

HOW OFTEN SHOULD YOU BE POSTING TO SOCIAL?

Determining the number of social posts to publish can be tricky. It is important that your customers, friends and family are engaged and look forward to your content. Finding the perfect balance is key.



FACEBOOK

Post between one and two times a day. It is important to remember that less is more. Some studies have even found a drop in engagement if you're posting more than two times a day. Be careful with getting too post-happy!



INSTAGRAM

Post to your feed between three to seven times per week. And don't forget about Stories! It is recommended that you post two to three Stories a week to keep your audience up to date with your latest endeavor, products or events. Be sure to sprinkle in a little bit of your personality when creating your Stories.



TWITTER

Post between one and two times a day. Twitter is a great way to stay in the know, promote your Mary Kay business and start conversations around topics you are passionate about like skin care. Unlike Facebook, engagement isn't as affected from posting more than two times a day – it's encouraged.

TIPS & TRICKS

QUALITY OVER QUANTITY

Take the time to plan so that you can create your best content. Take your photos and videos in bright lighting and set aside time to compose unique captions that either informs your audience or sparks conversation in the comments section.

Not sure what post? Browse through the [Mary Kay Digital Library](#) powered by Hootsuite Amplify to download, share or schedule Company-created content. Or use the [Social Media Playbook](#) to help inspire you to create relevant content for your audience.

UNDERSTAND YOUR ANALYTICS

Keep in mind that each social account is unique to you and the behaviors of your audience. Finding the best frequency to post on any platform is going to require some trial and error.

Facebook provides insight to what day and time your audience is most active. This is especially helpful for deciding what time to post. The analytics also help you understand what posts were most successful in terms of reach, likes, shares and saves.

You can find these analytics for your Facebook and Instagram Business pages by selecting [Pages > Business Suite > Insights](#).

