



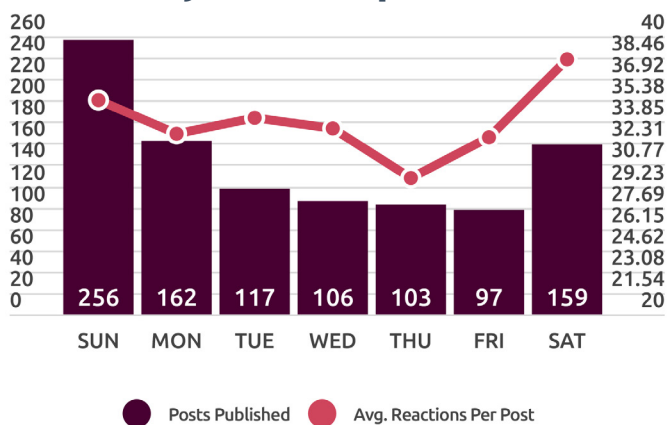
SHOOTING CLUB SOCIAL MEDIA CHEAT-SHEET

TOP TIP! Keep this cheat-sheet in a convenient location for quick referral when you're planning your next social media post. Simple answers to a bunch of essential questions based on the audience size of shooting club Facebook accounts from around Australia.

What type of post should I use?

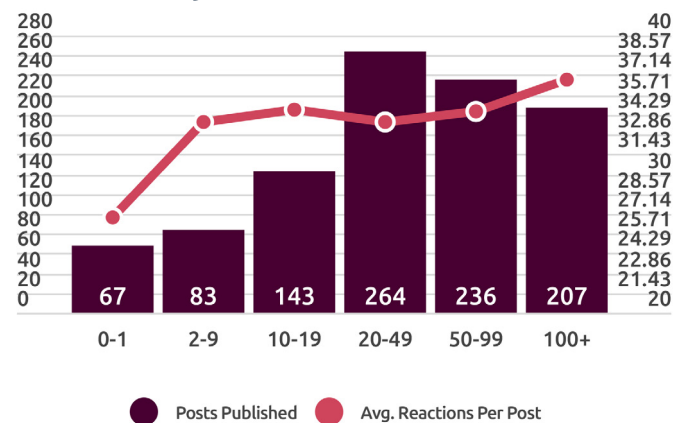
AUDIENCE	VIDEOS	PICTURES	LINKS
Less than 300	Less than 1 per annum	More than 1 per month	At least 2 per annum
301 to 500	Just over 1 per annum	Around 2 per month	Around 3 per annum
501 to 700	More than 2 per annum	Around 3 per month	Around 5 per annum
701 to 1,000	Around 5 per annum	Upto 4 per month	Around 8 per annum
1,000 Plus	Around 5 per annum	Around 5 per month	At least 1 per month

What day should I post?



The most popular day for shooting clubs to post is Sunday, the least popular day is Friday. Clubs get the highest average engagements (reactions, comments & shares) for each post on a Saturday, the worst performing day is Thursday.

How many words should I use?



The most popular number of words to use by shooting clubs is 20-49, the least popular number of words to use is 0-1. Clubs get the highest average engagements (reactions, comments & shares) from 100+ words, the worst performing word count is 0-1. NB. Word count include emoji and emoticons.

How often should I post?

AUDIENCE	FREQUENCY
Less than 300	Twice a month
301 to 500	Three times a month
501 to 700	Once a week
701 to 1,000	Six times a month
1,000 Plus	Twice a week

What audience engagement should I get?

AUDIENCE	REACTIONS, COMMENTS & SHARES
Less than 300	160 Per Annum
301 to 500	400 Per Annum
501 to 700	700 Per Annum
701 to 1,000	1,100 Per Annum
1,000 Plus	1,900 Per Annum

The Shooting Australia Social Media Cheat-Sheet for clubs brought to you by:



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