

# SOCIAL MEDIA BEST PRACTICES

## GENERAL TIPS FOR SOCIAL MEDIA

- > Posts with images average **53%** more “Likes” and **84%** more link clicks. Add images of your model home, past projects, your team, or images you find on the Control4 Builder Portal.
- > Keep your copy short and concise.
- > Utilize your analytics. Both Twitter and Facebook have built in analytic tools that will help you understand when and how your audience is engaging.

## FACEBOOK

**BEST TIMES TO POST:** Mon - Wed: 9 a.m. // Thurs - Fri: 1-4 p.m. // Sat - Sun: 12-2 p.m.

**INDUSTRY RECOMMENDED FREQUENCY:** One post per day is ideal, but don't feel pressured to post more than you see fit.

### TIPS:

- > Boosting new or existing posts will allow you to target audiences based on location, interests, gender, etc., or select to target people who like your page and/or their friends.
- > Hosting events and using Facebook Events is a simple way to share information, save time, and track RSVP's.

### EXAMPLE POST:

A smart home is more than a smart outlet here and a smart door lock there. A truly intelligent home works together to make your life easier and more enjoyable! Visit <YOUR BUSINESS NAME HERE> can show you how to live the smart life with #Control4.

Insert photo, video, or link

## INSTAGRAM

**BEST TIMES TO POST:** Mon - Fri: 8-9 a.m., with Monday getting a bit more attention.

**INDUSTRY RECOMMENDED FREQUENCY:** 1-2 post per day, only when the posts are beneficial and engaging to your audience, but don't feel pressured to post more than you see fit.

### TIPS:

- > Hashtag, hashtag, hashtag! The more, the merrier. Just keep them relevant to homebuyers, home automation, smart homes, or whatever attracts your target audience.
- > Use hashtags at the end of your comment, not in it.

### EXAMPLE POST:

Stop dreaming and start living the smart life! Come #C4Yourself what it's like to live in the one of our state of the art Control4 smart homes.

#HomeAutomation #SmartHome #ConnectedHome  
#Control4 #SmartLighting #WholeHomeAudio #AV  
#entertainment #YOURBUSINESSNAME #YOURAREA  
(e.g. LosAngeles)

Insert photo, video, or link

## TWITTER

**BEST TIMES TO POST:** Mon - Sun: 12-3 p.m. and 5-6 p.m.

**INDUSTRY RECOMMENDED FREQUENCY:** 3-10 Tweets per day is ideal, depending on how large your audience is, but don't feel pressured to post more than you see fit.

### TIPS:

- > Use no more than 2-3 hashtags per post.
- > Check out the daily “trending hashtags” to see if you can apply them to your business to get more visibility.
- > Daily hashtags such as #MondayMotivation #WednesdayWisdom and #ThrowbackThursday are an easy way to broaden your audience.

### EXAMPLE POST:

Did you know that #HomeAutomation could potentially save you money on your home insurance? #WednesdayWisdom

Insert photo, video, or link

## LINKEDIN

**BEST TIME TO POST:** Tuesday-Thursday from 10-11 a.m. and 5 p.m.

**INDUSTRY RECOMMENDED FREQUENCY:** One post each WEEKDAY is ideal, but don't feel pressured to post more than you see fit.

### TIPS:

- > Use LinkedIn to promote your business to news agencies and industry press or use it to build relationships with interior designers or other potential partners. Make connections and educate them about the smart homes you build. Show them how you are a market leader and changing the way we live.

### EXAMPLE POST:

Today's home buyers are looking for #smarthomes. Let's work together to deliver the smart home of their dreams.

Insert photo, video, or link