



Tips for Content Creation

WorkSource Georgia

Creating captivating content for social media can be a daunting task. We've compiled a selection of tips to keep you on track as you start to build your online presence.

CTA

Create a call-to-action!

What action do you want your audience to take after viewing your content?

HSO - Hook, Sell, Offer

Hook: How will you capture the attention of your audience?

Sell: Why do they need what you are selling? How can it change their situation/life? What is at risk if they don't "buy" what you are selling?

Offer: How can they learn more? Where can they go to get started? What are the next steps?

Keep your Audience in Mind

What is interesting to a 14 year old may not be interesting to a 50 year old and vice versa.

What social media platforms is your intended audience using?

Provide Value

Informative
News
Did you know?

Keep it Simple

The shorter, the better.

If you find yourself creating lengthy content, consider breaking the content up to span multiple posts instead!

Don't Post and Ghost

Engage with your audience.
Respond to questions.

Keep it Relevant

- Using an image that relates to the topic at hand will ensure your message is understood.
- Use hashtags that are on topic.

Content Ideas

Quote from Success Story
Upcoming Event
Interview
Staff Spotlight
Service Spotlight
FAQ and Answers
Relevant Holiday
Partner Showcase
Collaboration
One-Stop Tour
Office Tour
A-Z Process
Success Story

Content Types

Single Image/Picture
Flyer
Quote
Live Interview
Podcast
Compilation
Mini-Ad: < 30 secs.
Ad: 30 secs - 1 min.
Video Clip: 1 min - 2 min.
Video: 2 min. <

Repurpose Content

A Mini-Ad showcasing an upcoming event may also work well as a single image post!

Folks may prefer to digest information in a video instead of a picture.

Offering different ways to view the same content is never a bad thing.

When in Doubt, Reach Out

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