

# Holiday Marketing Guide



# Table of Contents

How Often to Post on Social Media .....	1
Content Mix Guidelines .....	2
Social Platform Size Guide .....	3

Watch for these topics in our next Blog

Email Marketing .....

Best Way to Design a Holiday Email for Conversion and Personalization .....

Promotional Products .....

Elements to Consider When Purchasing Promotional Items .....

Top Promotional Products .....

Events .....

Checklist: How to Get the Most Out of Your Holiday Event .....

Tying it All Together .....

Social Media .....

Landing Pages .....

Email .....

Promotional Products .....

Events .....

# How Often to Post on Social

Social media is a great way to share the spirit of the season with your followers, but how often should you be posting?

Here are some guidelines to help you create a consistent and effective holiday social schedule.



**Facebook**

Three to seven times a week



**Instagram**

Feed: No more than one per day (treat Reels as part of your feed)

Stories: Three to 10 posts per day



**X (social platform formerly known as Twitter)**

One to three Tweets per day



**LinkedIn**

Three to five posts a week



**TikTok**

One to four times per day



**YouTube**

Two to three videos per week



**Pinterest**

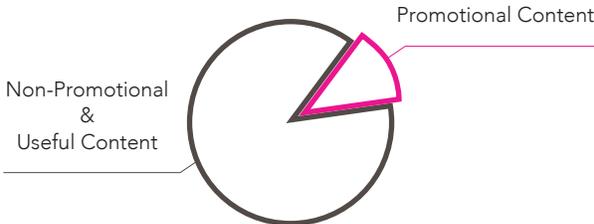
One to five posts per day

# Content Mix Guidelines

Posting to social is only one step toward social media success. Selecting the right content mix ratio can help you spruce up engagement and learn what post types resonate with your audience. Here are various content mix guidelines used by social media experts to get you started. Choose one to experiment with and use whatever works best for your business.

## 4-1-1 Approach

For every six postings you publish, four should be non-promotional content, one should be a soft sell (think event invite), and one a hard sell (buy now).

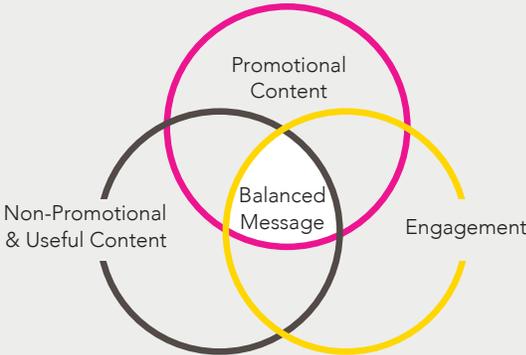


## 80/20 Rule

Out of all the posts you publish, 80% of posts should contain non-promotional and useful content and 20% should contain promotional content.

## The Rule of Thirds

Not to be confused with photography composition rules, the rule of thirds says 1/3 of your posts should be promotional, 1/3 should be non-promotional and useful, and 1/3 should be engaging with your audience.



## 5-3-2 Approach

For every ten posts you publish, five should be posts from other relevant sources, three should be content you've created (promotional or non), and two should engage with your audience and humanize your brand.



# Social Platform Size Guide

You want to include images in your social media post. These guidelines will help you determine the appropriate size for each of your photos.

## Facebook

- Profile photos must be at least 170 x 170 pixels.
- Cover photos appear on your page at 820 x 312 pixels.
- Images shared in a post have a recommended size of 1200 x 630 pixels or 1080 x 1080 pixels.

## Instagram

- Profile images appear on your homepage at 110 x 110 pixels.
- Image thumbnails appear on your profile at 161 x 161 pixels.
- Square photos are 1080 x 1080 pixels and rectangular photos should use a 4:5 aspect ratio.
- Story videos should use a resolution of 1080 x 1920 pixels or an aspect ratio of 9:16.

## X (social platform formerly known as Twitter)

- Profile photos have a recommended size of 400 x 400 pixels.
- Header photos should be 1500 x 500 pixels. Link images appear at 1200 x 675 pixels.
- Tweets sharing a single image should use a standard 4:3 or 16:9 aspect ratio.

## LinkedIn

- Your company logo image should be 300 x 300 pixels.
- The company business banner size is recommended at 1128 x 191 pixels.
- Images shared in a post have a recommended size of 1200 x 1200 pixels.

## TikTok

- Videos should have a resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.
- News feed videos have a max file size of about 285MB for Apple and 72MB for Android. Ads have a max file size of 500MB.
- Videos have a max length of 3 minutes.

## YouTube

- The channel profile image should be 800 x 800 pixels.
- Custom thumbnail images could be 1280 x 720 pixels.
- The channel cover photo has a minimum size of 2560 x 1440 pixels with an aspect ratio of 16:9.

## Pinterest

- Profile images appear at 165 x 165 pixels on the homepage.
- Pins on the main page appear at 236 pixels with a scaled height. Expanded Pins have a minimum width of 600 pixels with a scaled height.
- It is recommended to use an image aspect ratio of 2:3 for pins in your LinkedIn.