

5 SOCIAL MEDIA Content Tips

From likes to lasting impressions



1



WHAT ARE YOU SAYING?

Check your post makes sense by itself and doesn't assume a level of knowledge about your business. It needs to add value to your audience; educate, entertain, solve a problem or give them something they need.

STAND OUT FROM THE CROWD

Add a graphic to your post so it stands out to your target audience when scrolling. If it's a video include movement for interest. If it's a photo, is it colourful and interesting? Your post needs to pop out the feed.



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MANLJHUTFNLBTI
SLITTAKVWGIQI
EGVVLUCINEKR
SCHIORUQUUQS
KBABBONATALEW
KVPANETTONIEFK
VIUNASTRINNEVE
IHREGALIVEUZGJ
YANGELOJRANTSX
STELLAYXBNASTC
ELFOFFBISCOTTI
BPIALBEROGAHIX
OKDGHIRLANDASK
AIPVQKDKFRENN

CRAFT YOUR WORDS

Consider what your audience might be searching for on social media and include those keywords in your posts (so they read naturally!). If you're area specific, name the place in the text or add a location marker.

CHECK YOUR APPEARANCE

How's your post looking? Is it jargon free? If using emojis, don't use too many and put them at the end of sentences/paragraphs for accessibility. Add white space to make it easy to scan and don't make it too long.



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5



TELL THEM WHAT TO DO

Include a call to action in your post, if you want them to watch a video, tell them 'Watch the video'. Want them to shop using the link? Tell them to 'shop now'. Want them to call? Include the number.

Need some bespoke social media support?
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