

# Writing for Social Media

RAISING WRITING TO OLYMPIC STANDARDS FOR ANOC

Craft...



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**



Jabra

T Mobile™



*Telefonica*



HITACHI



Allianz 



LLYC



**REPSOL**







# WRITING FOR SOCIAL MEDIA

“  
Easy reading is  
darn hard writing.”

Maya Angelou

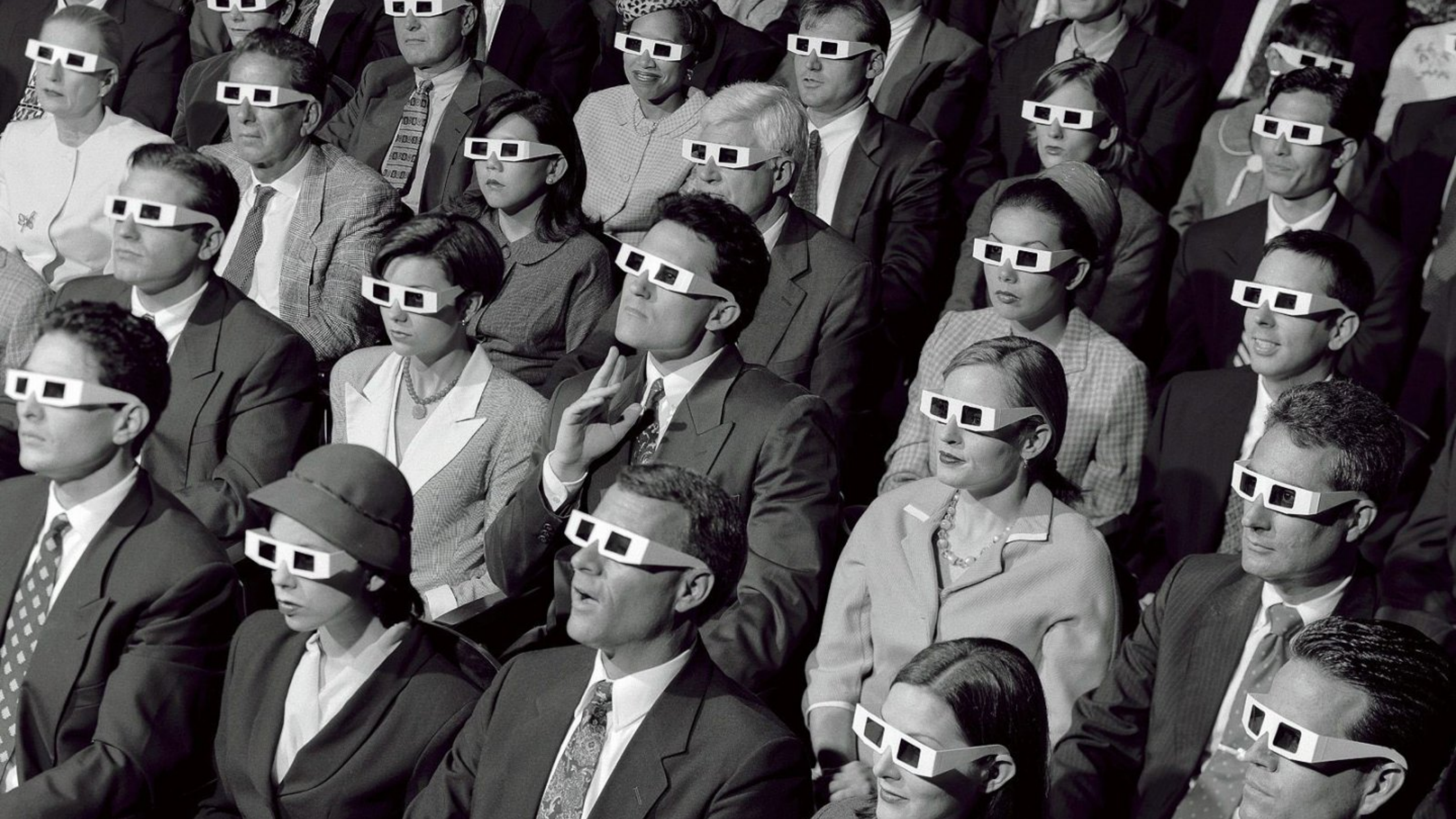


















1. Write more naturally
2. Structure your work
3. Consider your audience
4. Explore writing for social

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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.

## Best of 2019 Biodiversity

**Jonathan Watts** *Global  
environment editor*

🐦 @jonathanwatts

Mon 6 May 2019 11.59 BST



🕒 This article is more than 3 years old

## Human society under urgent threat from loss of Earth's natural life

**Scientists reveal 1 million species at risk of extinction in damning 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](#)



📷 Forest clearance in Indonesia. Scientists have warned of the impact of deforestation on animals. Photograph: Ulet Ifansasti/Greenpeace

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.”**

~~LET US~~ LET'S CONTRACT



**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\*

*Princeton University, USA*

## 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**

THRASHER







VS



<del>TERMINATE</del>	END
<del>COMMENCE</del>	BEGIN
<del>QUESTION</del>	ASK





I'm not a very good  
writer, but I'm a  
terrific rewriter.

**James Michener**

NOVELIST



[illegible]



1. Write more naturally
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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.



AlixPartners is a leading global business advisory firm of results-oriented professionals who specialize in creating value and restoring performance.

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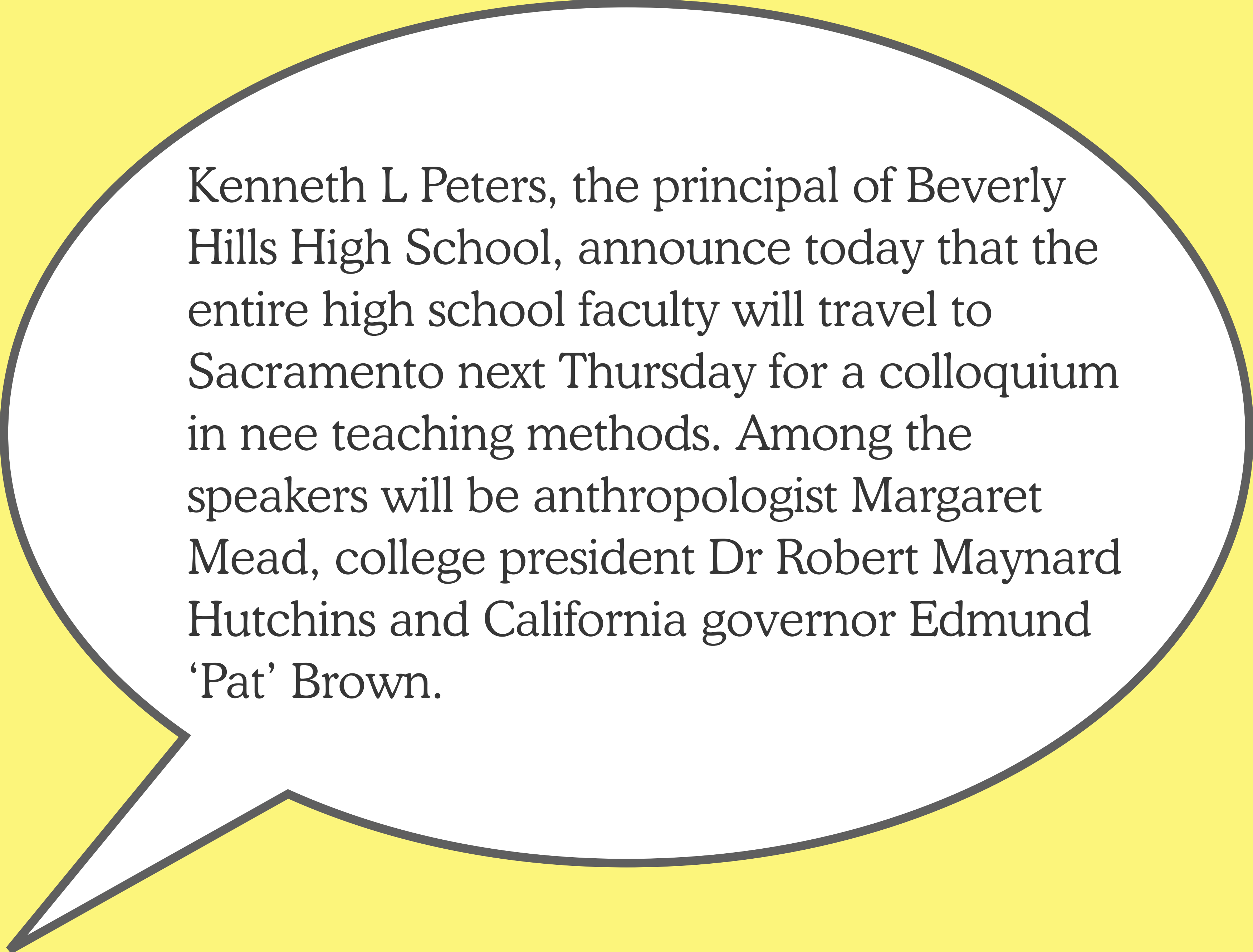
1. We're Alix Partners. We're a leading business advisory firm, working all over the world. Our team of professionals specialise in helping you perform even better.
2. And they're committed to getting results as we work on matters of high importance...





TURN  
TO CLEAR  
VISION





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

The image features the text "School's Out" written in a thick, hand-drawn, white chalk-like font on a dark green background. The word "School's" is on the top line, and "Out" is on the bottom line. The letters are stylized with visible brushstrokes. Surrounding the text are several hand-drawn white decorations: three hearts (one at the top left, one at the top right, and one at the bottom left), three flowers (one at the top center, one at the bottom center, and one at the bottom right), a bow tied around the letter 'O' in "Out" on the left, and a large smiley face with radiating lines on the right side of the word "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 SENTENCE

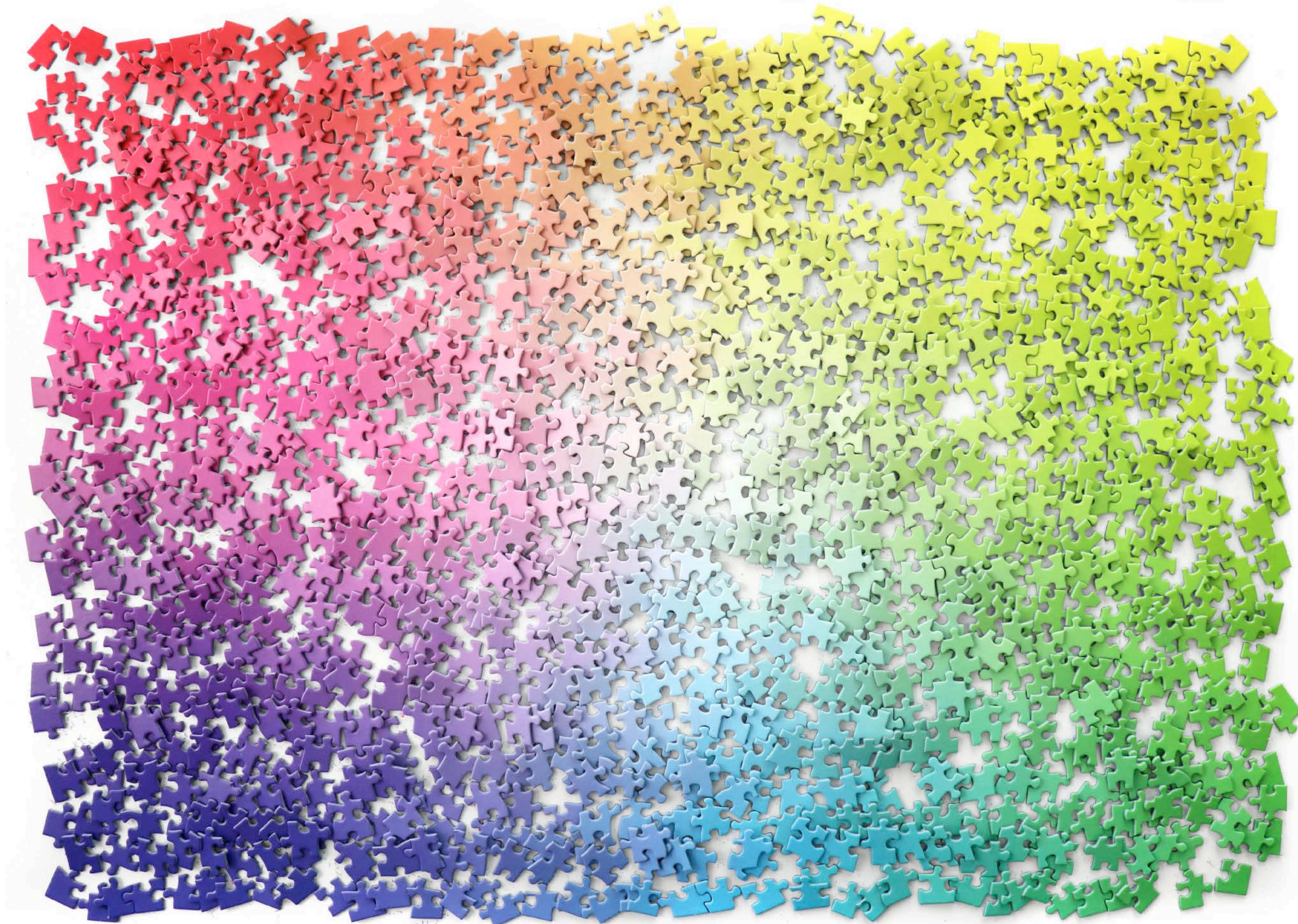


**We need to meet at the  
venue at 11.00am and can  
someone bring the coffee,  
lots of sugar in mine please?**

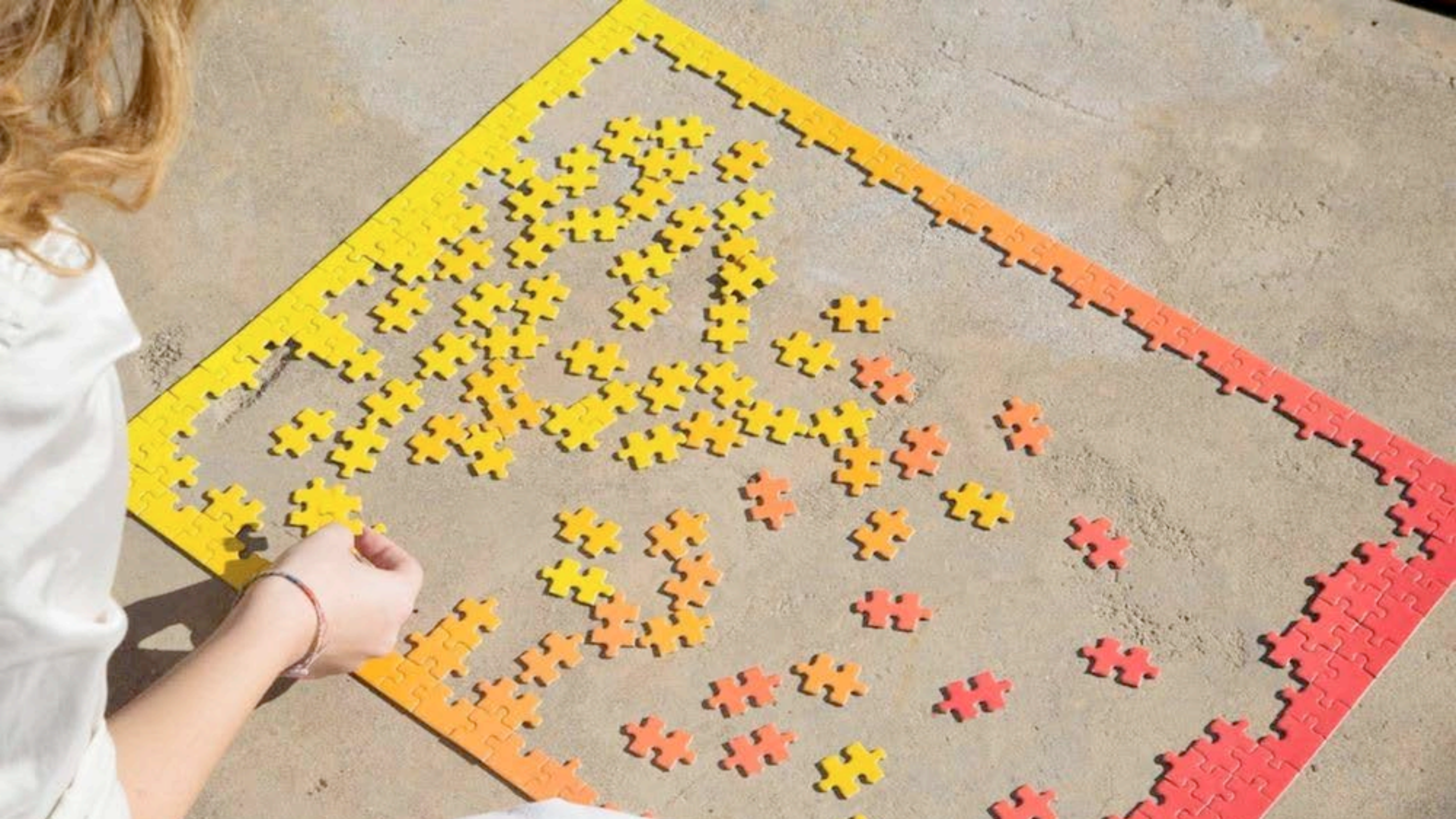


**We need to meet at the  
venue at 11.00am. Can  
someone bring the coffee?  
lots of sugar in mine please.**











- 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**

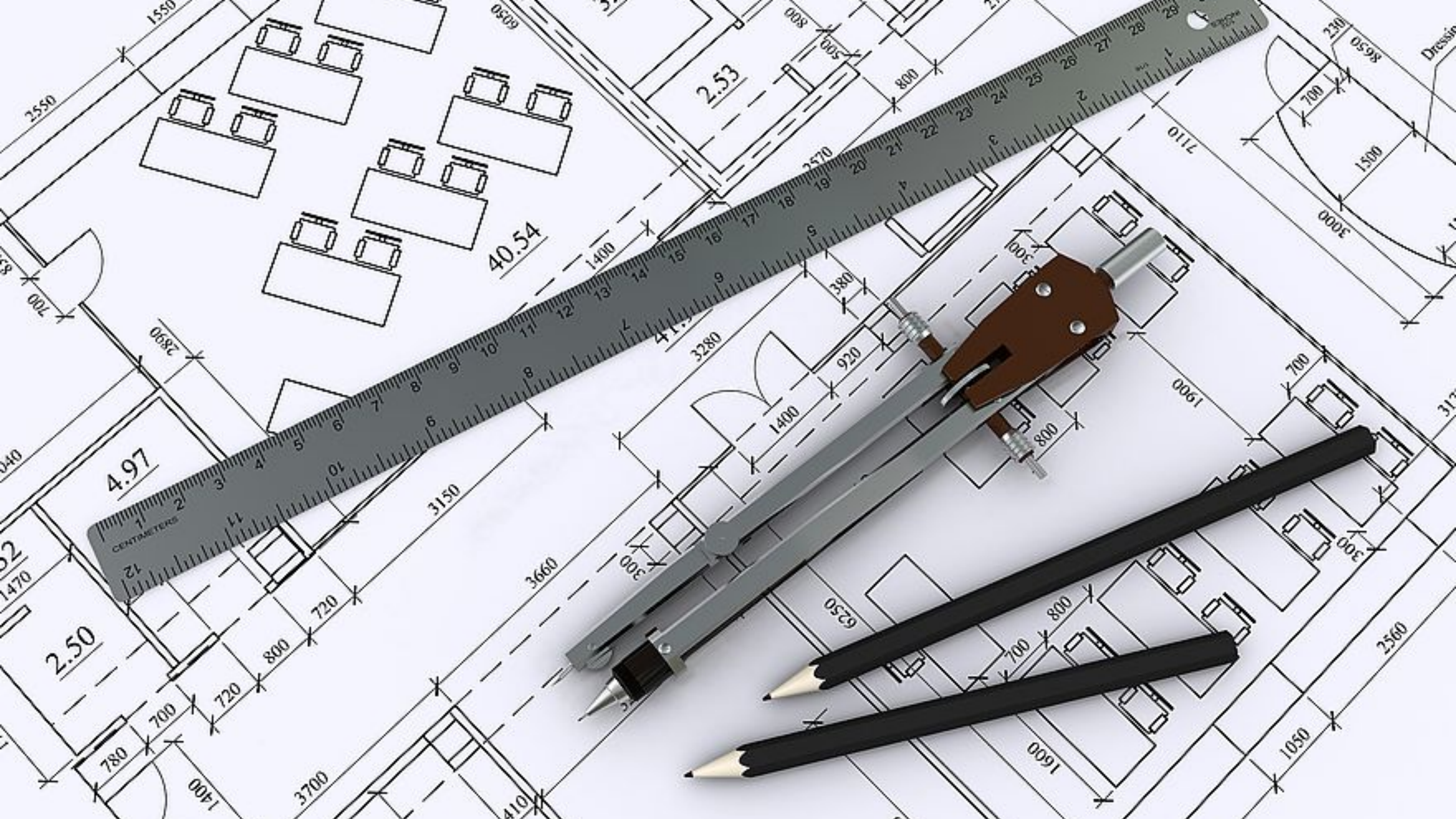
First of all, I wanted to say huge thank you to everyone of you for your huge efforts in what's been a great month for us. It's due to all your hard work that we're having this level of success. And it means we can do bigger events, like this one.

# **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**

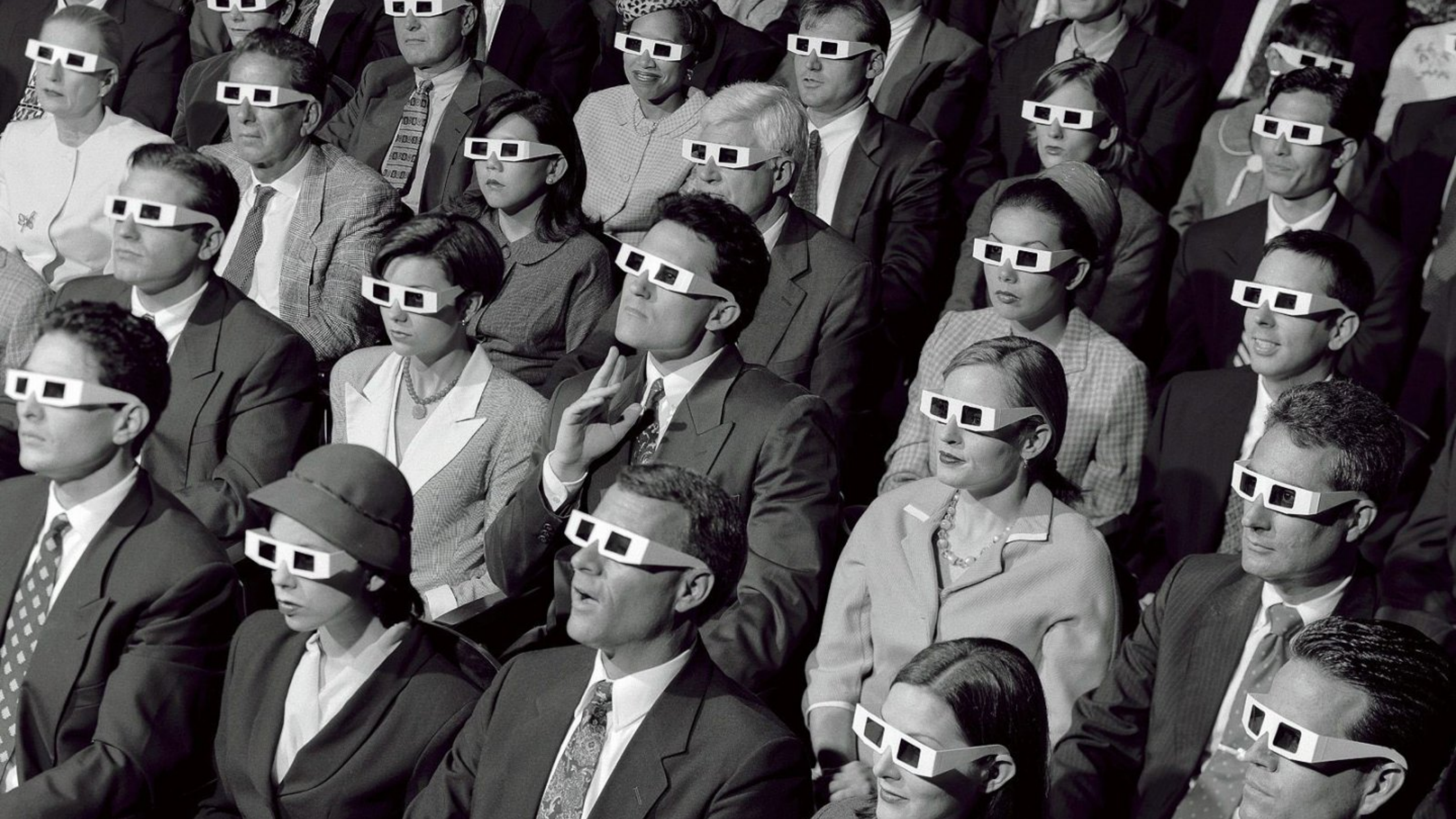






1. Write more naturally
2. Structure your work
- 3. Consider your audience**
4. Explore writing for social







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 paleogeane cycle of  
invertebrate evolution utterly  
beyond our powers of  
speculation.**

**HP Lovecraft**

BEYOND THE MOUNTAINS OF MADNESS



**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.**

**John Steinbeck**

*THE GRAPES OF WRAITH*



WHAT YOU WRITE







WHERE IS YOUR  
AUDIENCE?



WHO IS YOUR  
AUDIENCE?



HOW CAN WE  
HELP?



KNOW

FEEEL

DO



1. Write more naturally
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facebook

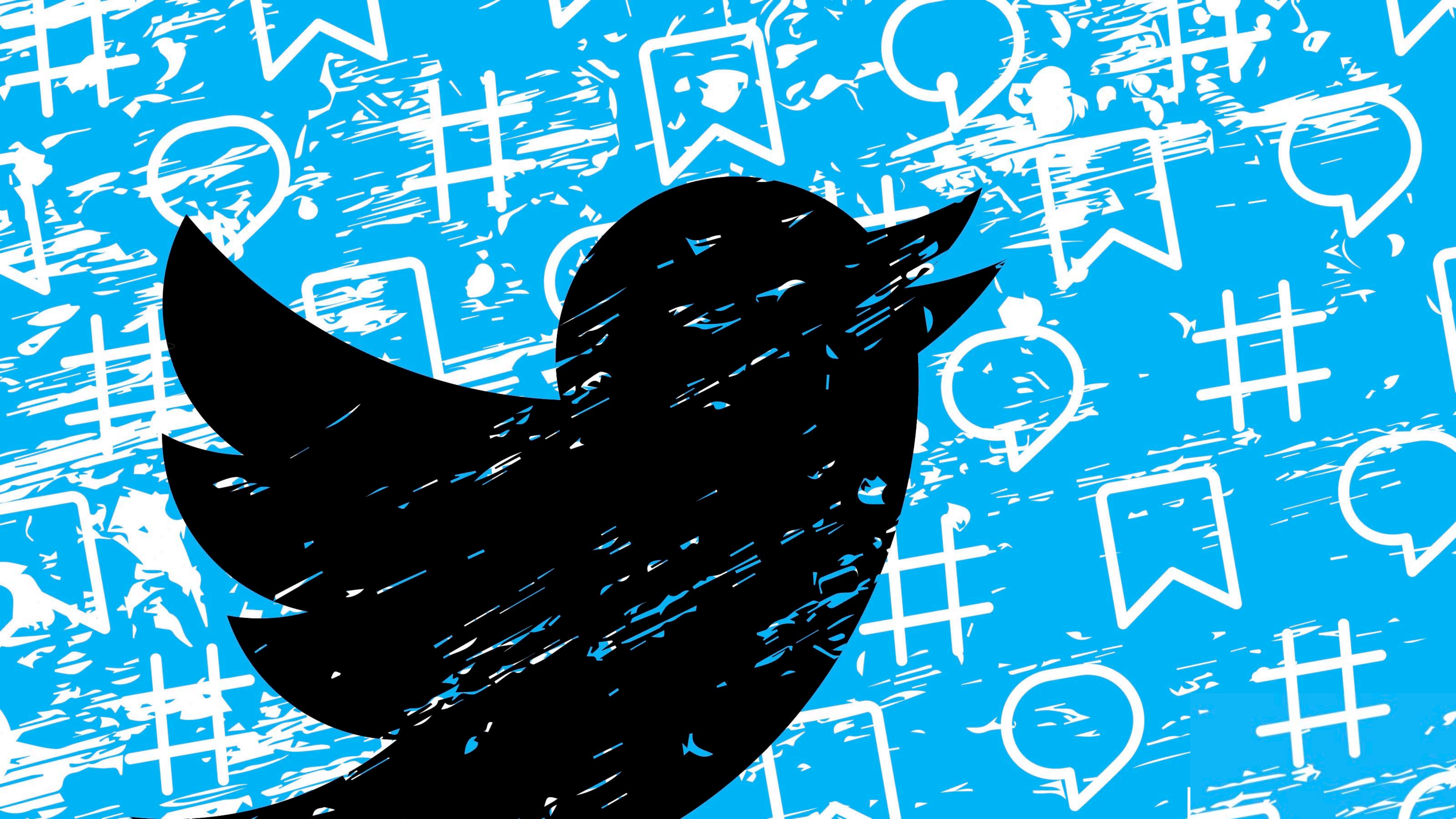






*Instagram*







# SOCIAL MEDIA EXPLAINED

---

Facebook = I like donuts.

Twitter = I'm eating a  
#donut.

LinkedIn = My skills include  
donut eating,

YouTube = Watch me eating  
a donut.

Instagram = Here's a vintage  
photo of my donut

Pinterest = Here's a donut  
recipe

FourSquare = This is where I  
eat donuts





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



# PAS (Problem, Agitate, Solve)

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.



# 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.



# AIDA (Attention, Interest, Desire, Action)

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.



# 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.



# **Four Cs (Clear, Concise, Compelling, Credible)**

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

WEAR IT FEARLESS.  
WEAR IT DEFIANT.  
WEAR IT VICTORIOUS.

**WEAR IT  
PROUD**

  
[NIKESTORE.COM/RUGBY](http://NIKESTORE.COM/RUGBY)



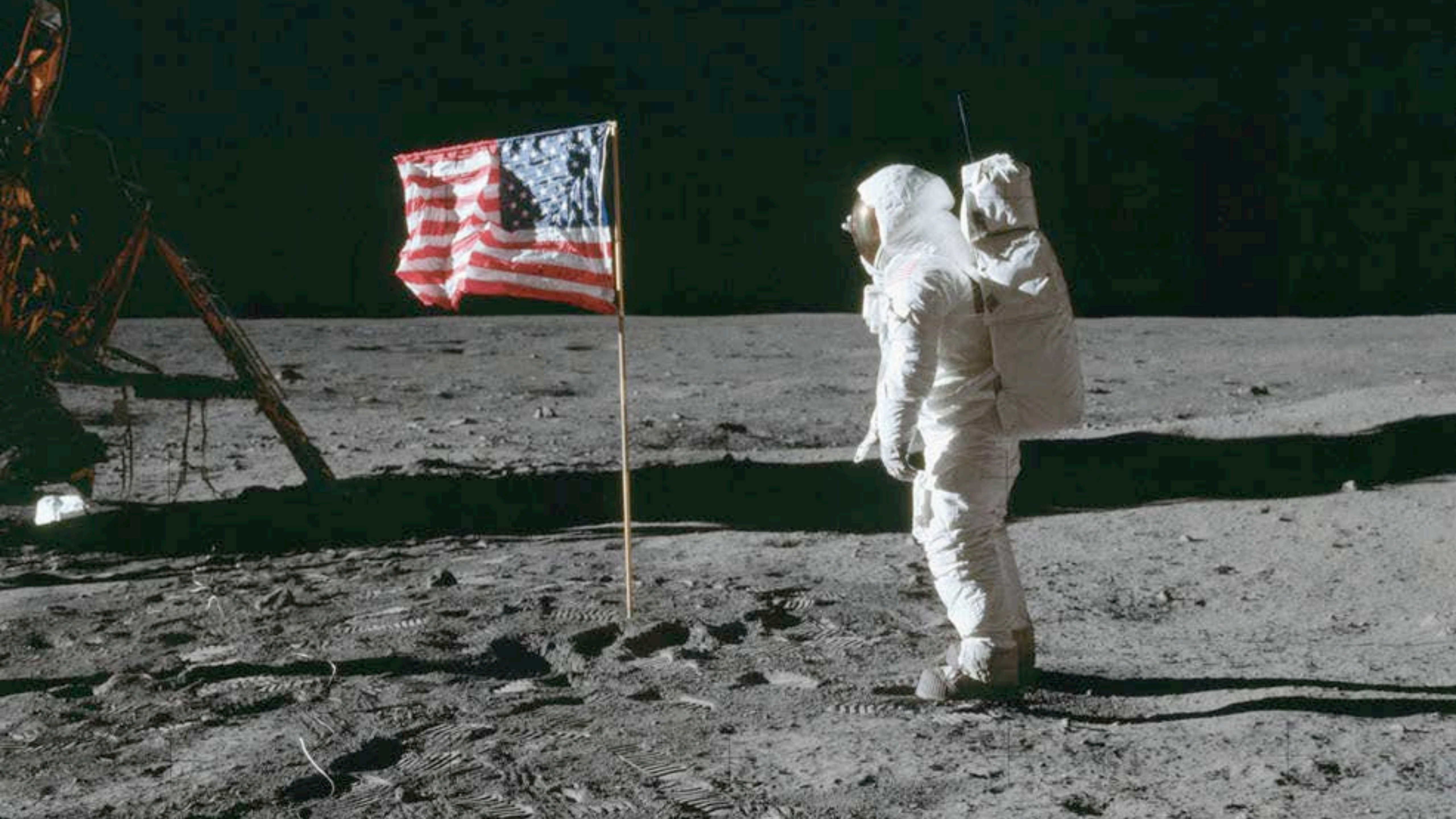




**I have a dream that one  
day even.... I have a dream  
that my four little  
children... I have a dream  
today.**

**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**

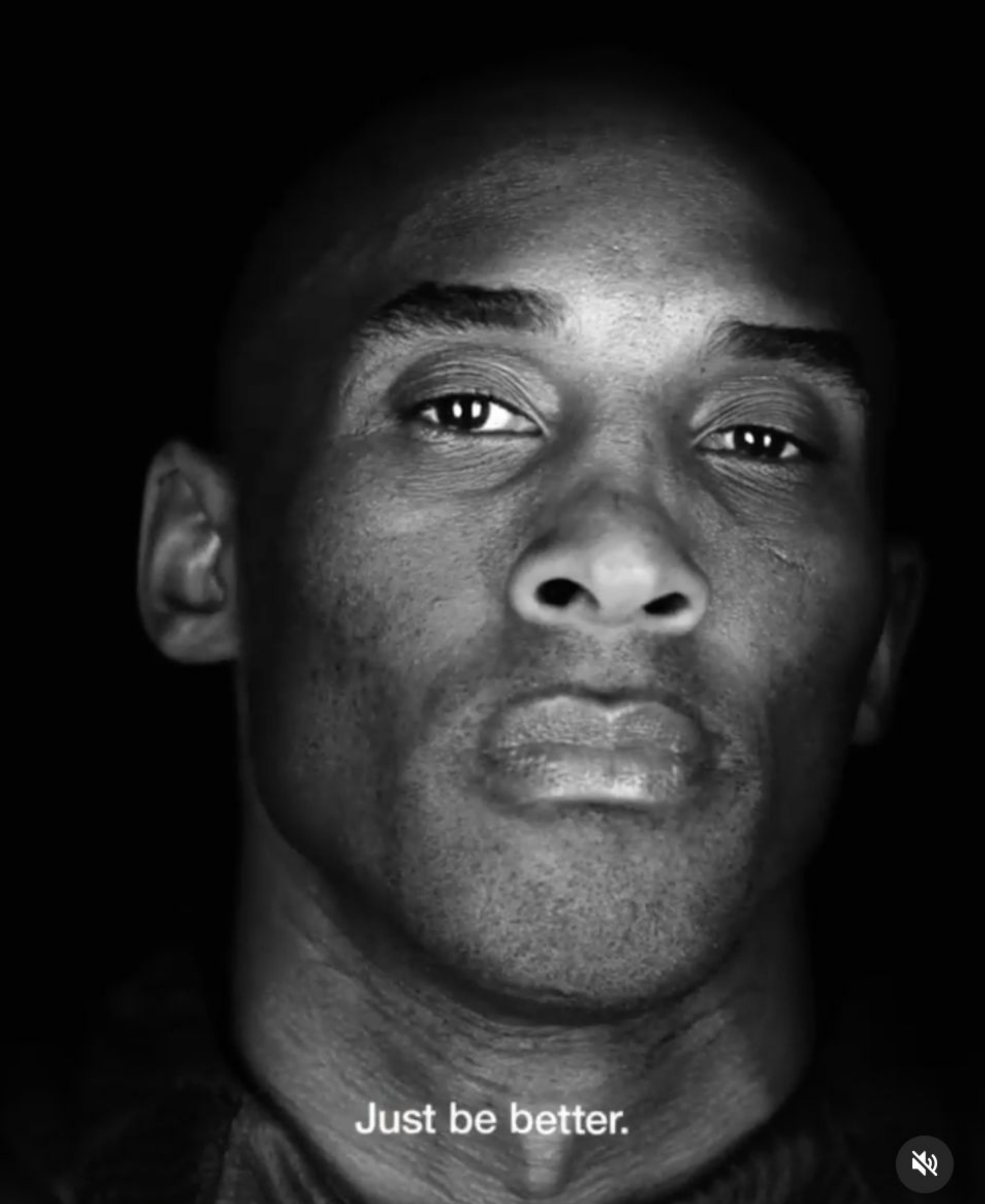
**Craft...**



Home workouts aren't complete without distractions from your favourite furry friend, amirite? [#NationalPetDay](#)








Just be better.



nike  • [Follow](#)



nike  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](#)

34w



andrew.\_skater kobe :(



2w Reply



3,134,478 views

AUGUST 23, 2020



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Under Armour

@UnderArmour

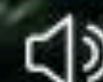


Some dream. We work. Make 'em flinch when they hear your name. [#TheOnlyWayIsThrough](#)



5.3K views

0:28 / 0:30



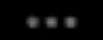




**Tweet**



**Nike Football** ✓  
@nikefootball



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/6xyXKNdpO0-](https://go.nike.com/6xyXKNdpO0-)



4:03 PM · Jan 12, 2021 · Twitter Web App

**74** Retweets   **8** Quote Tweets   **745** Likes

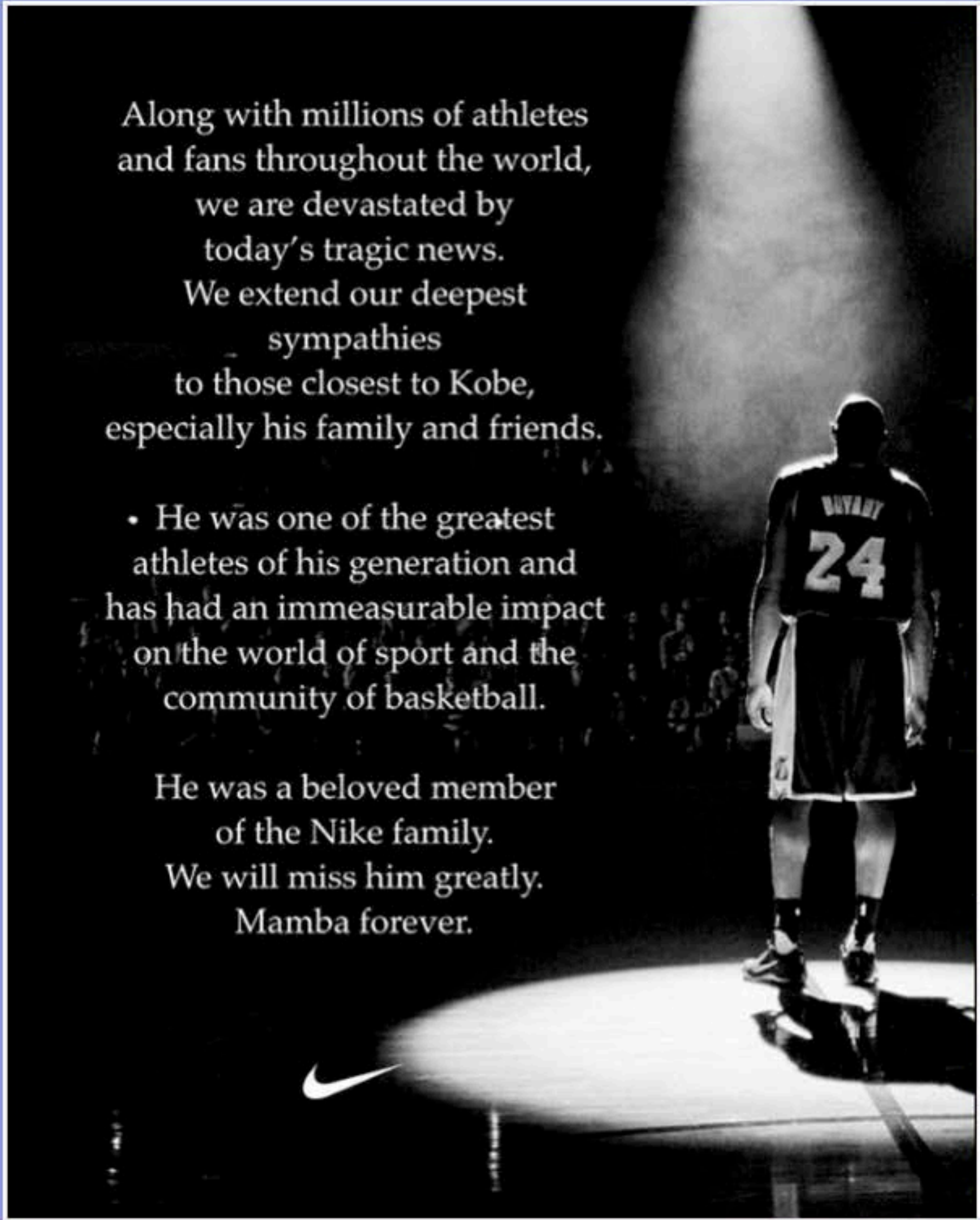




**Ash** @ash\_kaneki · Jan 12





Replying to [@nikefootball](#) and [@FCBfemeni](#)  
Just do it.










 **nike**  • [Follow](#) 

 **nike**  Mamba forever.  
Our condolences to Kobe and Gianna's family and everyone involved in today's tragedy.  
66w  


 **dickember42** Forever 🔥   
10w Reply

 **joeeeee.r** Rip my idol 😭   
7w 3 likes Reply  
[View replies \(3\)](#)

     
 Liked by **clarita19** and 2,265,843 others  
JANUARY 27, 2020

 Add a comment... [Post](#)







Tweet



Nike Basketball   
@nikebasketball

...

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](https://nike.app.link/MMW_Hub)   


Performance: [@kendricklamar](#)



4:05 PM · Aug 23, 2020 · Twitter Media Studio

100K Retweets 13.8K Quote Tweets 335.6K Likes





Nike

4,397,572 followers

9mo • 🌐



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/gQJPAaZ>



Better | Mamba Forever | Nike

[youtube.com](https://www.youtube.com/watch?v=gQJPAaZ)





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?