



# Quick Guide: Posting on X

## **Copy Length**

Typically, best is between 71 to 100 characters to be optimized for engagement and readability. Can be up to 280 as long as posts are clear and impactful.

Full sentences are not required. Use shorter essential keywords, active voice.

## **Frequency**

Regular posting helps your audience stay interested in your account. Aim for 1-3 posts per day, it helps maintain visibility without overwhelming the audience.

## **Hashtags**

Limit hashtags to two or fewer, and ensure they are relevant to the topic. Using too many hashtags can get your post penalized.

## **Mentions Approach**

Tag collaborators, partners or individuals mentioned in specific post or story content if he/she/they are active on X.

## **Best Posting Times**

The best posting time is dependent on your time zone and location and can change over time. Please use a scheduling software (Sprinklr) to determine the best times on an ongoing basis.

## **Visuals**

Posts with visuals (photos, videos, GIFs) usually get more engagement. Make them relevant and high-quality, use alt text to make them accessible and use visuals that reflect Bayer brand identity. Mix up formats to keep it fresh and dynamic.

## **Tone**

Tone should be informational, helpful and direct, not cold.

## **Trending Topics**

Post and engage on trending topics. Engage with other people's and companies tweets by responding, retweeting and liking.

## **KPIs**

The most important KPIs will vary based on the goal of the posts, but overall, success can be measured by likes, reposts, video view rate, click-through rate, follower count, and engagements.

In addition to scheduled posts, engage with your audience by responding to comments, retweeting relevant content, and participating in trending conversations.

