Crafting Copy 101: "How To" Facebook, Twitter and Instagram

Creating a unique post for each social media channel can be a challenge. However, there is a fine art in discovering when to post your content. Frequently measuring your ROI, social analytics and the constant maintenance for new and engaging content to be shared, are essential characteristics to social sharing success. Added to that, each major social network (Facebook, Twitter and Instagram) has continued to separate both in how they are set up and what your audience expects on each platform.

Each social network has its own set of character limits, best times to post and ideal image sizes. For example, the way to get the most engagement on Instagram varies far from the practices used for Twitter. Prominent brands and those successful on social media are changing their message between networks for any given post such as adding hashtags to posts on Twitter and Instagram, and telling stories, as well as using more shareable copy on Facebook.

Maintaining a unique voice and sharing content with a message targeted to the correct audience, on the right network, can make a substantial difference in the amount of engagement your posts receive and how far your message extends.

Quick Tips: Facebook

1. **Experiment with Post Length-**
   Facebook's character limit on status updates is approximately 63,000. Facebook released a study that proved posts with 80 characters or less receive 66 per cent higher engagement. An additional study confirmed that shorter posts (those under 120 characters) had higher click-through rates than longer posts (those above 280 characters). Thus, it is worth experimenting with both short and long posts to see what works best for your social media goals.

   > **NOTE:** It appears that short copy could work well for **clicks**, whereas longer copy could work better for **engagement**.

2. **Ask a Question-**
   Questions are an inviting way to initiate interest as someone scrolls through their Facebook feed. Questions can often turn an average status into an engaging interaction, when the copy offers a potential solution to a problem.

   > **DON'T:** "Here's our complete guide to Facebook Ads"
   > **DO:** "Stuck on Facebook Advertising? We were too! Here's our complete guide?

3. **Use a List-**
   Lists usually work well too for giving context and invoking intrigue. Attempt to break down some of the key points from your Facebook post into a few quick bullet points to include within your status for easy points of reference.

   > **DON'T:** "Three tips for creating engaging Facebook copy are, experiment with post length, ask a question and use a list."
   > **DO:** Three tips for creating engaging Facebook copy are:
   >   **1.** Experiment with post length
   >   **2.** Ask a question
   >   **3.** Use a list

Quick Tips: Facebook

4. Add a Quote to Your Content-

   Whether you are linking your post to a news article, blog post or video of any kind, often times there are resourceful quotes to be taken within the body of the content and shared for an "eye-catching" added value piece to your post.

> **DON'T:** "83% of marketers plan on Facebook Ads" *Insert: Link to informative video
> **DO:** "Did you know that 83% of marketers plan on Facebook Ads? Here's how you can get ahead of the curve!" *Insert: Link to informative video

5. Include The Use of Emoji's-

   Facebook released that emoji's in your post can increase likes by 57 per cent, comments by 33 per cent and shares by 33 percent, over posts that do not include them. Experiment with adding a visual emoji to your copy, to further engagement.

> **Did you know…**
>
>   **Ideal Image and Link Sizing:**
>   Approximately 300 million photos are uploaded to Facebook every day. Thus, it is essential to attract your audience's attention on their active news feed, with an aesthetically sized photo.
>
>   **NOTE: The recommended upload size for images on Facebook 1,200 x 630 pixels. The optimum size for a shared link image on Facebook is 1,200 x 627 pixels.**

Recommended size
1,200 x 630

Recommended size
1,200 x 627
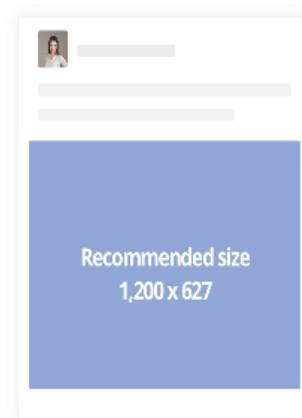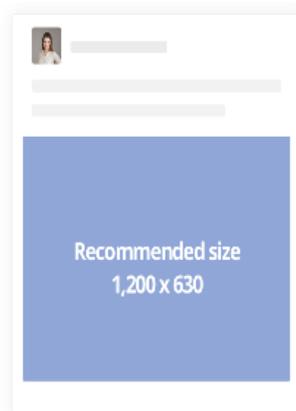
Quick Tips: Instagram

1. **Concise Captions-**

    Instagram captions are open to 2,200 characters, and after three lines of text, they become shortened with a contraction (…). Preferably, you want to grab your audience's attention with your opening line in order to provide context to your post and to encourage them to continue reading into your post.

2. **Experiment with Microblogging-**

    A recent trend that is developing on Instagram, is to use the caption as a shortened blog by sharing useful and engaging content with your audience. Microblogging on Instagram allows you to expand a topic of interest in more depth than a short caption would. For example, you could use Instagram captions to share:

    Tutorials: a tutorial or how to with your audience. For example, if you're sharing an image of a meal, you could share the recipe in the caption.

    Tips and tricks: quick facts related to the theme of your Instagram post. For example, accompanying an image of a beautiful workspace you could write about tips to create a productive work environment.

    Behind-the-scenes: Take your audience behind the scenes by using the caption to tell the story behind the image. For example, if you're sharing an image of a team member, you could expand on their story of the role they play within your organization.

3. **Add Hashtags-**

    Hashtags allow your audience to discover similar content and other accounts to follow. Experiment with adding various hashtags to your posts and see how they affect your reach and engagement. According to Instagram statistics, posts with over 11 hashtags tend to receive more engagement.

    NOTE: Include all content related hashtags in a separate comment from your Instagram caption as such:
    -
    -
    -
    -
    -

    #philanthropy #nonprofit #fundraising #forpurpose #charity #volunteer #community #Scarborough

Quick Tips: Instagram

4. Encourage Replies-

Asking your followers to respond directly to your Instagram post is one of the most interactive ways to increase engagement. Think about questions you can ask your audience and ways you can encourage your followers to comment on your Instagram posts to initiate a conversation flow.

Example: "Today is #givingtuesday! Which charity will you be giving to?"

Did you know…

Ideal Image Sizing for Instagram-

You can now upload landscape (horizontal) or portrait (vertical) photos to Instagram, as well as traditional square images giving you a variety of angles to work with.

NOTE: The ideal size for a *square Instagram image* is 1080px in width by 1080px in height. The ideal size for a *vertical Instagram image* is 1080px in width by 1350px in height. The ideal size for a *horizontal Instagram image* is 1080px in width by 566px in height.

Recommended size
1,080 x 1,080

Recommended size
1,080 x 1,350

Recommended size
1,080 x 566
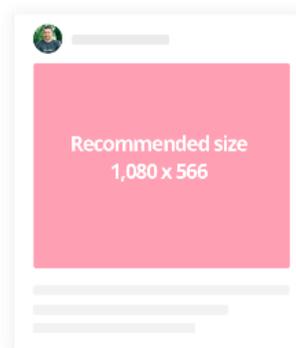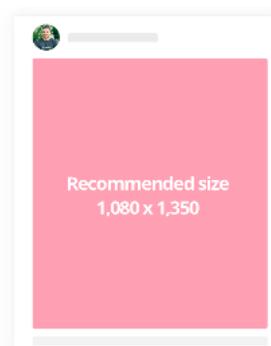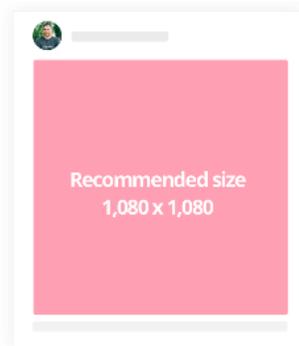
Quick Tips: Twitter

1. Try to Avoid Using all 140 Characters-

Although tweets allow for a maximum of 140 characters, Twitter found that tweets shorter than 100 characters receive a 17 per cent higher engagement rate than those that use all 140 characters. Additionally, promoted tweets with 40-60 characters of copy result in lower cost per acquisition (CPA) and impact, than longer tweets.
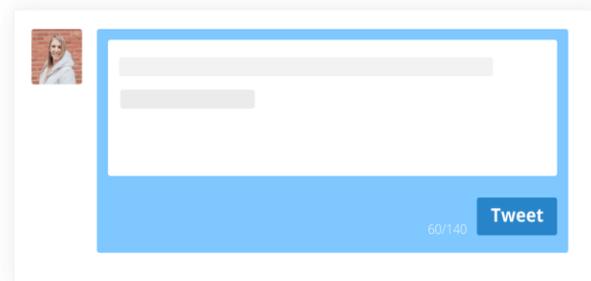
2. Avoid too Many Distracting Hashtags-

Twitter is where the #hashtag originated and became an overly popular Internet phenomenon. However, less is more when it comes to the use of #hashtags on Twitter. They are useful for engagement, but risk losing the focus of your post, following and call to action, if over saturated. It is best to revisit the purpose of your post before using #hashtags. #Hashtags should be used if you are looking to reach new audiences, but if you're looking for clicks from your current audience, there is no need to do so.

3. Rewrite Headlines When Sharing Links-

When sharing links to Twitter the link headline is automatically displayed in the display frame. Therefore, it is advisable to make the most of your 140 characters by using an alternative quote from the link to avoid repetition and allow for an additional opportunity to capture your audience's attention.

4. Tell the Reader if Your Content is "New"-

Twitter's main purpose serves as a real time content generator. Your audience is looking to find out what is currently happening in their networks and beyond. If you are looking to increase engagement and click through rates, let your audience know when your content is "new." Twitter found that tweets that make note of "new" products and services receive a 10 per cent lower CPA and 26 per cent lower cost-per-link-click.

Quick Tips: Twitter

Did you know…

Ideal Image Sizing for Twitter-
Twitter now provides an uncropped photo experience on its platform, allowing your original image to be displayed exactly how you would like it to be viewed.

NOTE: The minimum display size for an image on Twitter is 440 x 220 pixels and the maximum display size is 1024 x 512 pixels.

SRHF Social Media CANs and CANNOTs

If a third party would like to create a social page or platform for their event or council, it is the third party's sole responsibility to manage and post content in a timely manner. Below you will find a breakdown of the services SRHF **CAN** and **CANNOT** assist with.

SRHF CAN:

1. Provide insight and answer any questions you may have regarding the creation of suitable and creative social content, provided an attainable timeline
2. Assist in monitoring social analytics to ensure accurate measurement of engagement and followership
3. Promote social posts and further outreach by sharing third party content on Foundation social accounts (**Conditions apply)

SRHF CANNOT:

1. Create social content for a third party
2. Take sole responsibility for capturing social analytics
3. Post on behalf of a third party to any third party social platform
4. Assist in any requests without proper submission for support

For more information please contact:
Emma Martin
Community Development Coordinator
emartin@tsh.to or 416-281-7463