

#### 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 thong?* Keep in mind cultural and language differences can sometimes impact the tone and meaning of a post.
- *Actions speak louder than words.* Kill the clichés and instead write in the way you’d speak to someone you want to get to know.

## QUICK TIPS FOR CRAFTING FACEBOOK CONTENT THAT CUTS THROUGH

A practical guide to creating thumb-stopping content.

### DEFINE YOUR OBJECTIVE

What’s your intent, and why does it have any benefit or relevance for your audience? You must be clear about your objective and concise with your message.

### WRITE WITH A PERSON IN MIND

Assume you have an audience of one. How would you share this important message with them if they were standing right in front of you?

### A PICTURE PAINTS A THOUSAND WORDS

Images help us absorb complex info quickly. Try image variations like photography, illustration, gifs, video to see which style performs better.

### LINK PAGE POSTS, NOT LINKS IN POSTS

Avoid links within the copy of your posts and instead, create a Link Page Post to make the image ‘clickable’.

### WRITING IT RIGHT

Say it simply, avoid orphan words, be mindful of cultural differences and associations with certain words, and don’t forget to check your spelling.

### MOBILE FIRST, EVERY TIME

Always design with the mobile and tablet user in mind. Critical components of your image and copy can be lost in the transition from desktop design to a mobile application.

## DO, LEARN, REPEAT

Test headlines, images, links, target audiences. Use every post as an opportunity to learn something for next time. Even if that something is that it didn’t get the result you expected or wanted.