



Platform Recommendations for Social Media Posting

Instagram

- **Focus:** Visual storytelling, emotional connection, and community engagement
- **Post Type Priority:** Story posts and Engagement posts perform best here
- **Style:** Use short paragraphs, line breaks, and evocative language. Pair with strong images or carousel posts. Use Stories with polls or question stickers to boost interaction.
- **CTA:** Encourage comments with reflective or direct questions, invite tagging, and highlight the event's exclusivity.

Twitter/X

- **Focus:** Quick insights, headlines, bold claims, and real-time conversation
- **Post Type Priority:** Authority posts and concise Engagement posts work best
- **Style:** Keep it brief (under 280 characters), use threads for detailed insights, and include numbers or data points.
- **CTA:** Use direct calls for replies, retweets with commentary, or simple polls.

Facebook

- **Focus:** Longer form storytelling, community building, and supportive discussions
- **Post Type Priority:** Story posts and Authority posts resonate well
- **Style:** Use conversational language, longer paragraphs allowed, and personal tone. Encourage sharing stories or experiences.
- **CTA:** Ask open-ended questions, invite tagging, and create follow-up discussions in comments.

LinkedIn

- **Focus:** Professional expertise, thought leadership, and network growth
- **Post Type Priority:** Authority posts and Story posts with career/business lessons
- **Style:** Professional yet approachable, use line breaks for readability, and keep content insightful and actionable.
- **CTA:** Prompt thoughtful engagement, invite connections, and offer resources or direct next steps.