

# How to write attention-grabbing **SOCIAL MEDIA POSTS**

View the full toolkit at [kit.riveractionuk.com](https://kit.riveractionuk.com)

**This guide aims to help you create engaging social media content with strategic and creative approaches.**

## ➤ **THINK OF YOUR AUDIENCE**

- To capture and engage your audience, you first need to know who those people are. Who are you talking to? What do they want? Getting clear on that is the foundation for every decision you make.
- A hook is the reason why someone might stop the scrolling thumb and hand over a precious piece of attention.

## ➤ **USE HIGH-QUALITY VISUALS**

- Visuals are extremely important in the realm of social media. Use visually appealing, high-quality photos, videos, or graphics.
- Invest in professional photography or use stock picture platforms (e.g Canva) to get visually appealing images to match your text. Make sure your visuals are clear, well-composed, and relevant to the message you're trying to express.

## ➤ **CREATE ENGAGING CONTENT**

- While graphics grab attention, the accompanying content is just as crucial in communicating your message. Create concise and interesting copy that speaks to your target audience.
- To stimulate involvement, use attention-grabbing headlines, intriguing stories, or thought-provoking questions.

## ➤ GO EASY ON THE HASHTAGS

- What was once a savvy way to get noticed is perhaps a little outdated. We're not saying to completely avoid hashtags, just don't list 100 of them – it looks desperate, overcrowded and unappealing.

## ➤ AVOID REPETITION

- Unless your followers are completely loyal and will dote on every word you say, they're going to get bored if you post the same thing day-in, day-out. Mix it up.

## ➤ USE VIDEO

- There's no denying that video grabs our attention much more effectively than any other platform – and it's the way forward in social media. Use a video in your post to really get your audience hooked – and get your message across within seconds.

## ➤ GET YOUR BASICS RIGHT

- A single typo can defuse that mind-blowing social post. So, let's start with the basics. Read your copy out loud, then hand it to someone else to check before you post it – you'll be amazed at the errors that can sneak past even the 'eaglest' of eyes.