

## Creating a Social Media Post

Writing a post on a social media platform sounds pretty simple but with so much content on social media it's difficult to stand out. Knowing what attracts people to take notice of certain posts will help you interact more successfully with your target audience. There are also multiple platforms you can use so it's important to decide which would be most helpful for your group. Ideally, it's useful to have someone in your group who is confident and experienced with different social media platforms – could this be a role you would benefit from recruiting for (See Worksheet 4)? However, some basic principles are outlined below.

### Choosing social media platforms

You should have used your Communications Plan (see Worksheet 11) to identify your key audiences and messages and you might have started to consider which social media channels you want to use. The below resources give some more insights into different platforms and advice on when and how to use them. You might also want to have a browse on different social media platforms and follow some other local groups to see what others are doing.

- [How to choose the right social media networks for your organisation](#). NCVO tips on choosing which platforms to use.
- Pages 27-33 of [Listen, learn adapt: Engaging your community in a meaningful way](#) gives an overview of the different social media platforms along with their advantages and disadvantages.

### Managing platforms and creating posts

Bear in mind that audiences respond to different content on different social media platforms so it's not always advisable to blanket post the same thing across all of your channels. For example:

- Audiences on **Facebook or TikTok** respond best to video content.
- Audiences on **Twitter** prefer the key content to be at the start of the tweet rather than getting lost in the middle or the end.
- Branding on images is important on platforms like **LinkedIn** so that if they are shared you still get credited.

For more information on creating content for social media platforms, follow the links below:

- [Create engaging and effective social media content](#)
- [25 Instagram tips for the modern non-profit](#)
- [Facebook for non-profits](#)
- [How to use Twitter as a small charity](#)
- [How to Create a Successful TikTok Marketing Strategy for 2023](#)

If you use multiple social media platforms, you may be interested in using a social media dashboard tool. These are sites that group together all your social media platforms into one place so that you can manage everything at once. If time is an issue, it can be useful to post to multiple platforms at the same time. In general, these tend to charge so it depends on whether you have the funds to use towards this or not.