all chars the networks provide. On Facebook you have unlimited chars, but posts with less than 50 chars work best for engagement, while on Google+ longer posts will work much better.

Don't miss out on any tips & tricks and stay on track with our **checklist** for your **Social Media Cross-Promotion** at the end of this guide!

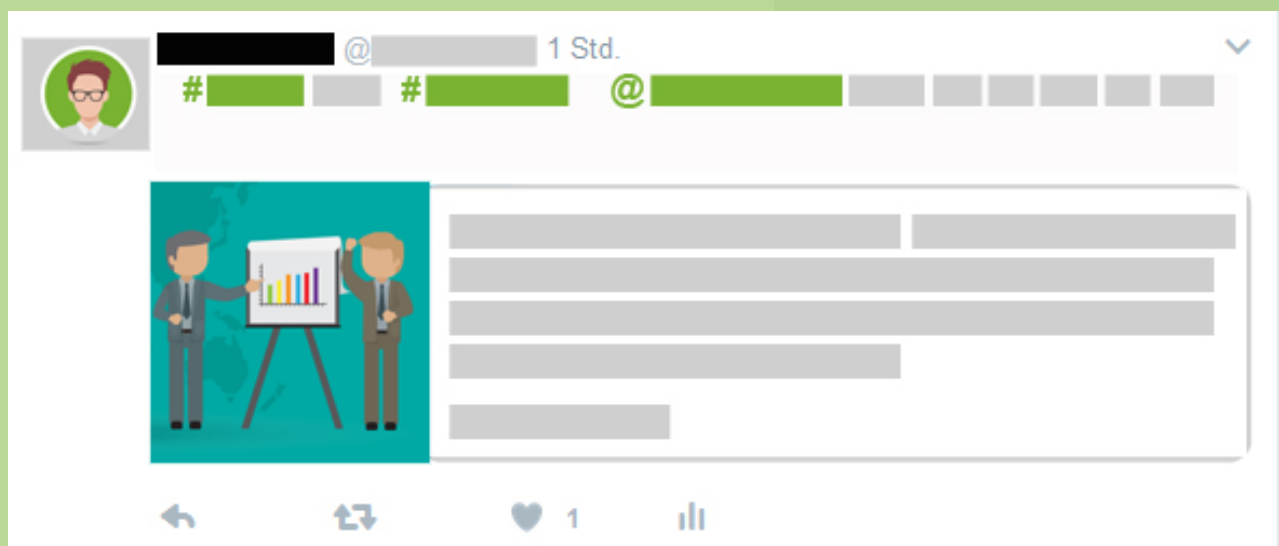


## Twitter - The Short Message Social Network

The short messaging service is the second largest social network in the whole world of social media and was the first one to implement #hashtags and @handles for better search and networking options.

### Twitter facts & figures:

- 328 million active users, 930 million daily visits
- News, images and videos
- 140 characters
- Introduced #hashtags and @handles for better search & networking options
- Currently stretching its 140-character limit (link & images excluded)



## How to share on Twitter:

So, what exactly is a successful and engaging Tweet? What structure should it follow to get the maximum engagement and retweets from users?

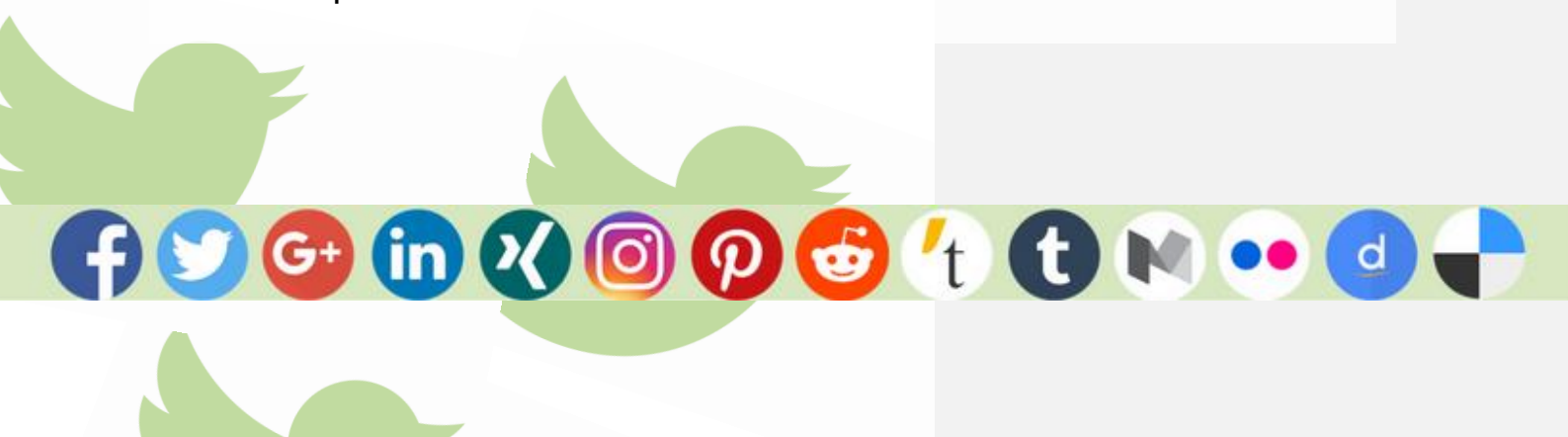
## What to share on Twitter:

The lifetime of a tweet is about 18 minutes. So it might be a good idea to share your blog post more than once on different days and at different times. Additionally, to boost the interactions of your blog post you should considering the most active time in the Twittersphere.

## Twitter Tools

Twitter can be a huge productivity drain, so automation tools will help you to schedule and queue your messages in advance, especially after work and on weekends and holidays.

- [Tweeue.com](https://tweeue.com): Queue your Tweets
- [Twuffer](https://twuffer.com): Twuffer allows you to compose a list of future tweets, and schedule your releases
- [Tagboard](https://tagboard.com): helps you to monitor hashtags
- [Tweetdeck](https://tweetdeck.twitter.com): monitor streams, mentions and keywords in order to respond and discuss in real time





# HOW TO



## SHARE ON TWITTER

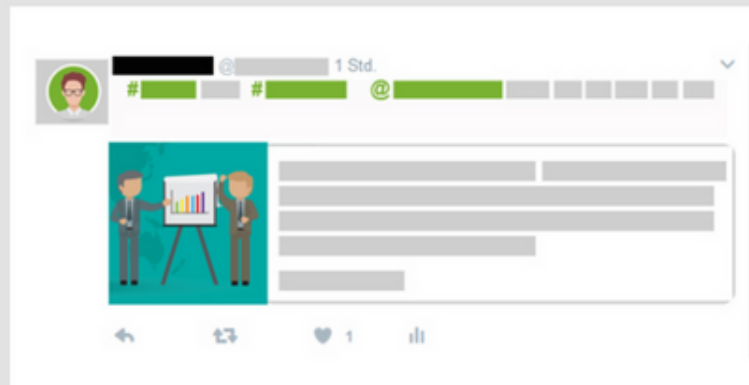


image tweets generate up to 150% more retweets

image tweets work best with 20-40 characters

up to 4 hashtags get more reactions

2 hashtags generate more direct interaction with users



link tweets get 86% more retweets

use @handles to give credit to specific Twitter accounts

"There is a lot you can put into 140 characters"



Keep it even shorter:

Tweets around 110 characters increase interaction up to 17%, Tweets with 80-110 characters work best.



**Call-to-action:**

words like  
*help, read, check, follow*  
get more results



**Newsjacking:**

Use trending # and seasonal hashtags





# WHEN TO



POST ON TWITTER



- The lifetime of a tweet is **18 MIN**
- Share your blog post up to **4 times** during the first **36 hours**
- Then slow down on a **weekly frequency**
- Post evergreens **every 2-3 months**



## THE BEST TIMES TO POST ON TWITTER



**8 A.M - 10 A.M**

**Midday: 11 A.M - 1 P.M**

**4 P.M - 7 P.M**

## HOW OFTEN TO POST ON TWITTER



- 4 times per day for initial promotion
- Once a day over the next few weeks



For every 3 pieces of promotional content, post 5 pieces of curated content and 2 pieces of personal content

5



CURATED  
CONTENT

3



CREATED  
CONTENT

2



PERSONAL  
CONTENT







# Facebook - The Most Popular Social Network

## Facebook facts & figures

- Facebook has 1.963 million users worldwide and
- 7,2 billion page visits a day
- Facebook is primarily used for private conversations, but it's great for brand marketing in B2B and B2C communications too.

## Tips for cross-promoting on Facebook

Facebook gives you a lot of freedom to present your content. Text posts work as well as images and videos. There is practically no limit for the length of a Facebook post. However, only the first 480 characters are displayed in the stream, the rest is hidden behind the “show more”-button. So make sure you put the essence of your message into these first 480 characters.

## Facebook Tools:

- [Pagemodo](#): Pagemodo simplifies Facebook Advertising from start to finish. Create your ad in the intuitive design studio, reach your audience with simplified targeting tools, and optimize future Facebook ads with user-friendly analytics.
- [Heyo](#): Use Heyo to easily create sweepstakes, contests, and campaigns that publish to mobile, Facebook, and anywhere on the web.
- [Likealyzer](#): LikeAlyzer helps you to measure and analyze the potential and effectiveness of your Facebook Pages.



# HOW TO


## POST ON FACEBOOK

 Blog2Social


### Most popular post types

### generate more engagement and reach




 Videos that are directly embedded get over six times the engagement of embedded YouTube videos





 Posts that link to longer articles over 1,000 words get the most engagement



 Posts without hashtags get more interaction

 Personal comments work best for interaction

 Encourage your readers to share their opinion

 Posts with less than 50 characters are more engaging than longer posts





# WHEN TO



## POST ON FACEBOOK

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Share your posts  
on **profiles**, **pages** & in **groups**  
at different times, with different  
comments.

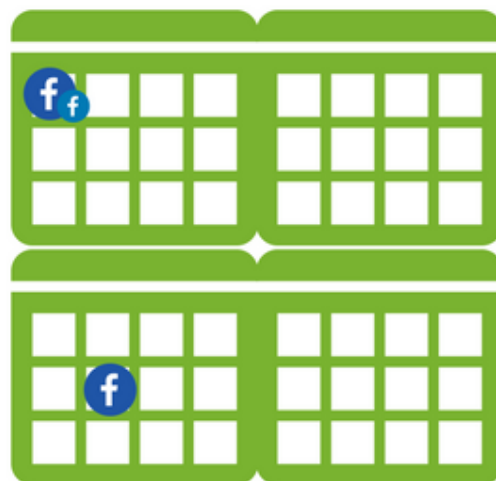


### THE BEST TIMES TO POST ON FACEBOOK



**1 P.M. - 4 P.M.**  
**4 P.M. - 7 P.M.**  
also post on weekends

### HOW OFTEN TO POST ON FACEBOOK



- **1 time** for initial promotion
- Re-share evergreen content  
**every 2-3 month**

### Engagement

increases with  
more than **one**  
**posts** per day



decreases with  
more than **two**  
**posts** per day



## Google+ – Google's Social Network

Google has been around since 2011 and was launched to counterattack Facebook and has collected more than 2.2 billion users, but the number of users is a bit tinted. In order to speed up the collection of community members, Google connected other services such as Gmail, Drive, YouTube, Hangouts and many others. So, whenever you register for any of Google's services you automatically have a Google+ account.

However, only 25 million Google+ users have ever posted on the platform and only 4-6 million among these are really active.

Similar to Facebook and LinkedIn, Google+ provides personal profiles, business pages and groups and allows for a wide variety of posts, including images, videos or polls.



However, the big advantage of Google+ is its seamless integration with all other Google services. Also, Google+ makes it much easier to invite people to your network than Facebook or LinkedIn. You simply add them



to your circles and mark them as a family member, friend or colleague. You can also add people back in return for adding you.

Even if your main outlets are Twitter, Facebook and LinkedIn, crossposting to Google+ still makes a lot of sense, since most of your pals and targets are very likely to have a Google+ account. Active profiles on Google+ have an impact on the ranking in Google's search engine, so it is definitely worth using it.

### Google facts & figures:

- Google+ has over 3 billion personal profiles
- 100 million page visits a day.
- The network serves primarily company communications and expert talk, so its most active users are communication experts, SEOs and bloggers.

### Google+ Tools:

- [Photo Backup](#): Back up photos and videos from your Windows or Mac computer and whenever you connect a phone, camera or storage card.
- [Google Drive](#): you can share password-protected documents, presentations, slideshows and PDF with your Google+ audience
- [Auto Awesome](#): Create collages or animations with your photos.



POST ON GOOGLE +



Share your post on **profiles**, **pages** & in relevant **communities** at different times, with different comments.



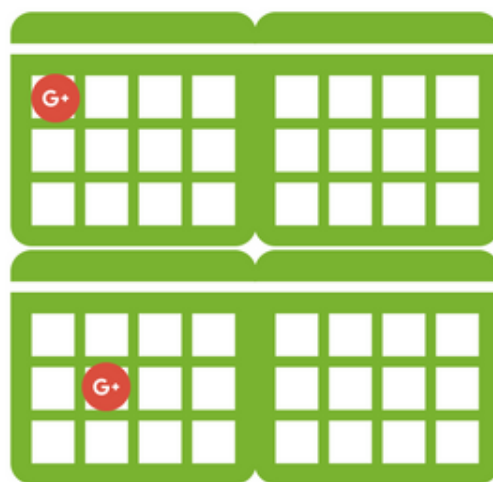
### THE BEST TIMES TO POST ON GOOGLE+



**7 A.M - 10 A.M**

**2 P.M - 3 P.M**

### HOW OFTEN TO POST ON GOOGLE+



- **1 time** for initial promotion
- Re-share Evergreens **every 2-3 month** but only on **your stream**

### Engagement



- **The more** you post, **the more** engagement you get.
- **Three posts** a day and **156 characters** in two or three sentences work best for engagement
- Post with **#hashtags** work better for engagement

## LinkedIn - The International Business Network

LinkedIn is the biggest international business network. The network mainly serves the purpose of contacting and networking with business contacts, recruiting high potentials and communicating business news and developments.

### LinkedIn facts & figures

- LinkedIn has 500 million members worldwide and
- 820 million page visits a day.

### LinkedIn Tools:

- [Crystalknows](#): Crystal gives you personality information for everyone you contact, coaching you to get their attention, win their trust, and earn their business.
- [LeadFuze](#): quickly gather contact information then send personal emails and follow-ups to them automatically.
- [Outro](#): Outro quickly finds and connects you to new potential clients, employees, partners, investors, and more, within your organization's immediate and extended network.
- [discoverly](#): See information from social networks as you browse







# WHEN TO



## POST ON LINKEDIN



Share your post on **profiles**, **business pages**, **focus pages** & in relevant **groups** at different times, with different comments.



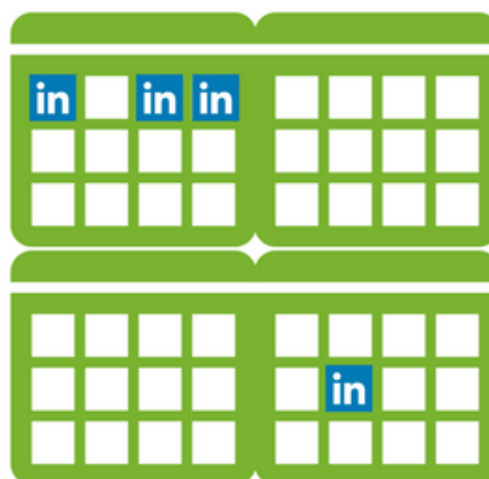
### THE BEST TIMES TO POST ON LINKEDIN



**8 A.M - 10 A.M**

**4 P.M - 6 P.M**

### HOW OFTEN TO POST ON LINKEDIN



- **1 time** for initial promotion
- Re-share Evergreens **every 3-4 month** but only on **your profile**

### Engagement



- Posts published on **Thursdays** get the most average total views, followed by **Sundays**



## POST ON LINKEDIN



- **Image** and **link** post works best
- A post should not be longer than **600** characters
- On **pages**, only the first **463** characters are displayed
- Updates in your stream show the first **238** characters



- Make your comments personal and engaging: ask **questions** or make your statement to **encourage** engagement with your post.

- **How-to** postings perform best for post views, likes, comments and shares than any other post type. **List posts** also perform well.





## A Picture is Worth a Thousand Words

Visual content is increasingly important for blogging as well as for posting on social networks. Posts with images or videos are more likely to get attention than bare text.

Sharing your images successively will extend the lifetime of your posts and will also have an impact on your visibility in the search engines. Shared images with links will provide more possible search hits and backlinks to your blog. So, sharing your blog post images on social networks such as Pinterest, Instagram or Flickr can gain more outreach for your blog.

## Pinterest - The Branding Network

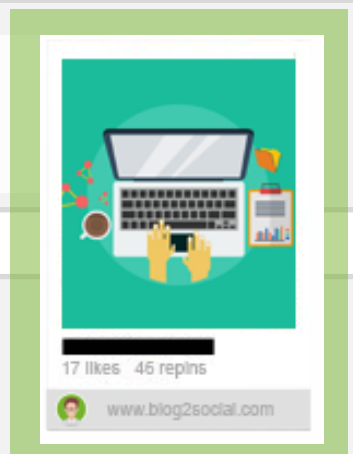
While the image remains the most important part of a pin, the description gives more information what the pin is about. You may describe and comment your images in 500 characters and you can collect your images in albums to sort them by topic or keyword or brand. Pinterest is a very good instrument for brands to display all brand images and brand related topics in one place

### Pinterest facts & figures:

- Pinterest has 175 million users worldwide and
- gets up to 300 million page views a day.

### Pinterest Tools:

- [Pinterest Business Suite](#) & [Autopin](#)





# WHEN TO



## POST ON PINTEREST

 Blog2Social



### THE BEST TIMES TO POST ON PINTEREST



**12 A.M - 2 P.M**

**7 P.M - 10 P.M**

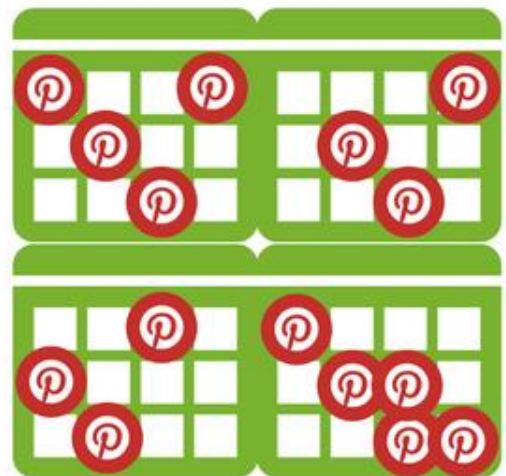
also post on weekends

### HOW OFTEN TO POST ON PINTEREST

- Post your featured image of your blog post for initial promotion.



- Then post all suitable images of your blog post.



Share **all sharable images** from your post gallery successively **over the following days** to **re-share** your post on Pinterest





## Instagram - Photo Sharing in Real Time

Whereas Pinterest is focused on brand or topic related communication, Instagram is real time streaming with images. Especially food, lifestyle and fashion bloggers use Instagram for sharing and networking. However, the network is also suitable for corporate communications.

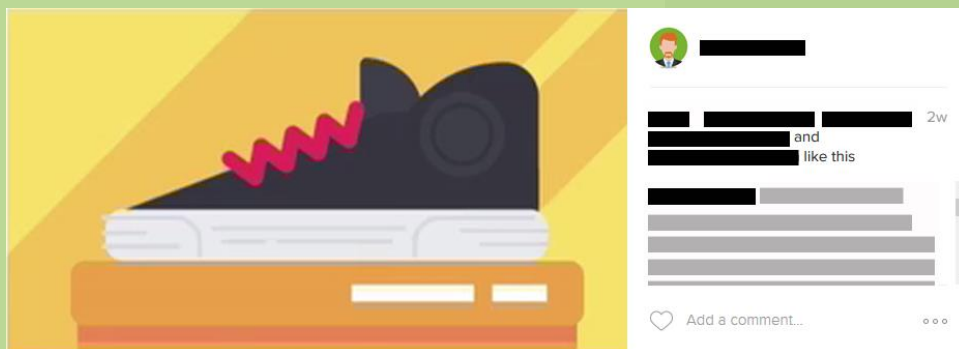
### Instagram facts & figures

- 700 million users worldwide use Instagram each month and
- The network is visited 770 million times per day.

### Tips for cross-promoting your blog posts on Instagram

Whereas on Pinterest, images are organized in albums on pinwalls, Instagram displays all images in a single stream.

The lifetime of an image post on Instagram is much shorter than on Pinterest. Most interaction takes place within the first few hours after posting. Despite the focus on hashtags, images on Instagram fall much faster into oblivion than pins on Pinterest.







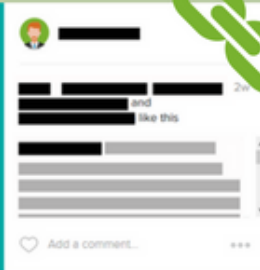
# WHEN & HOW TO



## POST ON INSTAGRAM

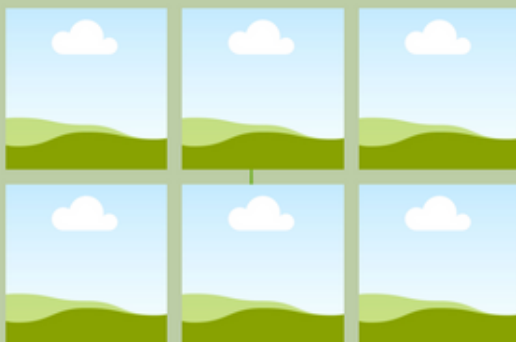
 Blog2Social

- Use a **maximum of 2000 characters**, but keep the essence in the first 155 characters.
- Add up to **30 #hashtags** for keywords to your posts
- **Call for likes and comments** for more response



If you want your followers to get to your site, place your link in the comment for them to copy & paste.

Post the featured image of your blog post for initial promotion.



Then post all suitable images of your blog post over the following days and weeks.

### THE BEST TIMES TO POST ON INSTAGRAM



**12 A.M - 2 P.M**

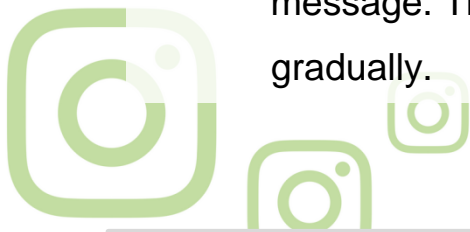
**7 P.M - 10 P.M**

also post on weekends



## Instagram Tools:

- [Instagram Analytics](#): summary of your overall profile as well as individual posts' reach, views and engagement and analytics showing times when your followers are most active.
- [Instagress](#): supports your community building for Instagram with providing filters for users' profile bios, location, users they follow, recent posts and many more.
- [Holr](#): allows sending customized auto-message templates to followers, for example to promote a new product, link or a welcome message. The messages are not sent instantaneously but gradually.



## Flickr - Yahoo's Photo-Sharing Site

Flickr is one of the oldest photo-sharing communities and is directly integrated into Yahoo's online services, but Flickr can still reach a lot of people.

### Flickr facts & figures

- The Flickr photo community has 75 million users worldwide and
- gets 76 million times page visits a day.

## Flickr Tools:

[Uploadr](#): Upload hundreds of thousands of photos with 1000 GB of free storage.

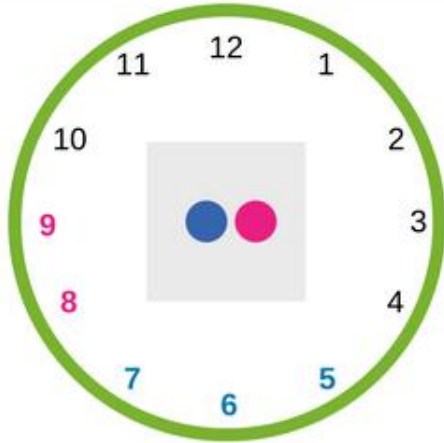
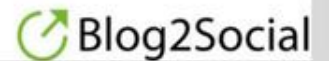




# WHEN & HOW TO



## POST ON FLICKR



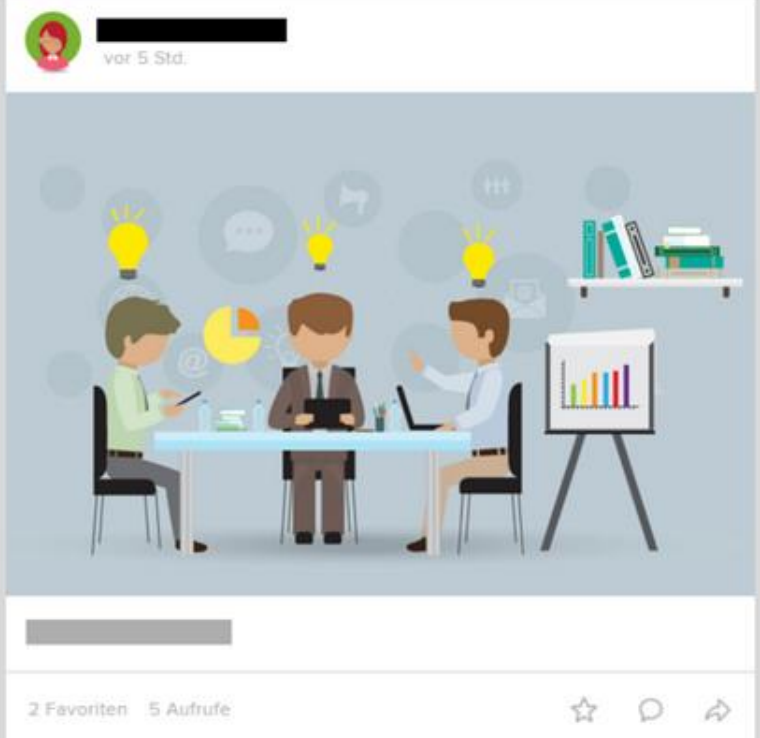
### THE BEST TIMES TO POST ON FLICKR

**7 A.M - 9 A.M**

&

**5 P.M - 7 P.M**

- Post your **featured image** of your blog post for **initial promotion**.
- Then post **all suitable graphics** of your blog post.



Use  
**unlimited**  
characters



Use **#hashtags**



## Editorial Networks: Re-Publish Your Blog Posts

### General Sharing Tips

- Re-Publish your blog content to other blogging networks and content sharing sites to give your content a wider outreach.
- You may vary your headlines and your copy.
- Always share your blog posts with 5-7 days delay to your original post, for letting Google index your original blog post first.

## Tumblr - Yahoo's Blogging Platform

Tumblr is the most popular blogging community where users publish and share texts, images, quotations, links and videos. Tumblr provides the complete functionality of a blog.

### Tumblr facts & figures

- The blogging network has 345 million active users worldwide and
- up to 500 million page visits a day.
- The network is particularly used by younger folks. But it is also suitable for blogs and corporate blogs for re-publishing blog content to reach more potential readers.

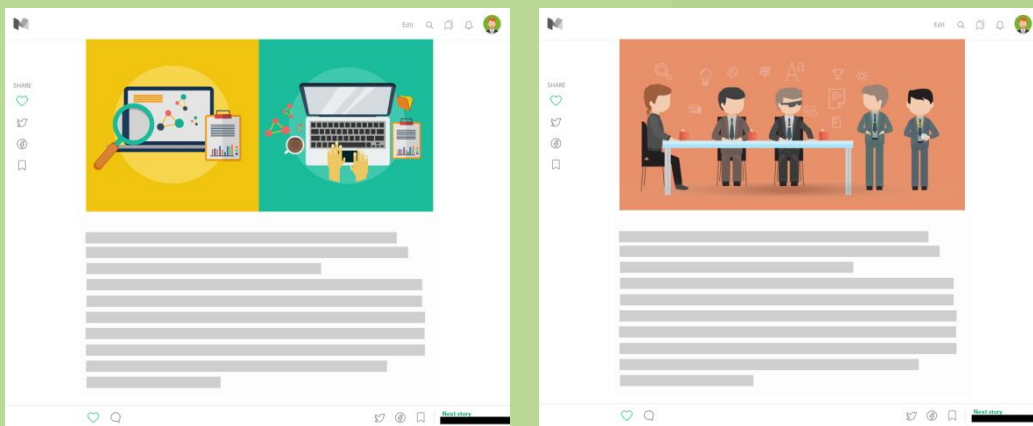


## Medium - The Editorial Network

Medium is an editorial network for social journalism, focusing on the exchange of ideas, articles and stories. The network is known for its committed and interactive readership.

### Medium facts & figures

- Medium currently has 625.000 users and gets visited 26 million times a day.



## Diigo, Delicious, Digg: Social Bookmarking Networks

Social bookmarking networks are great to easily save, organize and share links to all kinds of online resources. Always be sure to save your blog posts as links to your collection and share them with your followers and friends.

### Diigo facts & figures

- Diigo has 3 million pages views per day.







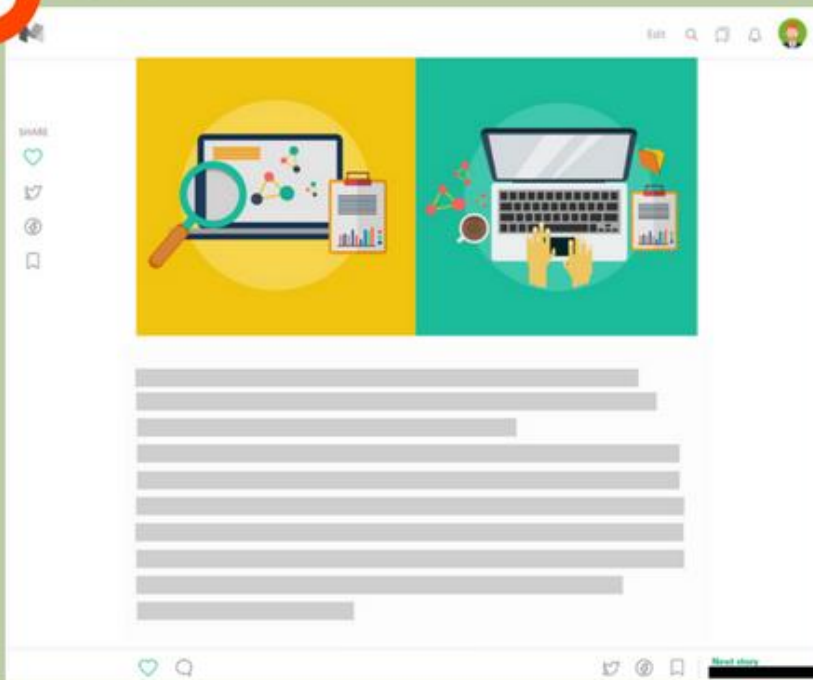
# WHEN & HOW TO



POST ON TUMBLR, MEDIUM & SOCIAL  
BOOKMARKING NETWORKS



 Blog2Social



Re-publish your  
blog posts with **5-7  
days delay** to your  
original post, for  
letting **Google**  
**index your original  
blog post first**

Vary your  
**headline and  
copy** for a  
specific  
community or  
**target  
audience**


**Integrate a  
link** to your  
original post  
or related  
posts **to  
drive  
readers to  
your blog** or  
website.

Use **social  
bookmarking  
networks**  
such as Diigo,  
Delicious or  
Digg **to link  
to your post.**





# Social Media Sharing and Cross-Sharing


## Automation:

### DO'S AND DON'TS OF SOCIAL MEDIA AUTOMATION







#### Do's

-  Automatic cross-posting saves time and lots of tedious work
-  It provides your social channels with a consistent stream of content for your readers
-  It leaves you with more time for active networking to engage with your community
-  Use automation tools that allow you to customize and schedule your posts to make them personal and engaging.



#### Don'ts

-  Many automation tools just push out the same content to all of your networks
-  This results in a stream of robotic posts with a lack of human touch
-  Lifeless posts will result in a lower visibility and performance
-  You may also annoy your followers and drive them away if you post too frequently

Blog2Social

Therefore, a lot of things have to be considered when setting up an automation process and choosing a suitable tool. In order to profit from both, social media automation and personal and engaging posts, you should use a tool that help you to customize your posts and choose the best times to post on each network







# CHECKLIST

FOR YOUR SOCIAL MEDIA  
CROSS-PROMOTION



## TWITTER



- **Tweet images** for more retweets
- **Tweet links** for more retweets
- Use up to **4 hashtags** get more reactions
- Use **trending #** and seasonal hashtags
- Use **@handles** to give credit to specific Twitter accounts
- Keep it short: tweets with **80-110 characters** work best.
- **Tweet 4 times** during the first 36 hours for promotion
- Slow down on a **weekly frequency**
- Post evergreen content every **2-3 months**
- **Best times to tweet:** 8 A.M - 10 A.M, 11 A.M - 1 P.M & 4 P.M - 7 P.M

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## FACEBOOK



- Share your posts on **profiles, pages & in groups**
- Post directly embedded **videos**
- **Post links** for greater reach and **links to long articles** of 1,000 words or more
- **Post images** for more engagement
- **Don't use #hashtags**
- Post **personal comments**, they work best for interaction
- **Encourage** your readers to share their opinion
- Keep it short: posts with **less than 50 characters** are more engaging than longer posts
- **Best times to post:** 1 P.M - 4 P.M, 4 P.M - 7 P.M + weekends
- **1 time** for initial promotion
- Re-share Evergreens every **2-3 month**
- Post **twice a day for more engagement** but no more than two posts per day

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# CHECKLIST

FOR YOUR SOCIAL MEDIA  
CROSS-PROMOTION



## GOOGLE+



- Share your post on **profiles, pages & in communities**
- Post at **different times**
- Post with **different comments**
- The **more you post**, the **more engagement** you get.
- **Three posts** a day and **156 characters** in two or three sentences work best for engagement
- Posts with **#hashtags** work better for engagement
- **Best times to post:** 7 A.M - 10 A.M, 2 P.M - 3 P.M
- **1 time** for initial promotion
- Re-share Evergreens every **2-3 month**

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## LINKEDIN



- Share your post on **profiles, business pages, focus pages & in relevant groups**
- Post at **different times** with **different comments**
- Make your **comments personal** and engaging
- Post **How-to** and **list postings** as they perform best
- Post **one time** for initial promotion
- **Re-share evergreen content** every **2-3 month** but only on your profile
- Post on **Thursdays** and **Sundays** to get the most average total views
- **Post at the best times:** 8 A.M - 10 A.M & 4 P.M - 6 P.M
- **Post a mix of content:** 3 pieces of promotional content, post 5 pieces of curated content and 2 pieces of personal content

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# CHECKLIST

FOR YOUR SOCIAL MEDIA  
CROSS-PROMOTION



## PINTEREST

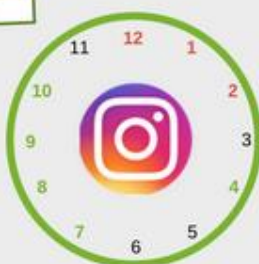


- Post your **featured image** of your blog post for initial promotion.
- Then share **all sharable images** from your post gallery successively **over the following days** to re-share your post on Pinterest
- **Add a description to your pins** to get more interaction and repins
- Make your **comments personal** and **engaging**
- You have **500 characters** for your pin description, but keep it best at **150-300 characters**
- Add links to your pins
- **Best times to post:** 12 A.M - 2 P.M & 7 P.M - 10 P.M



## INSTAGRAM

# 30#



- Post your **featured image** of your blog post for initial promotion.
- Then post **all suitable images** of your blog post over the following days and weeks.
- Use a **maximum of 2000 characters**
- But keep the essence in the first **155 characters**
- Make your **comments personal** and engaging
- Add up to **30 #hashtags** for keywords to your posts
- **Call for likes and comments** for more response
- **Post at the best times:** 12 A.M - 2 P.M & 7 P.M - 10 P.M
- Also post on **weekends**







# CHECKLIST

FOR YOUR SOCIAL MEDIA  
CROSS-PROMOTION



## MEDIUM, TUMBLR & CO.



- **Re-publish** your blog posts **with 5-7 days delay** to your original post, for letting Google index your original blog post first
- Vary your **headline** and **copy** for a specific community or target audience
- **Integrate a link** to your original post or related posts to drive readers to your blog or website.
- Use **social bookmarking networks** such as Diigo, Delicious or Digg to link to your post.



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## IF YOU AUTOMATE, DO IT WISELY



- Use automation tools that allow you to **customize and schedule your posts** to make them personal and engaging.
- Automate your posts **but don't forget to network actively and engage with your community**
- Provide your followers with an **interesting content mix**: 3 pieces of promotional content, post 5 pieces of curated content and 2 pieces of personal content
- **Avoid robotic posts** which lack human touch
- **Add engaging and personal comments** to boost your visibility and performance
- **Don't post too often** for the respective network or else you will annoy your followers and drive them away



# Social Media Auto-Posting and Scheduling for WordPress-Blogs and stand-alone WebApp



## Auto-Posting

Share your blog posts in social media when you publish your post or scheduled to the best times



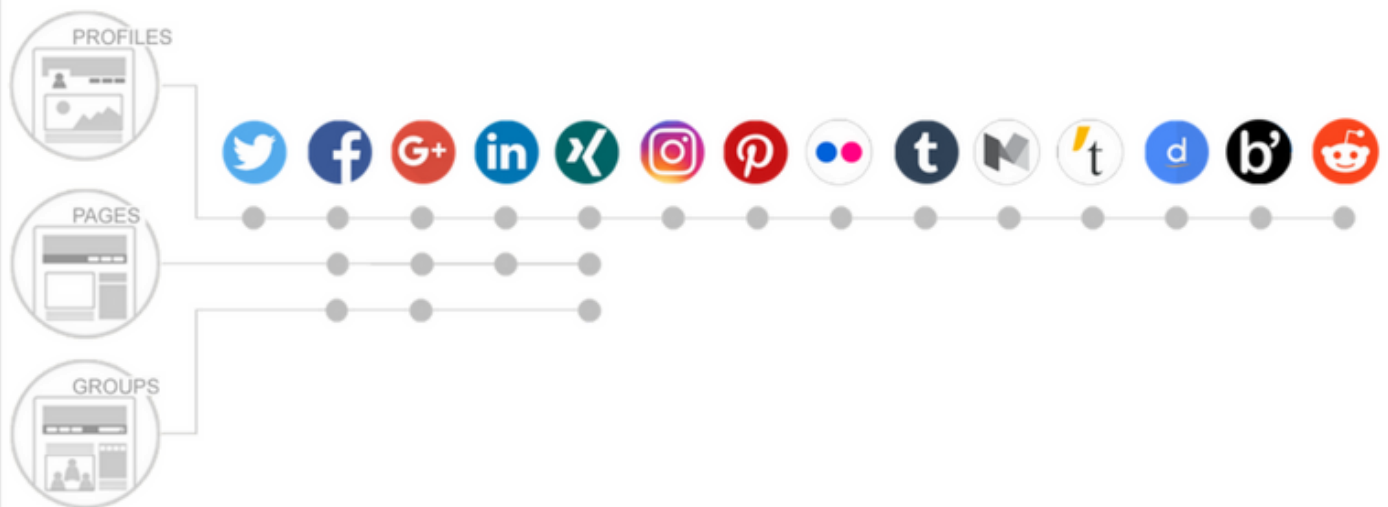
## Custom Sharing

Cross-post and share your blog posts with individual comments, hashtags and handles in your social media posts per network



## Scheduling

Cross-post in social media scheduled to the best times, personal time settings. One-time, multiple times or recurrently



Test Blog2Social 30 days free of charge

[Test WP plugin](#)

[Test WebApp](#)

or download [Blog2Social Free from wordpress.org](https://wordpress.org/plugins/blog2social-free/)

or visit <https://www.blog2social.com/de/webapp/>