Writing for Social Media

What's so special about writing for social?

Every. Word. Counts.

Pt. 1: Speaking of word count…

Twitter: 280 characters

Good writing is clear, concise, and compelling. It grabs your attention and holds it until the very end. It's the product of careful thought, hard work, and a deep understanding of your audience.

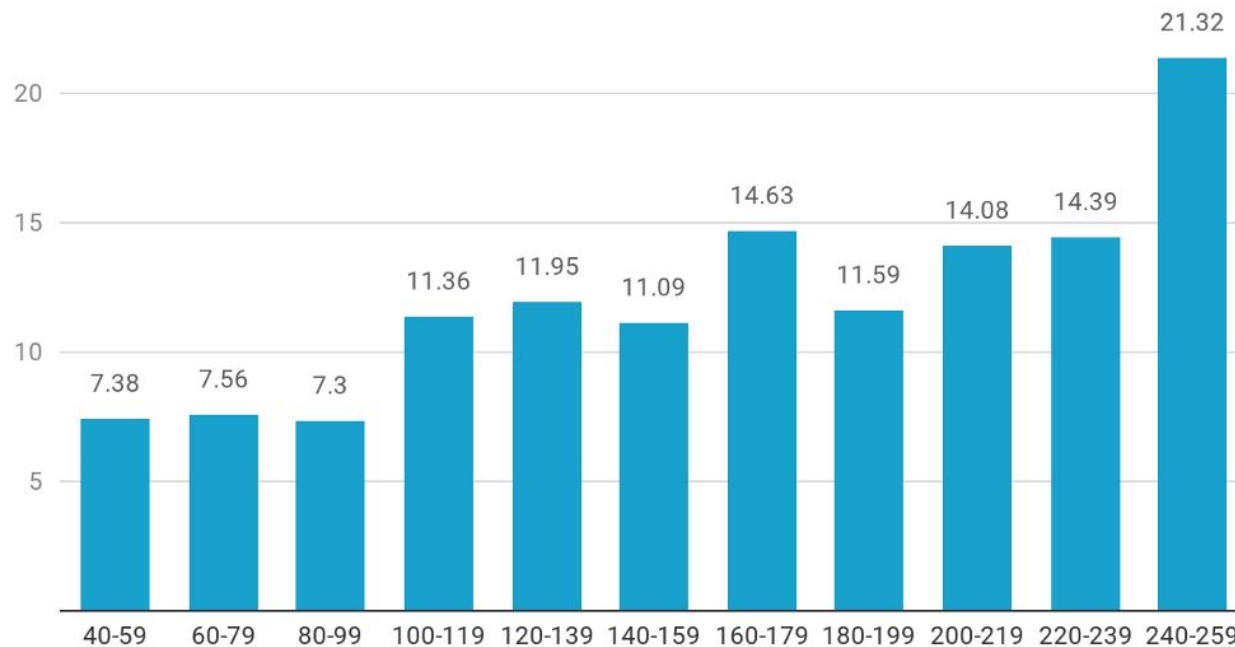(280 characters. 3 sentences. 46 words.)

The mark of good writing is not just the words you choose, but the way you use them to create meaning. It's the art of communicating your thoughts and ideas in a way that resonates with your readers and inspires them to take action.

(280 characters. 2 sentences. 47 words.)

Good writing is more than just a skill - it's a craft. It requires practice, dedication, and a willingness to learn from your mistakes. But when done right, it can change the world and inspire generations to come.

(280 characters. 3 sentences. 39 words.)

Average retweets by character count

40-59	7.38
60-79	7.56
80-99	7.3
100-119	11.36
120-139	11.95
140-159	11.09
160-179	14.63
180-199	11.59
200-219	14.08
220-239	14.39
240-259	21.32

Facebook: 63,206 characters

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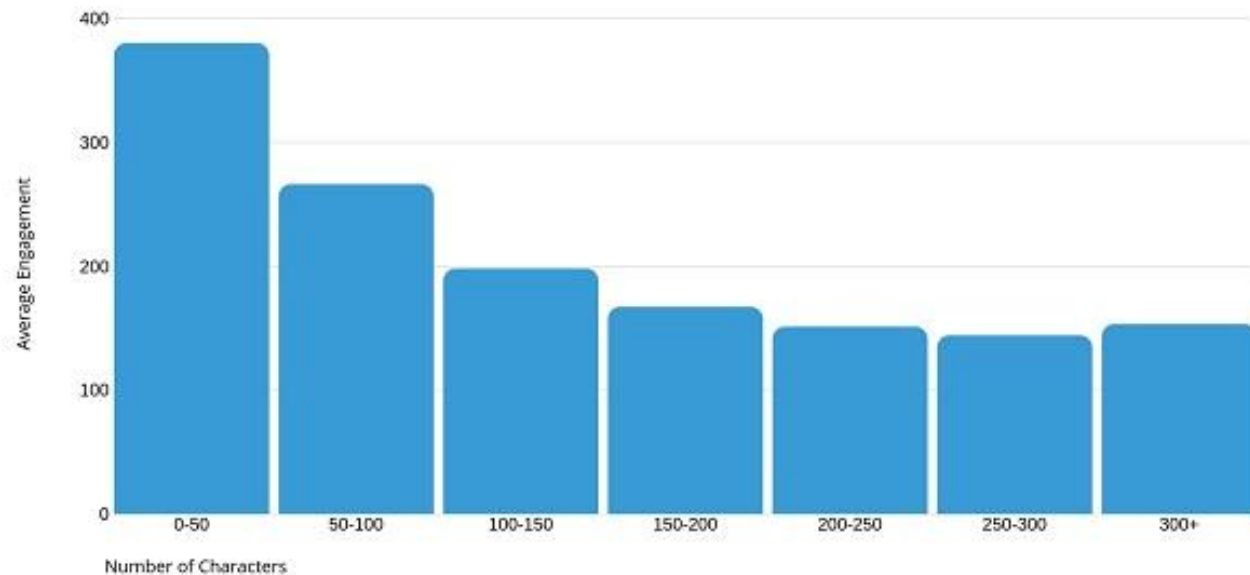
(63,206 characters.)

Organic reach on Facebook hovers between 2-8%.

Research indicates that posts between 40-80 characters have the best engagement rate on Facebook.

Optimal Number of Characters
(Based on average number of engagements)

Use words wisely when you post on social

(40 characters. 8 words.)

Instagram: 2,200 characters (truncated at 125 characters)

1/3

View insights · Boost post

Liked by **es_cornell** and **52 others**

ccecornell Big thanks to everyone who helped make Hemp Field Day a success! On August 11, Cornell researchers, Extension educators, and CCE... more

August 24, 2022

Every. Word. Counts.

Good writing is efficient and lean.

Every. Word. Counts.

On social media, brevity and efficiency are key to both post engagement and audience captivation.

- Draft your posts and then remove every unnecessary word
- Don't sacrifice clarity (punctuation or using 4 for "for" or 2 for "too" or "to") for character count
- Yes, every word counts, but your meaning and audience count more!
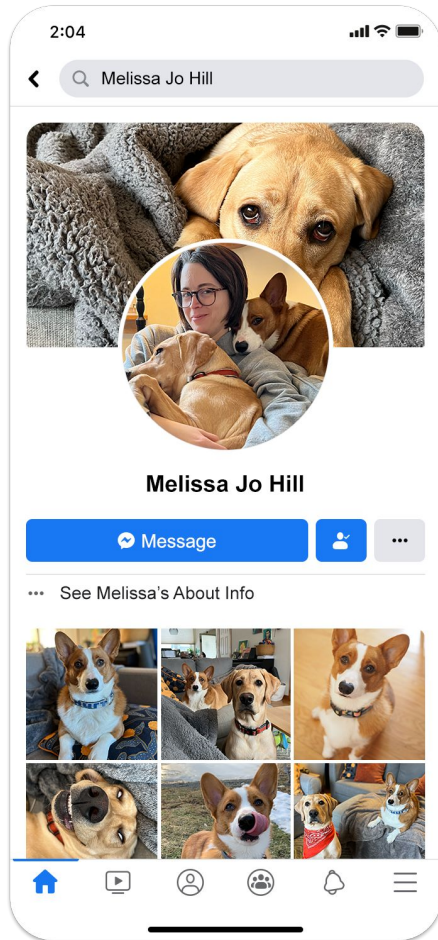
Remember, we're writing for humans! Not algorithms, and not statistics.

Every. Sentence. Counts.

If your first sentence doesn't make you want to read the next sentence, rewrite. Try another angle. Start with the biggest value. Start with an emotional trigger*.

*later

Pt. 2: Social is social. It's personal.

Everyone has a personal profile. It's personal.

- We follow friends, family
- We follow businesses and brands we like
- When you engage an audience on social media, you're engaging them on their personal feed…

Get personal. Write to "you" specifically, not to general or generic audiences (like *youth*, *program participants*, or *volunteers*)…

Write in second person on social media. Don't talk about people like they're not in the room. They are literally the room.

February 29th and 30th, 2 p.m., at the CCE Somecounty Office: This two-part course covers the basics of safely preserving fresh fruit and produce. Participants will learn how to properly sanitize equipment and produce to avoid food-borne illness, as well as water-bath and pressure canning techniques. Registration is available at www.cce-somecounty.com

**You are your brand and
you are speaking directly to a person.**

Imagine you're at a house party...

Your Tone of Voice (TOV) document should specify how your brand speaks to the various audiences you reach across your distributed platforms.

The TOV is a cheat sheet to check all your posts against.

Does this writing demonstrate:
- **Compassion?**
- **Action?**
- **Dedication?**

When someone scans a social post, they are instantly and unconsciously determining whether the content is for them...

Make friends. Use your TOV and speak directly to your audience where they are.

Pt. 3: Trigger an emotion.

Marketing pros know a secret...

Certain words are really effective for triggering
an emotional reaction (and then, engagement).

You	New	Free	Want	Imagine	How	Because	Now	Today	Yes
Proven	Fact	How to	Instant	More	Premium	Boost	Overcome	Easy	Discover
Worse	Tired	Struggle	Never	Stop	Undo	Had enough?	Help	Reduce	Alert
P.S.	Win	Fix	Forever	Save	Unlock	Need	Insider	Exclusive	Value
Better	Suddenly	Discount	Sale	Special	Compare	Surefire	Last minute	Quick start	Bonus
Essential	Genuine	It's here	Quality	Highest	Lowest	Improved	Simple	Powerful	Remember

Use these words in your first sentence. Use them in headlines, in the first 125 characters of an Instagram post... Use them so that when your audience scans, they bump into these sticky words.

Pt. 4: Time savers & templates.

True or false:
If you answered true ...

True or false: weeknight dinners are a struggle.
If you answered true, come to our workshop Tuesday night...

Raise your hand if...

Raise your hand if the price of eggs is getting you down! Learn the basics of backyard chickens online...

Before. After. Bridge.

Public speaking can be a terrifying experience.
What if you could give presentations with confidence
and even ease? Learn how with...

Problem. Agitate. Solve.

Deer and gardens don't mix.
Either surrender your fresh veggies or fight back!
Learn how...

Resolve the objection

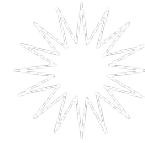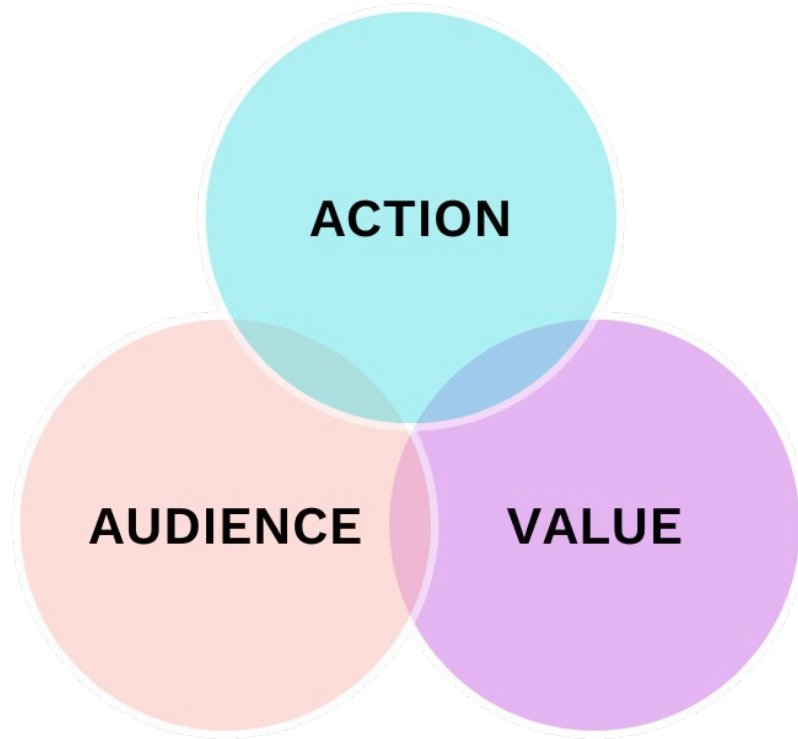**No time. No money. Don't need it. Won't work. Don't believe you.**

You'll save hours of work learning these no-till methods...

The course will pay for itself with two trips to the grocery store....

Tried-and-tested methods for successful seed starting...

Research-backed insights to dealing with moody teenagers...

Writing for an audience

Making words count +

getting personal with your audience + your TOV +

making your words sticky +

(maybe) using a template =

Simple, engaging social media

Thanks for coming!
See you in the Teams channel!