

18 Social Media Writing Tricks You Wish You Knew Before

Here are 18 social media writing tips I share with my students each semester. They might come in handy for you as well.

1. Be on and write for the right platform.
2. Ask questions.
3. Have a clear call to action.
4. Diversify your content and your post writing style.
5. Include relevant hashtags.
6. Tag other people when you can.
7. Evoke emotion.
8. Use power words.
9. Keep your brand “voice” in mind.
10. Use a conversational tone.
11. Avoid complex language.
12. No sales-driven words, no pressure.
13. Play with negative statements.
14. Consider future tense.
15. Don't overuse emojis.
16. Play with folksy language.
17. Sidestep passive voice.
18. Leverage a headline generator.

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