



Pondurance employee's guide to posting technology/cyber security related content on personal social media outlets

The marketing team members aren't the only ones who can optimize the innovation of social media. For suggestions on timing and content –use this document as a guide when posting technology and security related content on your personal social media pages to best represent Pondurance.



When to Post

Primary:

Monday (11am)

Tuesday (10am to 12pm)

Secondary:

Weekdays (8am - 4pm)

Lowest engagement:

Saturdays

*based on data collected by *Sprout Social*, these times see a higher number of click-throughs, likes, comments, and shares for tech-related content.

What to Post

Facebook is mostly used to share videos on a wide variety of topics. It is also widely used to share articles, blog posts, podcasts, or even curated content of your own. When it comes to posting on Facebook, hashtags aren't necessarily useful. For some reference, check out the top [50 tech Facebook pages](#).



Twitter

When to Post

Primary:

Friday (8 - 9am)

Secondary:

Tuesday – Friday (8am - 4pm)

Lowest engagement:

Sundays

What to Post

Recently, the most common use for twitter is to keep up with the news. 40% use twitter for breaking news updates and 39% use it keep up with the news in general. [*according to a survey of over 3,000 people conducted by the American Press Institute](#). Thus, Twitter is the perfect platform for sharing tech-related news to your network. Twitter can also be used to share your own blog posts and curated content as well as blog posts from others that you wish to share. Unlike Facebook, it is typical for users to tweet multiple times in one day –meaning you can share multiple posts/news stories/etc.

Twitter also gives users the option to post a link and choose the image that corresponds to the attached link. Here is a list of popular [tech-related Twitter accounts](#) you could follow.

Trending hashtags: #cybersecurity #infosec #security #tech #iot #cryptocurrency #hacker #opensource #cybercrime #ransomware #breach #mobilesec #risk



LinkedIn

When to Post

Primary:

Wednesday (3-5pm)

Secondary:

Tuesday – Thursday

Lowest engagement:

Friday – Monday

What to Post

LinkedIn is primarily used for professional purposes, specifically job postings and career information. It can also be used for other professional content such as company news, personal accomplishments (pertaining to your professional career) or industry news.