The Dos and Don'ts of Writing for Social Media
Jo Starr at Stellar Words

- Do write about what you know, and are passionate about - if you're a fabulous photographer, write about how having a headshot done by you, will revolutionise their social media and website presence, if you are an amazing bookkeeper, write about how you will save your clients time, money and prevent them tearing their hair out. If you are a yoga teacher… well… you get the idea.

If you are an expert in your field, and passionate about what you do, you will find your voice, your writing groove, and your audience.

- Do be authentic - whether you write for yourself, or employ someone to 'ghost write' for you, it has to be an honest representation of you and your business. If it's not, people will soon see through it.

- Don't write for writing's sake - if you've got nothing to say, wait until you have.

- Don't talk AT your audience - no one likes being preached to or reading an article, website-page or social media post that's all me, me ,me. Blah, blah, blah. Write FOR

your audience by putting yourself in their place, discussing their issues, answering their questions, solving their problems.

- Be amusing - Everyone likes to smile so, if it's appropriate and again, is representative of who you are, why not slip in a bit of humour?

- Be informative.

- Be professional - be aware of the dos and don'ts for each platform.

- Share information, tips, hacks or tricks of the trade.

- Ask questions - this can generate engagement.

- Add great videos, photos or eye-catching visuals.

- Comment, like, share and support other people's content (if it's relevant to do so or you can add value).

- Do check your grammar and spelling. Don't be anal about it, as 'perfection is the killer of joy', but do remember that people will not only be judging you on what you write, but how you write it.