

# Cool Ways to Write Content for Social

Popular social media platforms listed below play a great part to establish awareness to your brand. So don't let your efforts go to waste. Write a better, share-worthy content for social media with these incredible tips!



## ADD IMAGES TO YOUR TWEET

Including images to your tweet will increase the chance to receive likes, favorites, and even re-tweets.



## KEEP IT CHATTY

Twitter is a laid-back microblogging service, so make your tweet short but conversational.

Try these popular tools:

- ✓ Bitly.com
- ✓ Ow.ly
- ✓ Tinyurl.com

## SHORTEN YOUR LINK

Make the most of the 140 character limit. Use URL shortener platforms to shrink your link.

#love #TagsForLikes.com #TagsForLikesApp #TElers #treegram #photooftheday #20likes #amazing #smile #follow4follow #like4like #book

## USE HASHTAGS

Make your tweet easier to find in public; include relevant #hashtags to your tweet.



## BE VISUAL!

According to Julia McCoy, contributor of Search Engine Journal, Facebook posts with images get 7x amount of likes and 10x shares.



## POST AT THE RIGHT SCHEDULE

Post at the time when your target audiences are most active online.

## ACTUAL LINK

The link should be the actual URL of the article you will post.

## KEEP YOUR DESCRIPTION SUCCINCT

Your description should be fewer than 40 characters.



## THE GOLDEN RULE: POST HQ IMAGES

DSLR or Smartphone camera, it doesn't matter. Post only high quality images and you're good to go!



## INTERACT!

Browse your commonly-used hashtags to interact with people in your circle of interest. Grow your network by following users of the same niche. Reply to comments to engage. Maintain a 10-15 hashtags-per-post limit.

## REPOST WITH CREDITS

If you must repost, don't forget to cite your source/s.

OR you can use photo reposting applications to make it quick and easy.



## FOCUS ON YOUR TARGET

LinkedIn is the social network of executives, businesspeople, and job seekers. Ensure that the post you write is more professional. Don't post it on other channels.

## THE SHORTER, THE BETTER

Save your audiences' time to read by creating shorter pieces that contain no more than 800 words.

## USE A MORE SERIOUS TONE

LinkedIn is a social network for professionals. Make sure your posts are more professional and serious.

## KEEP A CONSISTENT POSTING SCHEDULE

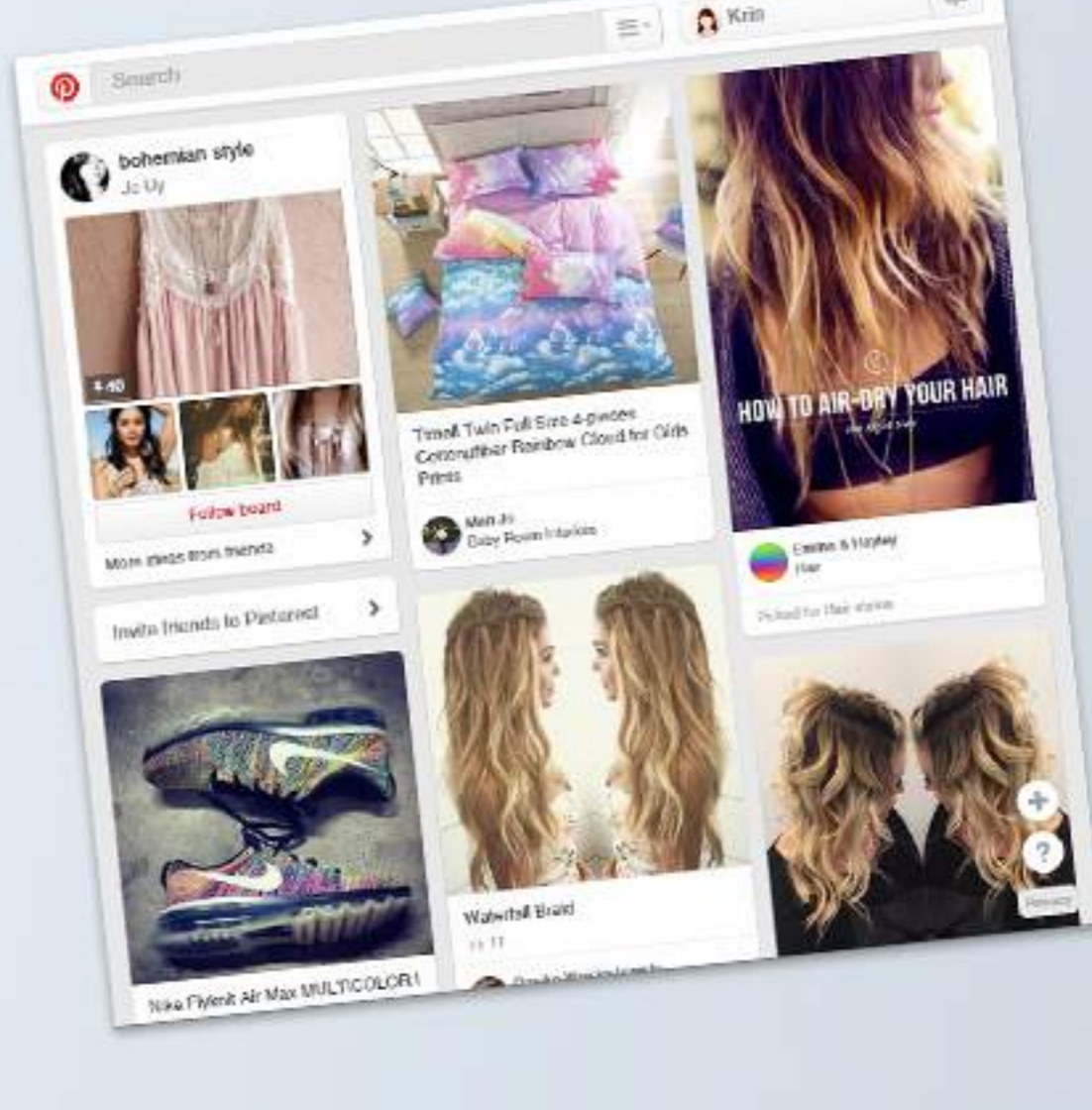
Follow these quick tips to create an efficient posting calendar:

- Repost or share your "top" contents.
- Post updates related to your field/industry.
- Make a one-post-per-weekday a habit.



## DON'T CREATE TOO MANY BOARDS

Think of only great ideas and make the most out of your boards.



## SHARE FUN AND RELEVANT GIFS

Create your own GIF board to share hilarious and relevant GIFs.

## LEAVE YOUR LOGO/S BEHIND

Save your audiences' time to read by creating shorter pieces that contain no more than 800 words.

Your audiences are the heart of your business. Implement these tips one-by-one to your social media channels and you're guaranteed to create a head-turning content. And don't forget to have fun writing!