



TIP OF THE MONTH

Frequency in Social Media Posting

Jennifer Calderon, Social Media Specialist, Ascend

So..How much should you post?



1-2 posts per day



3-5 tweets
per day



3+ pins per
day

So..How much should you post?



- less than 10,000 followers- **1 post per day**
- More than 10,000 followers- **2 posts per day.**



1 post per day

What does this mean?



Theoretically, Posting more than the suggested amounts can cause

- Engagement to drop
- Loss in followers

Quality ALWAYS Trumps Quantity



- If you do not have enough content, THAT'S OKAY!
- Posts that have no value will cause people to lose trust and interest

Rules are meant to be broken!



- Your audience makes a big difference
- Use these as guidelines for where to start and...Experiment, experiment, experiment!