

ABA PRESENTS:

BANK

SOCIAL MEDIA

BEST PRACTICES FOR 2020



FACEBOOK

USE THIS PLATFORM TO SPEAK TO:

Current and potential B2C customers, community partners

CONTENT IDEAS:

Announcements/updates, consumer tips, community outreach

IDEAL IMAGE SIZE:

1200 X 627 pixels

POST CADENCE:

3 - 4 per week



TWITTER

USE THIS PLATFORM TO SPEAK TO:

Current and potential B2C and B2B customers, partner organizations, state policymakers

CONTENT IDEAS:

Announcements/updates, consumer tips, new product announcements

IDEAL IMAGE SIZE:

1200 X 627 pixels

MAX POST LENGTH:

280 characters

POST CADENCE:

1 - 2 per day

MAX VIDEO LENGTH:

140 seconds

MAX NUMBER OF IMAGES:

4 per post



INSTAGRAM

USE THIS PLATFORM TO SPEAK TO:

Current and potential B2C consumers, community partners

CONTENT IDEAS:

Announcements/updates, staff outings and culture, community outreach

IDEAL IMAGE SIZE:

1000 X 1000 pixels

POST CADENCE:

3 - 4 per week

MAX VIDEO LENGTH:

60 seconds

MAX NUMBER OF IMAGES:

10 per post

INSTAGRAM STORIES

IDEAL IMAGE SIZE:

1080 X 1920 pixels

POST CADENCE:

1 - 2 per week

MAX LENGTH:

7 seconds per photo

15 seconds per video



LINKEDIN

USE THIS PLATFORM TO SPEAK TO:

Current and potential employees and B2B customers, partner organizations

CONTENT IDEAS:

Staff outings and culture, community outreach, thought leadership pieces directed toward businesses

IDEAL IMAGE SIZE:

1200 X 627 pixels

POST CADENCE:

2 - 3 per week

MAX NUMBER OF IMAGES:

3 per post

MAX VIDEO LENGTH:

10 minutes

Consult your compliance team before engaging as your bank on social media.

For further social media assistance, please reach out to Caitlin Crowell (ccrowell@aba.com) and Caroline Williams (cwilliams@aba.com).



American Bankers Association®