



# Build the Perfect Post

## Captions

- Research shows that an average of 150 characters or about 15 words gets the most clicks. Be sure to check the character length parameters for each social media platform.
- Captions should grab the reader's attention. Try using short headline followed by a secondary headline if you want to quickly provide info that you don't want people to scroll past!
- Incorporate numbers, like a "top 10 - style list".
- Convey a sense of urgency with your caption.
- Ask a question, spark curiosity, and create a sense of urgency in your captions!
- Create a call to action that invites your audience to learn, try, or buy!
- Offer new or unique/surprising information.
- Special characters and emojis have the potential to give your brand a human personality but be sure to keep them simple and inclusive.

## Mentions

- Mentioning supporters of your business, partners, contributors, and other organizations involved in your brand increase mutual exposure and encourage re-sharing content.
- However, over-mentioning or mentioning without clear purpose can be spammy so proceed strategically and with purpose.

## Hashtags

- The most common types of hashtags are: campaign or brand/event specific, product/service specific, niche, those targeted at specific industries or groups or communities, location specific, and acronyms.
- If using a trending hashtag be sure you know why it's trending so you don't unintentionally associate your brand with something unrelated or inappropriate.

## Variety is the Key

- Different post types can achieve different goals - consider planning content according to these four content pillars: educate, entertain, inspire, and promote.
- People use different social networks to accomplish different goals, and their behavior can vary significantly among social platforms.
- Understanding how people use each social media platform, you can adapt your posting strategy to suit their needs and reach more customers.

