

GUIDE

15 questions to guide social media post writing

Questions to ask yourself—or actions to take—before and during the writing process.

1. Find relevant information and read it
 - a. Are there links to relevant content (on client site, partner site, other industry sites)?
 - b. Is there previously written content about this that can be referenced?
 - c. Is there sales/marketing collateral that has helpful information?
2. Who is the audience/target vertical/individual we're speaking to in this post?
3. What are the problems/issues addressed in this post?
4. What need are we trying to meet in this post?
5. Is there something about the era we're in/time of year/world events that makes what we're talking about more important/relevant?
6. Are there emotions involved? Or can we imagine what emotions may be at play?
7. Is there a solution we're proposing?
8. What is the most important value of this solution to the audience we're speaking to?
9. How does the solution actually solve the problem/issue?
10. Why should the audience care about what we're telling them? What's in it for them?
11. If we're sending audiences to a webpage:
 - a. What else can audiences learn by visiting this page?
 - b. What valuable information will they find if they click?
 - c. What might motivate this particular audience to click to "learn more"?
12. Is this copy conversational?
13. Is this written in a way that really compels the reader to care or take a next step?
14. Can we add some wit/humor/play-on-words to this copy?
15. Are there additional and/or more compelling words that would make this copy better?

Struggling with where to begin? **We can help.**

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