Writing for Social Media

RAISING WRITING TO OLYMPIC STANDARDS FOR ANOC
1. Stay on mute for now
2. Write the questions into the chat for the Q&A
3. Enjoy the session
WELCOME
VERBAL IDENTITY

BRAND MESSAGING

TRAINING
WRITING FOR SOCIAL MEDIA
Easy reading is
darn hard writing.

Maya Angelou
1. Write more naturally
2. Structure your work
3. Consider your audience
4. Explore writing for social
1. Write more naturally
2. Structure your work
3. Consider your audience
4. Explore writing for social
BE ACTIVE
**Membership**: New members can be enrolled at any time.
**Membership:** We can enrol new members at any time.
Membership: New members can be enrolled at any time...by zombies.
Membership: We can enrol new members at any time...by zombies.
Human society under urgent threat from loss of Earth's natural life

Scientists reveal 1 million species at risk of extinction in damming UN report

Editor's pick: best of 2019. We're bringing back some of our favorite stories of the past year. Support the Guardian's journalism in 2020

Human society is in jeopardy from the accelerating decline of the Earth's natural life-support systems, the world's leading scientists have warned, as they announced the results of the most thorough planetary health check ever undertaken.

From coral reefs flickering out beneath the oceans to rainforests desiccating...
THE ACTION IS MORE IMPORTANT THAN THE ACTOR
TO HOOK READERS
“TAXES WERE RAISED ...BY MY PARTY.”
“MY PARTY RAISED TAXES.”
I HAVE SENT YOU ALL YOUR INVITES FOR THE EVENT. I WOULD BE GRATEFUL IF YOU COULD LET ME KNOW WHEN YOU HAVE RECEIVED THEM AND WE WILL CONFIRM YOUR PLACE.
I’VE SENT YOU ALL YOUR INVITES FOR THE EVENT. I’D BE GRATEFUL IF YOU COULD LET ME KNOW WHEN YOU’VE RECEIVED THEM AND WE’LL CONFIRM YOUR PLACE.
Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with Using Long Words Needlessly

DANIEL M. OPPENHEIMER*

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SUMMARY

Most texts on writing style encourage authors to avoid overly-complex words. However, a majority of undergraduates admit to deliberately increasing the complexity of their vocabulary so as to give the impression of intelligence. This paper explores the extent to which this strategy is effective. Experiments 1–3 manipulate complexity of texts and find a negative relationship between complexity and judged intelligence. This relationship held regardless of the quality of the original essay, and irrespective of the participants’ prior expectations of essay quality. The negative impact of complexity was mediated by processing fluency. Experiment 4 directly manipulated fluency and found that texts in hard to read fonts are judged to come from less intelligent authors. Experiment 5 investigated discounting of fluency. When obvious causes for low fluency exist that are not relevant to the judgement at hand, people reduce their reliance on fluency as a cue; in fact, in an effort not to be influenced by the irrelevant source of fluency, they over-compensate and are biased in the opposite direction. Implications and applications are discussed. Copyright © 2005 John Wiley & Sons, Ltd.
START WITH ‘AND’
The belief that ‘and’ should not be used to begin a sentence is without foundation. And that’s all there is to it.

Bill Bryson
TROUBLESOME WORDS
AVOID REDUNDANCY
DEPARTMENT OF REDUNDANCY DEPARTMENT
“IN ORDER TO START THE PROCESS.”
“THE OFFER IS VALID FOR A PERIOD OF ONE WEEK.”
“WE NEED TO FOCUS ON THE END RESULT.”
ASK ‘INSTEAD OF?’
“THE EVENTS REPORT ANALYSES YOUR PREVIOUS EVENTS.”
FREE THE VERB
THE REPORT GAVE AN ANALYSIS OF THE MARKET
THE REPORT GAVE AN ANALYSIS OF THE MARKET
THE REPORT ANALYSED THE MARKET
SHE GAVE THE NEW CLIENT A CALL TO SAY THANK YOU
SHE GAVE THE NEW CLIENT A CALL TO SAY THANK YOU
SHE CALLED THE NEW CLIENT TO SAY THANK YOU.
BE CONCRETE
Pedestrian Casualty Reduction Signal Timings Experiment
TERMINATE
COMMENCE
QUESTION
END
BEGIN
ASK
I’m not a very good writer, but I’m a terrific rewriter.

James Michener
NOVELIST
1. Write more naturally
2. Structure your work
3. Consider your audience
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BE UPFRONT
We work on matters of high importance. Matters that materially affect the future of your organizations, often in situations of extreme pressure and high stakes.

Make the right decision. Take the right action. At the right time.

We field small teams who, because of their deep sector and operational experience, can move with speed. We work alongside you, not only to devise the solution but also to work, shoulder-to-shoulder, through implementation.
1. We’re Alix Partners. We’re a leading business advisory firm, working all over the world. Our team of professionals specialise in helping you perform even better.

2. And they’re committed to getting results as we work on matters of high importance…
Kenneth L Peters, the principal of Beverly Hills High School, announce today that the entire high school faculty will travel to Sacramento next Thursday for a colloquium in new teaching methods. Among the speakers will be anthropologist Margaret Mead, college president Dr Robert Maynard Hutchins and California governor Edmund ‘Pat’ Brown.
School's Out
KEEP THEMES TOGETHER
You have to bear in mind that the registration certificates (the green certificate) and ID cards of family members of the EU citizen obtained before the end of the transition period will subsequently serve to accredit their legal residence in Spain and benefit from the provisions of the Withdrawal Agreement.
Family members of the EU citizen can use the (green) registration certificates, and ID cards to accredit their legal residence in Spain.

Get these before the end of the transition period.

They’ll also benefit from the provisions of the Withdrawal Agreement.
NEW THOUGHT
NEW NEW SENTENCE
We need to meet at the venue at 11.00am and can someone bring the coffee, lots of sugar in mine please?
We need to meet at the venue at 11.00am. Can someone bring the coffee? lots of sugar in mine please.
1. Introduction
2. Overview of the event
3. Logistics of the event
4. Social media on the day
1. **Introduction**
   - Thank everyone for their hard work this month
   - Remind them how well everything’s going thanks to them
   - Explain that because of that, we’re able to host bigger events like this one

2. **Overview of the event**
3. **Logistics of the event**
4. **Social media on the day**
1. Introduction
   First of all, I wanted to say huge thank you to everyone of you for your huge efforts in what’s been a great month for us. It’s due to all your hard work that we’re having this level of success. And it means we can do bigger events, like this one.

2. Overview of the event

3. Logistics of the event

4. Social media on the day
1. **We’re here because of you**
   First of all, I wanted to say huge thank you to everyone of you for your huge efforts in what’s been a great month for us. It’s due to all your hard work that we’re having this level of success. And it means we can do bigger events, like this one.

2. **The big day — our focus for the event**

3. **Where you need to be, when and how to get there**

4. **Sharing the vibe on social**
1. Write more naturally
2. Structure your work
3. Consider your audience
4. Explore writing for social
HOW YOU WRITE
The leathery, undeteriorative, and almost indestructible quality was an inherent attribute of the thing’s form of organization, and pertained to some paleogeohan cycle of invertebrate evolution utterly beyond our powers of speculation.
Some of the owner men were kind because they hated what they had to do, and some of them were angry because they hated to be cruel, and some of them were cold because they had long ago found that one could not be an owner unless one were cold.
WHAT YOU WRITE
WHERE IS YOUR AUDIENCE?
WHO IS YOUR AUDIENCE?
HOW CAN WE HELP?
KNOW
FEEL
DO
1. Write more naturally
2. Structure your work
3. Consider your audience
4. Explore writing for social
<table>
<thead>
<tr>
<th>Social Media</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>I like donuts.</td>
</tr>
<tr>
<td>Twitter</td>
<td>I'm eating a #donut.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>My skills include donut eating.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Watch me eating a donut.</td>
</tr>
<tr>
<td>Instagram</td>
<td>Here's a vintage photo of my donut.</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Here's a donut recipe.</td>
</tr>
<tr>
<td>FourSquare</td>
<td>This is where I eat donuts.</td>
</tr>
</tbody>
</table>
CALL TO ACTION

- Download
- Subscribe
- Contact Us
- Visit Website
- Like/Share
- Learn More
- Watch our video

CALL TO ACTION STRATEGY
GIVE IT A TWIST
KEEP IT SHORT(ER)
HAIKUS ARE EASY
BUT SOMETIMES THEY
DON'T MAKE SENSE
REFRIGERATOR
USE A FORMULA
PAS (Problem, Agitate, Solve)

State a **problem**. Make it relevant to your audience
Make it **worse**. Deepen the issue
Give the **solution**. Tell people how you can help
We have to stand out in a crowded social media landscape. And competition for attention grows every day. That’s why we’re sharpening our social media writing skills. Together we’ll make our work stand out.

PAS (Problem, Agitate, Solve)
AIDA (Attention, Interest, Desire, Action)

Capture **attention**. Use an image, headline copy. Just don’t use clickbait.
Build **interest**. Entice with some details so they want to learn more.
Create **desire**. Paint a picture of how great you can make things.
Take **action**. Make the call-to-action clear.
Interest in sporting events doubled last year.
And most of that growth came from young people.
Imagine if we could maintain that pace every year.
Join our workshop to find out how.

AIDA (Attention, Interest, Desire, Action)
Four Cs (Clear, Concise, Compelling, Credible)

**Clear.** Use simple language and sentences.

**Concise.** Keep it brief.

**Compelling.** Write something interesting and relevant.

**Credible.** Make sure your claims are believable.
The future of sport is inclusive.
For all.
Because if we break down barriers in sport, we make connections in life.
We are Sport England. And we are for all.
CHOOSE YOUR Rhetorical Device
WEAR IT FEARLESS.
WEAR IT DEFIANT.
WEAR IT VICTORIOUS.

WEAR IT PROUD.

WEAR IT PURPLE.
STUFFED WITH HISTORY.
PRIMED WITH PROMISE.
DEFEND THE ROSE.
ATTACK WITH THE THORN.
FIRST TO THE BREAKDOWN.
LAST TO GIVE GROUND.

NIKESTORE.COM/RUGBY
I have a dream that one day even.... I have a dream that my four little children... I have a dream today.

Martin Luther King Jr.
That’s one small step for A man, one giant leap for mankind.

Neil Armstrong
Questions?
paul@craftcopywriting.com
Thank you

Craft...
Home workouts aren’t complete without distractions from your favourite furry friend, amirite? #NationalPetDay
Kobe taught us to be better. A better scorer, better mentor, better father, better champion. Today, on his birthday, we continue his endless pursuit of better.

Explore #MambaMentality. Link in bio. ❤️❤️

Performance: @kendricklamar
Some dream. We work. Make ‘em flinch when they hear your name. #TheOnlyWayIsThrough
Training sessions are never easy, but that’s why they’re fun. It’s how @fcbfemeni’s elite build a winning culture around the club.

Join our journey of fast 💡: go.nike.com/6xyXKNdp00-
Along with millions of athletes and fans throughout the world, we are devastated by today’s tragic news. We extend our deepest sympathies to those closest to Kobe, especially his family and friends.

- He was one of the greatest athletes of his generation and has had an immeasurable impact on the world of sport and the community of basketball.

He was a beloved member of the Nike family. We will miss him greatly. Mamba forever.
Kobe taught us to be better. A better scorer, better mentor, better father, better champion. Today, on his birthday, we continue his endless pursuit of better.

Explore #MambaMentality. nike.app.link/MMW_Hub ❤️❤️

Performance: @kendricklamar
Kobe Bryant taught us to be better—a better scorer, better GOAT, better father. His philosophy of #MambaMentality changed the game and continues to inspire athletes like Serena Williams, Anthony Davis, Sydney Leroux, Diana Taurasi and Sky Brown today.

Learn more and find your better.
Explore #MambaMentality. https://lnkd.in/gQPAAaZ
There is no losing. You either win or you learn. We’re putting everything we learned yesterday into coming back stronger. Always forward.

Yesterday was tough. So we’re all working hard to bounce back and make the next moment our moment. Forever forward.

This team is all about progress. That’s why yesterday was tough. But yesterday is gone. So let’s put it in our rearview mirror and chase down better times. Together. We can do this.
Our first podium of 2021 is getting closer. Let's build on the good to push through to the great. Together we can do this.

This team loves progress. And that's what we saw this weekend. A definite progression towards 2021's first podium. Let's take that next step.

What we did matters more than what we didn't do. And what we did was get closer than ever to 2021’s first podium. You know what we need to do next time, right?