

BEST PRACTICES FOR WRITING TEXT ON SOCIAL MEDIA

Applies to: Anyone posting on any social media channel on behalf of Cultural Infusion
The purpose of this document is to ensure consistency and to fill the gap in knowledge about the guidelines for every channel.

Avoid cross channel posting.

If you cannot avoid it, keep the text between 80-100 characters (with spaces). That text needs to be clear, concise and express an idea.

1. Facebook

Facebook allows us since Nov 2016 to write posts up to 63,206 characters, but that does not mean we should do it.

A successful Facebook status update will have:

1. Flawless English
2. Correct formatting – no hashtag lists, no @user as a text (Facebook can tag people, but we have to ensure it did indeed tag that person)
3. Short text, less than 80 characters.
4. It can up to 120 if it is really necessary, but framed as a question. Brevity pays off.
5. A clear, quality image to better represent the idea, increasing engagement by 2.3X.

Examples of 17 May posts on FB:

BBC: 64 characters

The fraud case heard 320 days of evidence and cost around £7.5m.

Cosmopolitan: 110 characters

LOL you'll want to cuddle all of these cats after watching these fails 🐾

More cats, here: <http://bit.ly/2qpPHdh>

SBS: 105 characters

What revelations will come to light in the all new story of #Fargo?

Season 3 starts tonight 8.30pm on SBS.

2.TWITTER

Twitter relies on engagement, people tweeting at each other and using hashtags to ensure attention is drawn to a certain topic.

Good Tweet will have:

1. Max 140 characters, but if you put image up it will reduce that number. Ideal length is 120-130, mostly text.
2. Always have a hashtag – people search them
3. Maximum 2 hashtags

4. Retweeting, contributing to the topic of the day, opinions
5. Do not take a FB post to repost without checking first, otherwise it will shorten and put ellipses. It can then make no sense.

NO EXAMPLE:

“On Tuesday, Cultural Infusion CEO and founder Peter Mousaferiadis was invited as special guest by the minister... <http://fb.me/8goB4ddQn>”

YES example: it is sarcastic, but clear and concise

“The civil war was the best war, it was the bigliest war ever. The south was very kind and resigned. #Trumpteacheshistory”

3. LinkedIn

LinkedIn is a professional network where you can share interesting content. We can use it to share original content, like **reposting our blog posts**.

According to Andy Foote, the character limits for these posts are 100 for the headline, and 40,000 for the body.

4. Instagram

Instagram is a platform for **sharing photos and videos**, the primary focus should typically be on visual content. It is also recommended to provide content, but it is **cut off after 3 lines**. Important information comes first, like a call to action. Use hashtags, more than 2, but less than 8. **7 is the recommended number of hashtags**.

Sources:

<https://blog.hubspot.com/marketing/social-media-copywriting#sm.00004klhztpz6dhcy172fbpntam71>

https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science?utm_content=buffer72e0e&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer