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## Shifting Your Social Strategy: More is Less

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***Content is King ...  
... But so is Quality***

# What We Did

- **Evaluated content performance**
- **Reduced posting cadence**
- **Stopped posting everything on every channel**



# The Results

- Increased post impressions by 34.1%
- Increased post engagement rate by 113%
- Increased fans & followers by 18.8%



# Why It Worked

- **Deeper evaluation of prospective content**
  - Increased content relevance and quality
- **Algorithms favor engagement**
  - Especially Facebook and LinkedIn!



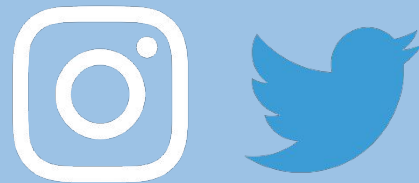
# Ideal Posting Frequency: Optimize Engagement

Platform	Optimal Publishing Frequency
Facebook	2-5 per week
Instagram	3-7 per week
LinkedIn	2-5 per week
Twitter	Daily (at least)

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