

# Social media guidelines for Beezee partners

## Beezee channels

- Facebook: [/beezeehealth](#)
- Instagram: [@beezeehealth](#)
- LinkedIn: [/maximus-health-and-wellbeing](#)
- Website: [hrt.maximusuk.co.uk](http://hrt.maximusuk.co.uk)

## Top tips:

- ✓ Tag beezeehealth in your Instagram and Facebook posts
- ✓ Tag Maximus Health and Wellbeing in your LinkedIn posts
- ✓ Utilise your captions! Images are designed to be eye-grabbing. Your caption is the best place to put all the details
- ✓ If you want support or examples of good captions, you can ask
- ✓ Use emojis in posts if you'd like to - just don't overdo it
- ✓ Use graphics created specifically for social media. If you're missing something, then let us know and we'll create it.
- ✗ **Don't** post Beezee leaflets, posters (anything designed to be printed) on social media channels.

## Which images to use and where?

- Square images (1x1) are best for main posts – this is what you'll see on your Facebook/Instagram page.
- Rectangle images (9x16) are best for stories. This appear when you click on Stories on Facebook or Instagram. These can only be seen for 24 hours can be more informal.
- All images are named with sizing info – if you're unsure, you can ask.

## When is a good time to post?

### LinkedIn

- ✓ Monday, Tuesday, Wednesday, and Thursday at 10am
- ✗ Avoid Friday posts where possible

### Instagram

- ✓ Monday – 11am-1pm
- ✓ Tuesday – 10am – 3pm
- ✓ Wednesday – 9am – 3pm
- ✓ Thursday – 9am – 12pm

## **Facebook**

- ✓ Monday – 9am – 11am
- ✓ Tuesday – 9am – 1pm
- ✓ Wednesday – 9am – 2pm
- ✓ Thursday – 8am – 1pm
- ✓ Friday – 9am – 10am

## **Contacts**

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