

SOCIAL MEDIA CHEAT SHEET

facebook

users share **one million** links every 20 minutes.



Over half of Facebook's users are between 25 - 64 years old.



Get more **likes, shares & comments**, by keeping your posts **short and sweet**, generally no longer than **100 to 250 characters**.

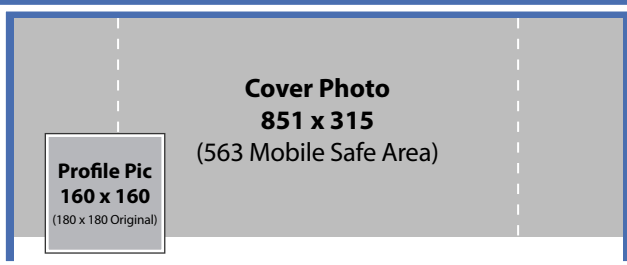


Always include **links** with your posts to your actual **website**.



Focus on engagement by **asking questions** and **inviting fans** to like, comment, and share your photos, videos, and status updates.

IMAGE GUIDELINES:



twitter

1 4 0
T H E
NUMBER OF
CHARACTERS
A TWEET CAN
CONTAIN.

Include
Links, Photos,
and Graphics

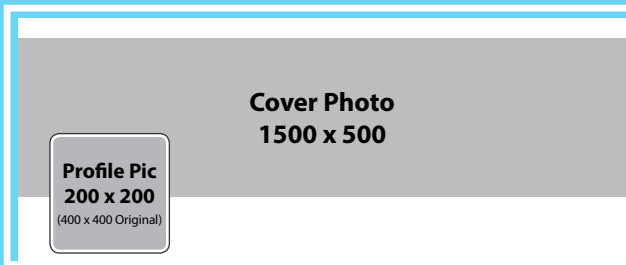
to create **tweets** that
resonate with audiences



Engage other Twitter users in conversation by using **@replies**.



Use **hashtags** to spark engagement



Google+

Content is everything. Unlike Twitter and Facebook, Google+ provides scope for more in-depth & descriptive updates.

AGES 25-30 ARE THE MOST ACTIVE



Always **link your website** to your **Google+ page**.



Be sure to use the same logo across all your social media platforms.



Approximately **1.5 Billion** Image Uploads Every Week.



If you have any additional questions, please feel free to contact us:

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