



Facebook Best Practices

Keep these tips on hand to help maximize your Facebook account's performance



Platform Info

Facebook is the largest social media platform in the world, with 2.91 monthly active users. For brands, having a Facebook page is a no-brainer, as is optimizing all content for mobile ([94% of all FB users](#) access the platform via the mobile app). With a variety of content types, widespread reach across almost all age demographics, and endless options for paid advertising, Facebook is the bedrock of many brands' social media strategies.

Platform Audience

- 26% are 25-34
- 18% are 35-44
- 16% 18-24
- 14% 45-54
- 57% male
- 43% female

Posting Cadence and Times

1 time a day is ideal
 3x/week minimum
 Monday-Friday
 9am-3pm EST
(Post cadence may change depending on industry and unique audiences)

Content Formats

Videos receive at least 59% more engagement than other posts. Notably, Facebook live video generates [2x the engagement](#) as recorded videos. Videos should be between 1-3 minutes long.

Ad Recommendations

Videos tend to get a [20 to 30% increase](#) in conversions compared to Facebook image ads, with vertical videos generating [the most engagement at 0.35%](#), higher than landscape (0.25%) and square (0.18%).

Image/Video Specs

Feed posts: 1:1 (square), 1.91:1 (landscape), 4:5 (portrait)
Stories/Reels: 9:16
Cover photo: 16:9

Hashtag Usage

While not as important on Facebook as for other platforms, we recommend using 1-2 hashtags in posts. This is a good opportunity to share branded or campaign hashtags as well.

Growth Opportunities

Live Video

Facebook's live-streaming video solution makes up 20% of all video on the platform. As [82% of people](#) would prefer a live video over reading a social post, it allows brands to create a deeper connection with audiences.

Groups

Get more organic reach for your posts by using Facebook Groups. Posts in groups that people engage with are displayed higher in the newsfeed and allow you to authentically communicate with your audience.

Reels

Reels—or vertical videos up to 60s—arrived on Facebook in 2021 and are now displayed at the top of the mobile Facebook newsfeed with Stories. Ads for reels were released in 2022, providing an opportunity for increased reach and performance in ads.

Stories

Facebook users are able to share “raw” or unfiltered content in Stories, which expire in 24 hours. These are easily reshared to Facebook when originally posting on Instagram.