November 1, 2023

**SOCIAL MEDIA BEST PRACTICES**

**What is Swift?**

Swift is a catalog that highlights select groupings of products from Safco that ship within 48 hours.

**Language Around Using Swift by SAFCO**

When referring to Swift always include Safco. Never just say, “Swift”.

* Swift by SAFCO
* Swift by @ Safco products if tagging Safco.
* SAFCO’s Swift catalog

When referring to Safco for the first time in a caption, use all caps to identify the SAFCO name. After the first use with all caps, you can then refer to Safco in sentence case for the remainder of the caption.

All caps = SAFCO

Sentence case = Safco

Swift is always sentence case = Swift

**CTAs**

As a company, your calls to actions (CTAs) are specific to your business. Customize captions to drive traffic to the place that makes the most sense for your business structure. Some examples are “message us to learn more about the SAFCO products found in their Swift Catalog”, “visit the link in our bio to \_\_\_\_” or adding a direct link in your Facebook, LinkedIn or Story post.

**How To Tag Safco**

When promoting Swift and other Safco products on social media, don’t forget to tag Safco! Here is where you can find us.

LinkedIn: [Safco Products](https://www.linkedin.com/company/safco-products)

Instagram: [@SafcoProducts](https://www.instagram.com/safcoproducts)

Threads: [@SafcoProducts](https://www.threads.net/%40safcoproducts)

Facebook: [@SafcoProductsCompany](facebook.com/SafcoProductsCompany)

**Tagging Others**

Below are three software programs designers can use to include Safco products from Swift. When highlighting this feature of Swift in captions be super to tag the software’s social media!

My Resource Library: [LinkedIn](https://www.linkedin.com/company/myresourcelibrary-com) , [Facebook](https://www.facebook.com/MyResourceLibrary/)

2020 A Cyncly Compnay: [LinkedIn](https://www.linkedin.com/company/2020spaces), [Facebook](https://www.facebook.com/2020spaces), [Instagram](https://www.instagram.com/2020spaces/),

CET Commercial Interiors: [LinkedIn](https://www.linkedin.com/products/configura-cet-commercial-interiors/), [Facebook](https://www.facebook.com/CETsoftware), [Instagram](https://www.instagram.com/cet_software/)

**Hashtags**

Hashtags are a great way to get more relevant eyes on your post. Below are some Safco-specific hashtags we’d love for you to use and some popular industry-specific hashtags you could include.

*Safco Specific*

#SafcoProduct #SwiftbySafco

*Industry Hashtags*

#workplacedesign : 11,000+ followers on LinkedIn

#officedesign : 11,000+ followers on LinkedIn

#workplaceexperience : 900+ followers on LinkedIn

#officeinteriors : 6,000+ followers on LinkedIn

#officefurniture : 9,000+ followers on LinkedIn

#spacedesign: 423k posts on Instagram

#spacedesigner: 25.7k posts on Instagram

#officespacedesign: 28.3k posts on Instagram

#officespace: 2.1M posts on Instagram

#officefurnituretrends: 39.1k posts on Instagram

These are just a few hashtag ideas. There are countless to choose from. If you have ideas for more looking them up before using them is a great way to see how that hashtag is being used and at what frequency.

Location based hashtags are great option if you want to target a certain area.

We recommend using around 3-6 relevant hashtags when posting to Instagram, Facebook or LinkedIn.

**When to Post**

There is no perfect science to deciding when to post but we can give you a recommendation to find optimal times to post. Insights and analytics from the platform will often have the best recommendations. Below are two helpful tips to get you started.

*LinkedIn:* Tuesday and Thursday mornings tend to perform best.

*Instagram*: Be sure to use the insights tool. Using the phone app navigate to insights. From there you’ll want to go to “Total followers.” Then scroll to the bottom where it says “Most Active Times.” This will tell you when you audience tends to most active on Instagram. Use this to determine the best time to post.

*Facebook:* Between  7 am-9 am, 1 pm-3 pm, and 7 pm-9 pm tend to be the most active times for Facebook as a whole. Try posting in these to start and you will began to get insights on what time is best for your specific audience.