



On the way to PlanetProof Tips voor social

Share your successes on social media channels such as LinkedIn, Facebook, Instagram and Twitter. We will share our best tips:

1) Choose a high quality photo or video. It is important that you choose the right format. Vertically works better on Instagram and horizontally better on Twitter and LinkedIn.

2) Don't make the texts too long.

3) Check the channel's popular user times. In general: before 09:00 am, between 3:00 and 4:30 pm and after 7:00 pm.

4) Make use of hashtags! For instance:
#onthewaytoPlanetProof, #planetproof, #sustainable,
#sustainability, #sustainability

5) Be interactive; always respond to comments.

6) Tag On the way to PlanetProof on Facebook and Twitter and SMK on LinkedIn.

Extra tip: Check the social media channels of On the way to PlanetProof for examples of posts.

