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5 Tips for Writing on Social Media

By Erica Turner

Social media is the most popular communication outlet of the 21st century. Many use social media to develop their brand or business and to reach people all over the world. As writers, we have to be innovative when reaching vast audiences and getting them to view our brand or business. Here are five tips that can help improve your performance.

WRITE GREAT HEADLINES

A headline is the first thing, if not the only thing, a prospective reader will see when they scroll on a post. Make your headline impactful and state the real purpose of your post or page.

PUT SHARE BUTTONS AT THE BOTTOM OF EVERY POST

After you've constructed a beautifully written and innovative post, make sure it's easily sharable. By placing share buttons at the bottom of all posts, your content will have the potential to spread to their friends and colleagues. With these tips, you can create captivating and shareable posts.

USE ACTION ORIENTED LANGUAGE

The purpose of using social media is to get your audience to do something, whether it's to attend an event, purchase something, or watch a video. By using interesting adjectives or posing a question, you can draw in your reader to do exactly what you want them to.

TAILOR YOUR MESSAGE

How you write your posts on Facebook should not be the same way you construct your posts on Twitter. Tailor your message depending on what network you're trying to reach your audience. The content you share will perform differently depending on the social network.

POST WITH PURPOSE

Make sure that you're not posting things blindly and that there's meaning behind what you post. Always keep in mind why you are posting, and make sure your content reflects that message.

