



Set yourself up for success with these 10 social media writing tips!

1. Hone your brand voice

When your business talks, how does it sound? You should have an in-depth understanding of your brand's voice, tone, choice of language and overall purpose in communications.

Remember, voice and tone is applied everywhere your business speaks. What taglines and stylistic choices will your brand use on a consistent basis?

2. Research pays off

To write well, you need to understand whom you're writing for. If you want your audience to read and engage with your posts, do your research!

Pro tip: Create a persona of your audience. Understand their interests, lifestyle and values. The more you know the easier it is to write for them.

3. Speak their language

Social media should be a two-way conversation. You can be professional, while tailoring your language to jumpstart conversations with your target audience.

Write as if you are speaking directly to each audience member. Focus on pronouns such as, "we", "our", and "you". Avoid using "the company".

4. Be positive

Not everything you post needs to be happy, but it's important to keep your audience excited or inspired by your content. Always maintain a positive tone and avoid criticizing anyone publically.

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5. Use an active voice

Keep it action-oriented. An active voice produces more engaging copy. While a passive voice isn't grammatically incorrect, it appears less confident. Using an active voice in content marketing can help with readability, persuasion, strength and building connections.

6. Keep it short and simple

People value their time. Short and punchy posts are more effective on most channels than long-winded paragraphs. Avoid complex language, convoluted sentences and sales-driven messaging.

Instead, invoke curiosity through organic messaging. Write to inform, entertain or make a connection with your audience. Find a way to sell the action without making a direct sales pitch.

7. Add a clear call-to-action (CTA)

It's important to use one clear CTA to tell your audience what you'd like them to do next. Without one, most people won't take any action after reading your content, even if they find value from it.

Be aware of your CTA every time you write for your business on social media. This doesn't mean you need to constantly sound promotional, but rather you should prompt your audience to take a desired action.

Be punchy and direct: "Watch now!", "Learn your rights" or "Get your questions answered".

8. Ask questions or make a strong statement

Asking open-ended questions can help you gain valuable insights and increased engagements. Each platform has its own features built for asking social media questions and triggering discussions, but you can keep things simple by asking questions in your post captions.

9. Consider the broader audience

Deliver value to your audience and they will share it! People share content that they find valuable, educational, entertaining or worth paying attention to.

So answering a question for one person publically might answer questions for many others as well.

10. Construct great replies

One of the main goals of social media is building a brand community and engaging your audience. Responding to comments and posting great replies gives you the opportunity to make stronger connections with your audience. Remember, replies and comments should maintain your brand voice.

