

isn't your own, acknowledge its creator.

4. Link Page Posts, Not Links in Posts

If your objective is to get clicks to a website, avoid links within the copy of your posts and instead create a Link Page Post to make the image “clickable.” Platforms like Facebook have taught us that an image is a story, so we now assume most content is clickable.

Remember, Facebook is designed with the best user experience in mind, so as a business, organization or community group you must keep the audience's experience front of mind. You've wasted an opportunity if someone clicks on your image assuming that it will get them closer to the good bits, only to have them looking at a pixelated, slightly larger format of the image that just got their attention. Most users won't then go on to click your copy link after that; you've likely lost them.

5. Writing It Right

- *Save the orphans.* Post copy truncates after about 400 characters, so keep your message short and important info in the first sentence.
- *Say it straight and with a smile.* Keep your message simple and straight to the point. Test variations with a variety of different headlines. Consider active voice; for example:
 - Looking to learn **Photoshop** basics?
 - Want to be a Photoshop wiz?
 - Kick-starting your business and need help learning Photoshop?
- *A thong or a thigh?* Keep in mind cultural and language differences can sometimes impact the tone

