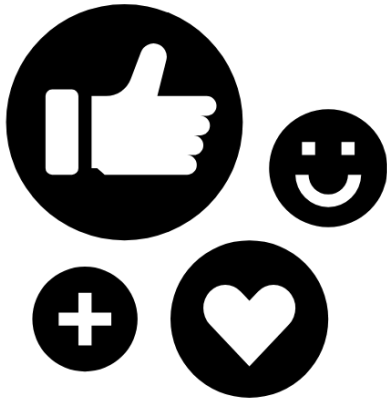


How to write for social media



**Kirsty
Marrins**



PIR.org is the non-profit organisation that powers the .ORG domain name, with more than 10.5 million names registered worldwide.

PIR supports and educates all non-profits and charities about their online presence covering various aspects such as data, digital fundraising and marketing, and cyber security.

Check out their [Digital Marketing Toolkit](#) for charities on the PIR ORG Learning Center.

What we will cover

- Defining your aims and objectives
- Creating content pillars
- Defining your 'why'
- Elements of good writing on social media
- How to inspire people into action
- Accessibility & inclusivity tips

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Defining your aims & objectives

Good copy is nothing if it doesn't serve a purpose.

What are you trying to achieve?

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Example: social media objectives

1. To position SHP as a **knowledgeable, experienced and impactful organisation, preventing homelessness and transforming lives of homeless people in London.**
2. To **reframe homelessness, challenging stereotypes and assumptions especially by using client voices.**
3. To share **content that builds an engaged digital supporter community and encourages people to take action.**
4. To share **our knowledge, research and insights to help drive changes in service design and systems change.**
5. To **connect with other organisations to support stakeholder relations and partnership work, in order to build a stronger voice.**
6. **Use paid social media in a cost-effective way to reach and inspire new supporters and audiences.**

Creating content pillars

1. Illustrating homelessness in London

- The experience and scale of homelessness in the city including where this is different to the rest of the UK
- First-hand storytelling and client voices
- The complexity of homelessness and the causes shown through a mixture of individual experiences and systemic issues
- Helpful information and tips (eg hot/cold weather, how to help a friend at risk of homelessness)

2. Demonstrating SHP's work and impact

- What makes SHP different
- Data, stories, expertise, insights, outcomes, opinions

3. Building relationships and partnerships

- Connecting with people + organisations with an interest in homelessness, prevention and transforming lives, to build partnerships and/or generate change together
- Sharing and celebrating good practice (London / UK / large cities around the world)

4. Encouraging action (what can I do?)

- Donations / fundraising / events / challenges / campaigns / partnerships
- Real-world actions (talking to a homeless person)
- Social media action (likes/shares/comments)
- Tap into / build up a community feel / city-pride / Londoners helping Londoners
- Influence stakeholders to create change



Defining your 'why'

“

People don't buy what you do.
They buy WHY you do it.

Simon Sinek

”



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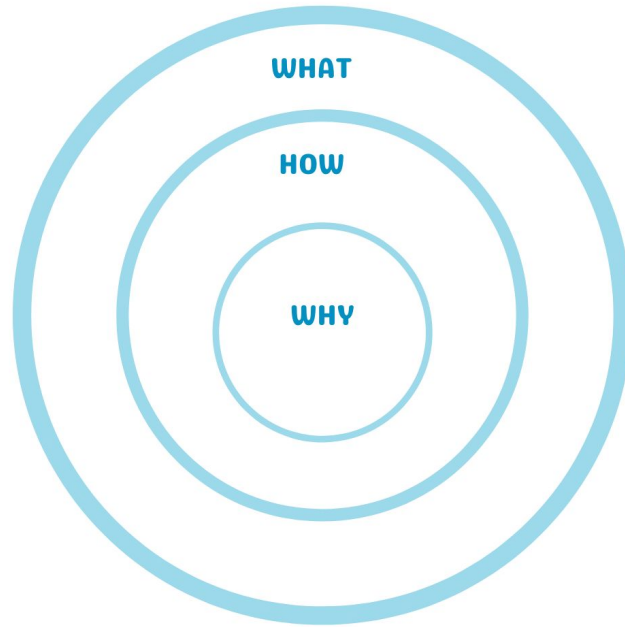
Examples of 'why'

- We believe in the potential of science to save lives
- Because no one should have no one
- Because there's no Planet B
- Every childhood is worth fighting for

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Exercise (for the office): Create your 'why'



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Elements of good writing for social media

- Written for the audience
- Written for the channel
- Interesting/useful/relevant/meaningful

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Elements of good writing for social media

How:

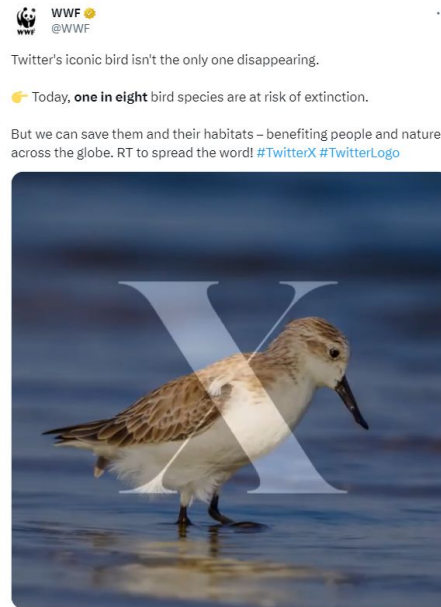
- **Use concise, clear language** - easy to understand (plain English), jargon-free and no wasted words.
- **Create instant impact** - first few words grab attention. Ask questions. Use the active voice.
- **Use power words** - be persuasive, build impact, cause a reaction.
- **Create emotion** - joy, hope, sadness, anger etc.
- **Add a call to action** - give them something to do, a reason to engage.

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Elements of good writing for social media

But it's not just words....

Images and video can help bring your words to life.



1:40 PM · Jul 24, 2023 · 878.2K Views

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Elements of good writing for social media

- ❖ Space
- ❖ Emoji
- ❖ Hashtags
- ❖ Links

These can all help good writing stand out.



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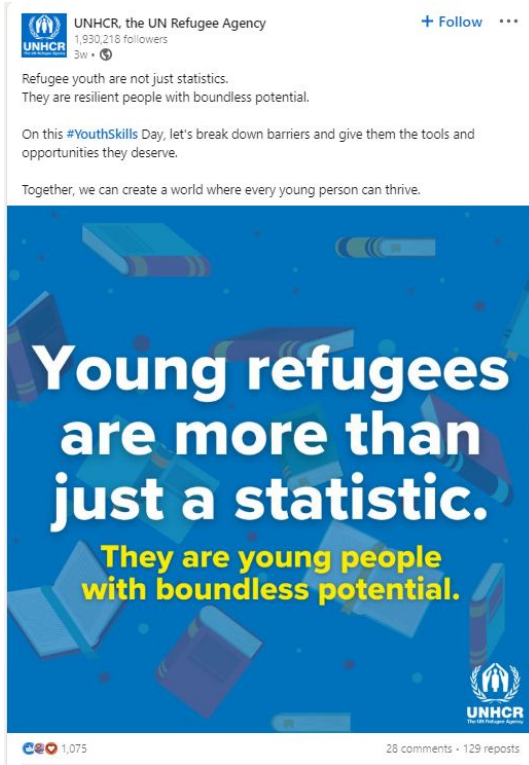
Sounds easy, right?

- What about big, wordy reports?
- Lengthy case studies?
- Distilling a project into a few words?
- Images/photos/graphics?
- Sign off can be frustrating - especially for reactive social media

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Writing tips



- The first sentence is the most important
- What are the key messages?
- Can you pull out a quote?
- What has the most impact?
- Avoid difficult words or terminology
- Vary your sentence length
- Don't forget about space

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How to inspire people to take action

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Creating copy that leads to action (think, feel, do)

THINK = left-brain. It's about logical, orderly processing. Your goal is to have your audience agree with your key messages.

FEEL = right-brain. So it's about heart, emotions and passions. It is essential to tap into the emotional aspects of your story - the human story.

DO = the action you want someone to take or to change their perspective. What do you want the reader to think or do differently after reading your copy?



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Examples: Think, feel, do



Twitter's iconic bird isn't the only one disappearing.

👉 Today, **one in eight** bird species are at risk of extinction.

But we can save them and their habitats – benefiting people and nature across the globe. RT to spread the word! #TwitterX #TwitterLogo



1:40 PM · Jul 24, 2023 · 878.2K Views

The Trussell Trust
21,255 followers
1mo · Edited · 🌐

After being made redundant, Matt was left struggling to afford the essentials.

He started receiving Universal Credit and Housing Benefit, but it didn't provide enough to cover the costs of food and bills.

Universal Credit should be there to support us all when we fall on tough times. But right now, it's not calculated based on what people need.

Our research with the **Joseph Rowntree Foundation (JRF)** shows us that the basic rate of Universal Credit is £35 less than what people need in order to afford the essentials.

That's why we're calling on the UK government to ensure that the basic rate of Universal Credit at least covers our essentials, such as food and bills. Help us take action 🙏 <https://bit.ly/3LuMAKH>

#Charity #Foodbank

MATT'S STORY

on a zero hour contract until recently,

0:35

RNLI
41,912 followers
2w · Edited · 🌐

+ Follow ...

Every other minute, someone in the world drowns. These are wasted lives. Preventable deaths.

In 2019 a four year old child, Robiul, drowned in Kalapara, Bangladesh. His parents explained what happened 'We are daily labourers, we are fisherman. That day we were working in the river and Robiul followed us. And that time we didn't notice. The wave of the river took Robiul away and when we got to him, it was too late.' After finding Robiul, his parents took him to hospital, but sadly he couldn't be saved.

Drowning is a silent epidemic that claims an estimated 235,000 lives every year, many of them children. But this leading killer isn't getting the global attention it deserves. That's why we are working with global leaders, public health organisations and at-risk communities to help turn the tide.

We want to make drowning prevention a priority worldwide and reduce this staggering loss of life. By raising awareness, conducting research and testing interventions, we can make a difference together! Find out more <https://lnkd.in/eDjkYWay>

#RNLI #drowningprevention #partnerships #international

'He was very outgoing - well spoken, smart and confident'

2 comments · 1 share

Exercise: Think, feel, do

How would you improve this copy to inspire and motivate people to make a donation?



- Language
 - Images
 - Impact
-
- What emotions would you draw on?
 - What information would you include or leave out?
 - How could the organisation talk about impact?
 - How could the call to action be more compelling?

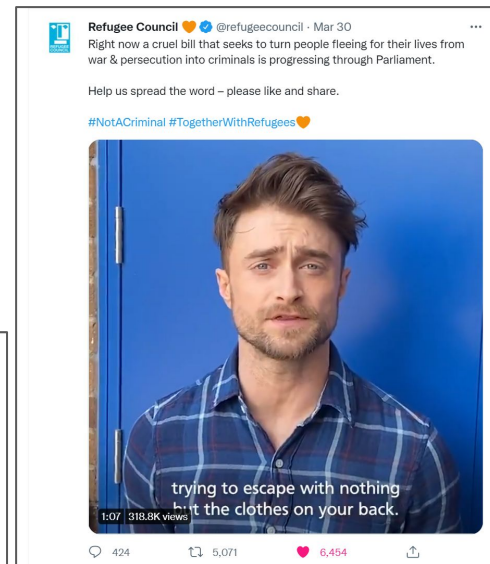
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Accessibility tips

- Subtitles & voice overs on videos
- Alt text on images & gifs
- #CamelCase on hashtags

Image description

Text graphic which says 'Damp problems that your landlord must fix'. A red circle encircles the word 'must'.



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Accessibility tips

- No flashing images
- Limit emoji (no more than three)
- Don't just jump on trends



hotels

3w ...

Where are you now? 🇧🇷 🇺🇳 🇪🇬 🇸🇪 🇷🇺 🇮🇹 🇰🇪 🇪🇸 🇫🇷 🇬🇧



rnib

20h ...

You love London. We love accessible posts.

Repeated words or phrases are horrible to listen to for screen reader users and are making this trend inaccessible.

Say it loud and say it proud, but don't say it over and over.

timeoutlondon

I love London
I love London
I love London
I love London
I love London ...

27 replies

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Inclusivity & Accessibility

Inclusivity means making your content physically accessible and also visibly diverse

- Are you truly representing your audience visually?
- Are your emoji inclusive?
- What pronouns are you using?
- Are you sharing diverse voices?

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In summary

- Writing good copy is a skill and takes time.
- Start with the key messages. What is your copy about? What are you trying to achieve?
- What do you want your audience to think / feel / do? What will motivate them to take action?
- Copy should generally be different on the different channels
- Remember, people have short attention spans - grab their attention in the first sentence.
- Accessibility and inclusivity should not be an afterthought.

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Questions?



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