



Quick Guide: Posting on Facebook

Copy & Video Length

The recommended length for primary text is 90 –150 characters, but 125 characters or less is optimal. This length is concise enough to keep the reader's interest while still providing information to entice them.

The maximum video length is 240 minutes, but shorter videos are preferred due to potential impact on quality and upload time with longer videos. 30-60 seconds is best.

Frequency

Organic posting frequency could range from 3 – 5x per week to up to once a day.

A best practice is to complement these organic posts with at least 1x – 2x promoted organic page posts per week.

Mentions Approach

Tag organizational collaborators in a specific post or story to connect brands. Only mention people, pages, or groups that are relevant and are likely to appreciate the mention. Mention without a clear purpose can be seen as spam.

Best Posting Time

For organic posts, the best posting time is dependent on your time zone and location and can change over time, use a 3rd party scheduling software (Sprinklr) to determine the best times on an ongoing basis.

Hashtags

Hashtags are not required but can be included. Use 1 – 2 hashtags to increase organic engagement and post reach.

Tone

Tone is lighter, more friendly, personal, more emotional than other channels. We have an opportunity to entertain, clearly express our vision and values in a way that connects with people personally on Facebook.

Visual & Video Frames

Visual Dimensions: Use 16:9 ratios for landscape and 9:16 for portrait; 1280 x 720 pixels recommended with a minimum width of 1200 pixels.

Video Formats: MP4 and MOV are preferred video formats. Facebook supports various file types, but larger files may upload and process slower.

Engagement is crucial for fostering relationships and building trust with your online community on FB

