

Data Storytelling and Digital Marketing for CBOs Creating Effective Social Media Posts

1) Share success stories/testimonials

To connect with your audience on an emotional level, share success stories from your previous satisfied participants. This will help them envision their own success as a result of using your product or solution, and make them feel positive about you.

2) Speak their language

If you are targeting teens you have to speak their language and take into consideration how they use social media amongst themselves. Involve your audience if you can in your content creation process but also have them be part of your message by them being in the videos or photos you create. If you are targeting moms, families, community members, include them in your video content and address the issues they struggle with.

3) Be positive

This doesn't mean your posts need to be happy. There's a huge difference between being positive and happy. You want your audience to be empowered, inspired by your posts. Offer how to's. Show them how they can overcome barriers, negativity, develop a certain skill, improve their well-being, etc.

4) Keep it short and simple

People value their time. If you want your audience to give you their attention, you need to show that you value their time also.

Great ways to do this include:

- Making your content and posts easy to read by writing at an eighth-grade reading level
- Using headings, bullets and lists where possible to make your content or posts easier to scan
- Keeping paragraphs to only two or three sentences
- Being as succinct as possible when writing on your topic

5) Use images and videos

We've talked about how important the use of videos and images is when creating messages. Visual content is more engaging, and research has shown that people prefer visual content than plain text. Posts with images produce 180% more engagements. People respond very well to video, as it can humanize you and enable them to get to know your program more intimately.

6) Call-to-Action (CTA)

Make sure to tell your audience what you want them to do once they consume your content. If you don't provide a call-to-action most people won't do anything after reading your posts. Even if the information was valuable and/or useful. CTAs can come in different forms and purposes.

Here are some examples of CTAs you can motivate your audience to take:

- Ask them to react, comment and/or share your social media posts
- Invite responses by asking questions in your posts
- Send them to your website or landing page
- Call a specific number to get additional information, talk to someone in particular, or to register for an event
- Direct them to another post