



BLACKMILK GAMING

Social Media Best Practices
2022

Overview



1.

Facebook Best
Practices



2.

Instagram Best
Practices



3.

Twitter Best
Practices



4.

TikTok Best
Practices



A central image of a warrior in a dark, smoky environment. The warrior is wearing a hooded cloak and a mask, and is holding a sword and a bow. The background is filled with falling debris and a dark, atmospheric setting.

Facebook **Best Practices**



facebook

With the recent algorithm updates prioritizing posts that generate more “meaningful interactions”, **more interactions** means **more organic reach**.

1.

Mix up your post formats

Even if you’re getting decent reach by regularly using the same post types, trying new ones will keep your content flow fresh and engaging for your audience

2.

Use eye-catching images and videos

Having visually appealing content is essential to standing out in people’s increasingly crowded News Feeds. Over 60% of marketers think visual content is crucial for their social media strategy

3.

Experiment with your posting tempo

Research suggests posting one to two times a day is optimal for most brands but it important to experiment

4.

Repurpose evergreen content

Think of repurposing as a second chance for posts with high potential and a comeback tour for the ones that were already big hits.

5.

Try user-generated content

If a user likes your brand enough to create content featuring it, that’s a major trust signal to other users. People are just more interested in content their friends and family produce than branded messaging

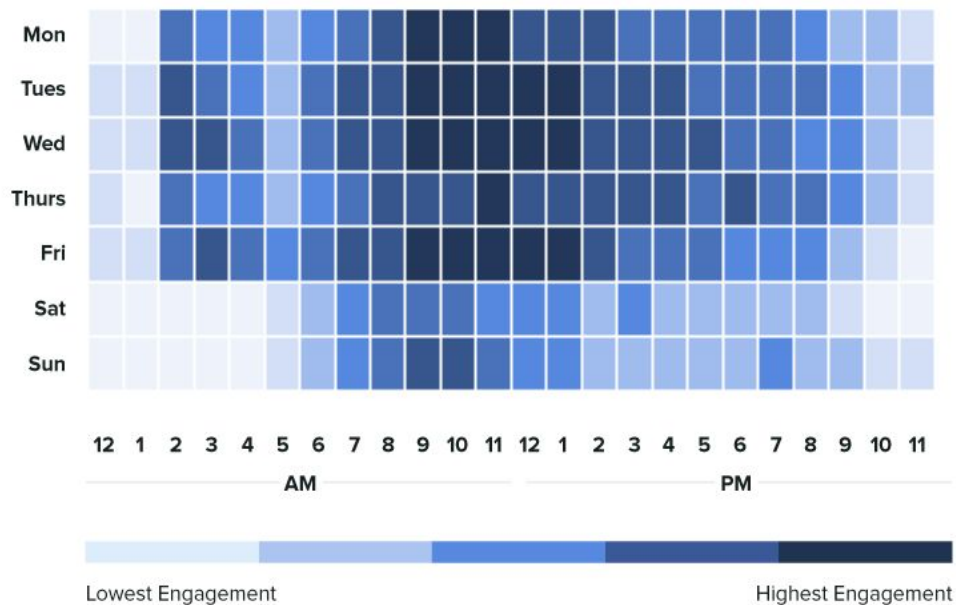
6.

Find your best time to post

Use Facebook analytics to determine when your fans are online. You can see peak days and times for your followers on your Page Insights in the Posts section



Facebook Global Engagement



8.

Come up with a consistent content calendar and publishing frequency

Regular updates send a signal to Facebook that says you're looking to participate in their platform and drive discussions. When done right, this results in reach



Research on the left highlights the publishing times for "optimal" engagement. Using these numbers as a general guide along with your own analytics, **you can come up with a frequency that makes sense for your brand.**

A horizontal banner featuring a row of various video game characters. From left to right, the characters include Link from The Legend of Zelda, a character from Final Fantasy, a character from The Witcher, a character from The Elder Scrolls, a character from The Last of Us, a character from Halo, a character from Call of Duty, a character from The Division, a character from The Sims, and a character from The Sims. The characters are rendered in a dark, atmospheric style with low lighting, making them appear as silhouettes or semi-transparent figures against a dark background.

Instagram **Best Practices**



It's no secret that Instagram is a mainstay of social media marketing, **with over 13% of the world's population reporting they have an account** and 80% of those account holders saying they actively follow brands.

1.

Create a style guide

Instagram is a visual app, so the look and feel of your page are a top priority. Find a style and stick to it. This could be through a color scheme or a consistent way of editing your photos. Having a set style keeps your brand uniform and recognizable when it pops up on someone's feed

2.

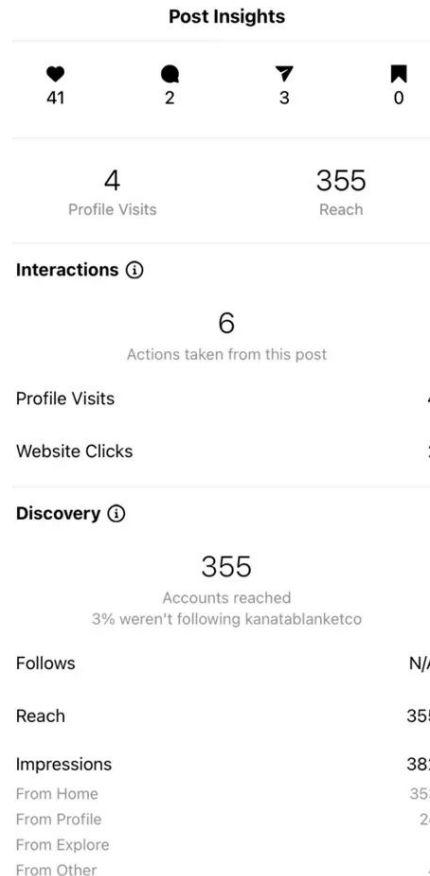
Measure performance

Using Instagram's insights (see right), you can see how your audience engages with your content. On any post, click on 'View insights' on the bottom left. From here, you can see how many likes, comments, shares, and more. Insights offer an in-depth look with reach and impressions

3.

Use a content calendar

Consistency is key, but remembering to post often isn't always easy. The ability to pre-plan and schedule your posts ahead of time ensures that you can keep up





Most Active Times

Hours Days



Most Active Times

Hours Days



Most Active Times

Hours Days



4.

Find the best time to post

Tap the Insights button to gain access to data about your followers. Once you're on the insights page, tap the 'your audience' section to gain insight into your followers and audience. Under most active times, you can see when the best time to post on Instagram is

5.

Use interactive features

Think about using the vote button, quiz button, and question/answer buttons. These interactive elements not only allow you to get to know your audience, but this gives great insight into what your followers like. Lay these elements over brand photos or videos

6.

Use hashtags to boost content discovery

Hashtags are your best friends on Instagram. They help your content show up in the search results of said hashtags and in the Explore pages of people who've viewed or interacted with similar content



Don't over-post

A major Instagram faux pas is sharing multiple photos as individual posts one after the other. This reads as out of touch and can be irritating to users, since all those individual photos will show up on their feeds and leave them wondering why you didn't just put them all together in one post. Studies have shown that a consistent one or two posts per day is best

7.

Tell stories

Focus on telling your story through images, video and text, and seek connections with your audience. When followers feel an emotional connection to your content, they are much more likely to engage and become faithful followers

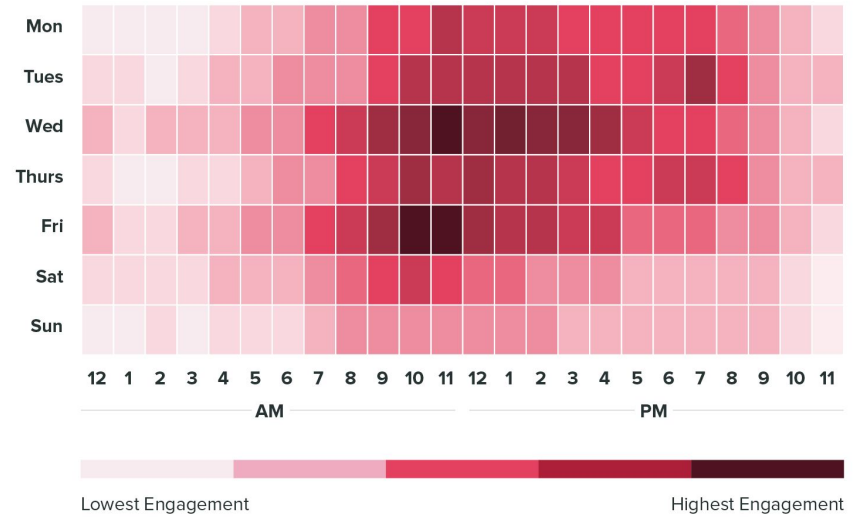
8.

Engage in the comments.

One of the best ways to build engagement on your posts is to engage yourself. Respond to fans' comments as much as you can – this will help build your credibility by showing that you care what your fans have to say and that you are using social media for a good reason

9.

Instagram Global Engagement





Twitter **Best Practices**



Just like Facebook, **engagement is the name of the game on Twitter**. On a social platform that's all about **connection** and **conversation**, it only makes sense that one of the top Twitter best practices is to actually interact with your followers.

1.

Establish a clear brand voice

Twitter popularized the personified brand when it comes to social strategy. When brands personify their accounts they take on the voice of an individual rather than a company

2.

Make your content inclusive and accessible

Ensure everyone has access to your content by optimizing it for inclusivity and accessibility. Eg: Title case when using hashtags, add captions to videos

3.

Diversify your hashtags

A hashtag that performs well on Instagram might not carry the same weight on Twitter. Twitter recommends limiting your hashtags to no more than two per tweet. Use tools like Hashtagify to identify hashtags

4.

Optimize your visuals

Make sure that your images or graphics are aligned with your branding to ensure consistency across all channels. But rather than reposting the same images you used on Instagram or Facebook, create graphics specifically for Twitter. Below are a few standard image sizes to keep in mind for Twitter:

Profile image: 400 x 400 pixels

Header image: 1,500 x 500 pixels

Tweet with a single image: 1200 x 675 pixel

5.

Search & Add Valuable Twitter Followers

The first thing you should do is increase your audience by following all of your industry leaders on Twitter. Use tools like BuzzSumo to find even more industry leaders. It lets you find the highest-shared articles in your industry and see who wrote them



Here are a few common Twitter goals businesses try to achieve:

6.

Use Twitter Search Operators

You can use [Twitter search operators](#) to find specific mentions that could be relative to your game. Searching keywords and phrases relative to your business can help you join conversations you didn't know were happening

7.

Tweet Multiple People a Day

Try to Tweet three people a day. By building small conversations each day, you increase your reach. If you do this just for three months, you're talking about 270 conversations in that time period. Now that's some engagement

8.

Know Your Twitter Goals

Every social media marketer should have a set of goals for each social network. You don't have to start with high impact goals if you're just beginning. Instead try to focus on achievable goals that can be measured



- 1. Get 100 High-Value Followers**
Setting a goal of 10,000 followers is a poor metric to follow. Try to get 100 followers who are active in your industry.
- 2. Post 3–5 Times a Day, a Month**
Don't let your Twitter feed become stale. Stay active with a Tweet per day goal.
- 3. Increase Audience Engagement**
Try to boost the number of replies, Retweets and Likes with your account.
- 4. Maintain a Consistent Follower Increase Percentage**
Track your percentages each month and try to see positive growth month over month for a six month period.
- 5. Join 3 Twitter Chats in 30 Days**
Businesses and industry leaders host these events to get the conversation going with like-minded people.



Organic Tweet Copy Tips:



Keep your message **concise**

Limit hashtags to **1-2 per Tweet**

Include a **clear call-to-action** where applicable
(e.g. "Read the full story")

Avoid writing copy in **all-caps**

Keep a **conversational tone**

Consider using **emojis** to add emotion



Example





Adding media to a Tweet can help it stand out in the timeline. **Here are some things to keep in mind as you choose your creative.**

Organic Tweet Creatives Tips:

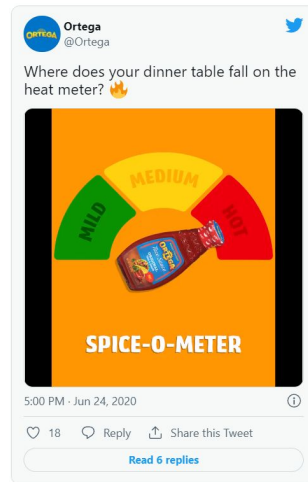


Avoid images with **heavy text**

Keep videos to **15 seconds** or less

When driving to a link, consider using a **Website Button** to make your image or video clickable

Use **captions** or another "**sound-off strategy**" for videos with dialogue



Example





Planning and inspiration

When it comes to planning Tweets, here are some time-saving tips:



Use a content calendar to plan ahead

Keep a bank of evergreen, approved Tweets on-hand

Schedule Tweets to help with coverage

Create a content theme for each day of the week, e.g. "Thought-leadership Thursday"

Look for opportunities to participate in recurring weekly hashtags



Key to success:

Test, learn, and test again! The data will show you which copy, creative, and tone resonates with your audience.



TikTok Best Practices





1.

Identify and Adapt to Trends

Instead of shooting in the dark, absorb everything that successful TikTokers are posting and then identify the trends

2.

Define your target audience

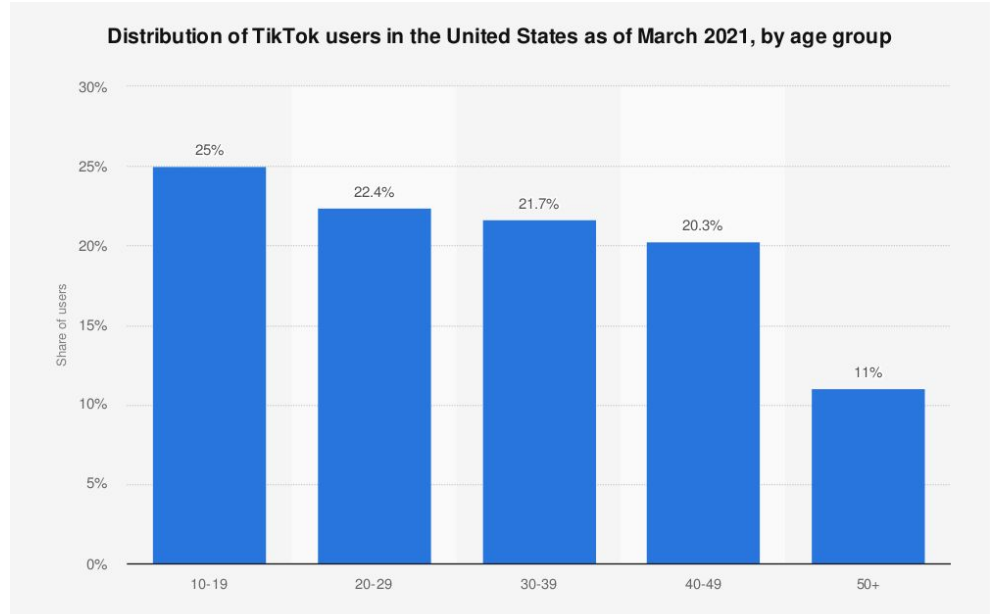
Before you start creating content, learn about the TikTok demographics, and identify those who might be interested in your game

3.

Perform a competitive audit

Whether or not your competitors are on the platform, find at least three to five similar brands or organizations and see what they're up to on the app. Try to learn from what's worked and what hasn't worked for them

It would be wrong to approach TikTok marketing the same way you approach Instagram or Facebook marketing. **TikTok is an entirely different social network with unique trends, features, and user behaviors.**



Source: Statista 2021

Additional Information: United States ; App Ape, March 2021; active users only ; Android users



4.

Set (and measure) goals with Analytics

Like most social platforms, TikTok provides **analytics for Business accounts**. To access your TikTok analytics. *Go to your profile page and tap the three horizontal lines in the upper right -> Tap Creator Tools, then Analytics -> Explore the dashboard and find the metrics you can use to measure your goals*

5.

Post regularly

Making a **content calendar**—and sticking to it—is key to a successful social media strategy

Social media content calendar template

Social Media Content Calendar [To use the template, click the "File" tab and select "Make a copy..."]

File Edit View Insert Format Data Tools Add-ons Help

100% View only

DATE	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK
1	10/23/2019					
2	FACEBOOK	7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	https://blog.hootsuite.com/silent-video/
3			CURATED CONTENT			
4			EVERGREEN BLOG POST			
5			LIVE VIDEO			
6			PROMOTION			
7						
8	INSTAGRAM		STORY			
9			ORIGINAL IMAGE			
10			CURATED CONTENT			
11						
12						
13	TWITTER		NEW BLOG POST			
14			EVERGREEN BLOG POST			
15			CHAT			
16			EVERGREEN BLOG POST			
17			VIDEO			
18						
19	LINKEDIN		NEW BLOG POST			
20			EVERGREEN BLOG POST			
21			EVERGREEN BLOG POST			
22			CURATED CONTENT			
23			VIDEO			
24						



Video Content Tips:



Shoot high res: Videos with a resolution of 720p or higher see an average of 5.4% more impressions



Make some noise: Since TikTok is a sounds-on environment, adding audio to your video like a commercial sound, voiceover, or talking to the camera can significantly increase your impressions. 93% of top-performing videos use audio



Keep it short and sweet, but not too brief: 1 in 4 top-performing videos have a duration between 21 and 34 seconds and see an average of a 1.6% increase in impressions



Go full screen: Videos that fill the entire screen see a 60.5% increase in impressions. Remove any black space and format your video to the 9:16 aspect ratio using the TikTok creative tools in the app



Think vertically: Videos shot in a vertical format see a 40.1% increase in impressions than videos using a square or horizontal aspect ratio





If you want organic growth, your content needs to be educational, entertaining, or both.

Your content has **15-60** seconds to tell a story, but if you don't capture your viewer within the first **1-2 seconds**, don't expect them to stay until the end of your video.

Reflect on your business, and figure out how you might make that entertaining.

Here are some questions you might ask yourselves:



What's something that I do every day that regular people might not know about?



What does an average day at my job look like? Is it interesting? Can I share it?



What do the behind the scenes look like?



What's something I learned early on in my job that others might be surprised about?



What mission or purpose drives my work?



What knowledge or skill that I've obtained from my work can I share to other people seeking that knowledge?



What tips or tricks do I have for doing my specific job?





BLACKMILK GAMING

Thank you!



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