

Winnin Social Media

Facebook: www.facebook.com/winninvideos

Best Times To Post:

- The broad time frame is 9am—7pm.
- 1pm—4pm has the highest average click through.

Posting Frequency: 2 posts per day. Once you go higher than this amount, likes and comments will often begin to drop off dramatically.

- Engagement on Facebook is extremely important. That means responding, or at least liking someone's comment if it's positive, funny, etc. It can also be beneficial to occasionally request interaction with calls to action. (Ex. Like this if...) However, overusing this tactic can get annoying for your audience, so it should be used wisely.
- Current Events, Entertainment, Travel, Lifestyle, Education, Health/Food are the top performing content subjects on Facebook, in that order.
- The most shared videos on Facebook are Inspirational, Entertaining/Funny and Educational (Tips & Tricks To Improve People's Lives—Ex. Recipes, Beauty Tips, etc).

Twitter: www.twitter.com/winninvideos

Best Times To Post:

- The broad time frame is 12pm—6pm.
- 1pm—3pm is the highest average time for favorites and retweets.

Posting Frequency: 3 tweets per day. Engagement begins to decrease after your 3rd tweet.

- Follow less people. When your following number is much larger than your followers number, you may give the impression that your business is spammy and/or unprofessional.

Get in on the conversation by participating in good Twitter Chats.

- **Monday:** #BundleChat 11am-12pm PST
- **Tuesday:** #VCBuzz (Viral Content Buzz) 9am-11am PST, #SocialCafe 6pm-7pm PST, #SportsPRChat 6pm-7pm PST, #EntPRChat (Entertainment Industry Topics) 5pm-6pm PST, MillennialTalk 6pm-7pm PST
- **Wednesday:** #StyleChat 12pm-1pm PST, #AltChat 9am-10pm PST
- **Thursday:** #TBloggers (Teen Bloggers Chat) 1pm-2pm PST and #TGIT 8pm-11pm PST
- **Friday:** #BeautyChat 11am-12pm PST, #MediaChat 7pm-8pm PST, #ScifiChat 12pm-2pm PST
- **Most popular TV Shows now also run weekly Twitter chats as well.**

Tumblr: <http://winninvideos.tumblr.com/>

Best Times To Post:

- Peak time is 6pm—10pm, so it will be helpful to queue posts for those times.

Posting Frequency: 2 to 4 Posts Per Day - The majority of successful Tumblr blogs post in the 1 to 5 range daily.

- Take advantage of tags.
- Switch to a more functional layout.

- Posting original content is important, but reblogging occasionally is too.
- Have a strong understanding of Tumblr’s most popular fandoms and their nicknames. (Ex. Supernatural, Scandal, Once Upon A Time, Adventure Time, Teen Wolf, Sherlock, Workaholics, Doctor Who, American Horror Story, One Direction, Taylor Swift, The Hunger Games, The Walking Dead, Game of Thrones, Avengers, etc.)
- Use and understand Tumblr’s pop culture related lingo. (Ex. OTP, Canon, Shipping, Ship Wars, Fandom, etc.)

Pinterest: www.pinterest.com/winninvideos/

Posting Frequency: 10 to 15 Pins Per Day - Accounts experience the most growth when pinning 5 to 20 pins per day.

Best Times To Post:

- 2pm—4pm and 8pm—1am. Avoid 5pm—7pm.
- The content in the TV & Series and TV & Series Quotes boards should be together in one board. Not everyone may understand what Winnin is, but gifs and memes of quotes from their favorite TV shows will more efficiently drive them to a board where they can easily discover battles that interest them, which in turn drives traffic to the site. (This applies to the Movies and Movie Quotes boards as well.)
- More creative board titles. There are many resources that will let you know what kind of board titles receive the most traction and they actually play a big role in getting discovered.
- Add board descriptions to increase chances of the board being discovered.
- Board cover photos should be high quality images that are aesthetically similar. Pinterest is an extremely visual outlet filled with designers, DIY pros and the like, so great cover photos are very important.
- Make sure that each individual pin description includes any and all relevant keywords that could make it more discoverable. For example, within the music board there is a pin entitled, “15 Times #LiamPayne Hit All The Right Notes” with no mention or tag of One Direction.
- Boards like Friendship Goals and Relationship Goals don’t need the word Celebs in front of them. Board titles should be straight to the point.

Instagram: <https://instagram.com/winninvideos/>

Posting Frequency: 1-2 times per day. This is the number most successful brands adhere to.

Best Times To Post:

- The peak times are 7am—9am, 11am—2pm and 5pm—7pm.
- Follow less people. When your following number is much larger than your followers number, you may give the impression that your business is spammy and/or unprofessional.
- The videos are awesome, but occasional high-quality images will also drive more traffic. For example, this could be used when something major occurs in the sports, entertainment or fashion industries, etc.
- Too many hashtags often lead to less interaction. More than 5 hashtags can also make an account look spammy.

- Avoid broad hashtags. For example, instead of using a hashtag like #dog, you are more likely to experience success with a specific hashtag like #dogsofinstagram.

Popular Hashtags For The Days of The Week:

- **Monday:** #MCM (Many Crush Monday), #MondayBlues, #MusicMonday and #MondayMotivation
- **Tuesday:** #TransformationTuesday and #TravelTuesday
- **Wednesday:** #WCW (Women Crush Wednesday), #HumpDay, #WisdomWednesday #WellnessWednesday
- **Thursday:** #TBT (Throwback Thursday), #ThirstyThursday, #ThursdayNight and #TGIT (In reference to ABC's block of Shonda Rhimes shows (Grey's Anatomy, Scandal and How To Get Away With Murder) on Thursday nights.
- **Friday:** #FBF (Flashback Friday), #FridayReads, #Fridays #FridayFeeling, #HappyFriday, #TGIF and #FridayNight
- **Saturday:** #Caturday, #SexySaturday, #Saturdays, #SaturdayMorning and #SaturdayNight
- **Sunday:** #Sinday (Guilty Pleasures), #SundayFunday, #SundayMorning and #SundayNight

YouTube: <https://www.youtube.com/>

Posting Frequency: 2 to 3 Times Per Week. Consistency on YouTube is important, and 1 to 3 videos per week is often what the users with the largest audiences do.

Best Times To Post:

- 2pm to 4pm on Monday, Tuesday and Wednesday.
- 12pm to 3pm on Thursday and Friday.
- 9am to 11am on Saturday and Sunday.
- Videos posted on Thursdays and Fridays tend to get a higher viewership.

Videos That Get The Most Views:

1. Funny Animals
2. Pranks & Social Experiments
3. Gaming
4. How To's & Tutorials
5. Consumer Buying Advice & Product Reviews
6. Entertainment & Celebrity
7. Lifestyle, Fitness & Self-Help

General Notes:

- Since approximately 50% of the US population is on EST, the best times to post that I listed are based on that time zone. This is why a platform like Hootsuite is very beneficial.
- Interact with your audience. When someone comments on or responds to something you've posted, it's important to reply, or at least like/favorite it. This is especially true for Facebook. Responding to someone makes them feel important, which in turn will increase the odds of them returning to your social media page or website.
- Stay current and relevant by paying attention to and posting about trending topics, televised events (The Oscars, VMA's, Grammy's, Super Bowl, World Series, etc.)

popular tv series/movies, etc. While posting video on Winnin's social media outlets should be priority, when something important or viral occurs, posting a high-quality gif or meme as soon as possible will increase the chances of being seen by a large audience. Did those two people in that super popular TV show finally kissed? Post about it as soon as you can. Creating great battles takes a little bit of time, so when you're actually able to finish it up, a certain topic may not be garnering quite as much attention as it was before.