



Social Media Frequency Cheat Sheet

What to post, where to post, and how often—without losing your mind

This cheat sheet is your sanity-saving guide giving you a clear, platform-by-platform breakdown of how often to post—without turning into a full-time content machine.

Pro tip: This breakdown pairs perfectly with **Nim's Free Content Calendar** to help you plan everything with zero stress.

Facebook

- ✓ **Business Page:** 3-5 posts a week
- ✓ **Stories:** Aim for daily
- ✓ **Groups:** 2-3 posts a week to keep the convo alive

Keep in Mind:

Facebook's algorithm likes consistency, not overload, that means just enough to stay on your audience's feed and radar.

Instagram

- ✓ **Feed Posts:** 3-5 per week
- ✓ **Stories:** 5-10 per day (yep, really)
- ✓ **Reels:** 2-3 per week
- ✓ **Lives:** 2-4 per month if you're feeling fancy

Keep in Mind:

You don't have to go viral, just show up and keep it real. Authenticity beats perfection every time.

X (Formerly Twitter)

- ✓ **Tweets:** 2-4 per day
- ✓ **Replies/Retweets:** A couple per day to stay in the mix

Keep in Mind:

The feed moves fast! Post like a human, not a robot—quick, punchy, and real is the name of the game.

Bluesky

- ✓ **Posts:** 1-3 per day
- ✓ **Replies/Interaction:** A few times a week to grow your network

Keep in Mind:

It's all about conversations and discovery. Quality over quantity, always.

LinkedIn

- ✓ **Feed Posts:** 2-4 per week
- ✓ **Articles:** 1-2 per month
- ✓ **Comments:** Daily (a quick “love this insight!” goes a long way)

Keep in Mind:

People love stories, not just stats. Share your journey—wins, fails, and all.

TikTok

- ✓ **Videos:** 1-2 per day (or whatever's sustainable for you)
- ✓ **Lives:** Weekly (if it fits your brand)

Keep in Mind:

TikTok can be a content black hole. Keep it light, keep it you.

Pinterest

- ✓ **Pins:** 3-10 per day
- ✓ **Fresh Pins:** At least one per day
- ✓ **Board Updates:** Weekly-ish

Keep in Mind:

Pinterest loves fresh content, but that doesn't mean you have to be the one pinning 24/7.

YouTube

- ✓ **Videos:** Once a week
- ✓ **Shorts:** 2-3 per week
- ✓ **Community Tab:** 2-3 posts per week to stay connected

Keep in Mind:

Quality beats quantity. Focus on value, not just volume.

Put It All Together with Nim

No content wizard required—just a smart system. Nim gives you:

- AI-powered content ideas, captions, and visuals
- A ready-to-go **free content calendar**
- Remixing tools that save you hours

Your next move:

- 📌 Download the **Content Calendar** (for free!)
- 📅 Add in your ideal posting frequency (from this cheat sheet)
- 💡 Let Nim help you fill in the blanks

Try Nim » nimgpt.com/pricing/
Less hustle. More growth. Smarter content.

