

How to create a social media post

A post on social media is a public message created for a social profile, such as Facebook or Instagram, in which someone shares updates on a specific topic with an audience. Social media is a powerful tool for organisations as they can spread news easily and quickly. If you want to learn how to create a compelling post for social media, please follow these steps:

1. Know your goal

Think about why you're posting. Are you sharing news, promoting an event or showing off what your organisation does? The clearer you are about your goal, the easier it will be to make the post.

2. Start with a catchy opening

You're competing against many other users who want to spread their message, so you need to grab people's attention straight away. Begin with something interesting or exciting. For example:

- "We've got something exciting to share!"
- "Did you know we're doing this amazing thing?"

3. Keep it short and simple

People often scroll through social media quickly. Keep your message clear and to the point.

Example: "We are hosting a high tea party next Wednesday at 1 pm, where we'll enjoy a live performance."

4. Add a picture or video (if you can)

Posts with pictures or videos get noticed more. If possible, include a photo of your team, your work or the event. People are more likely to engage if they can see what you're talking about.

Make sure the image is clear and shows what you want to highlight. One strong, impactful photo is better than four photos where it is difficult to see what's going on.

5. Use hashtags

Hashtags help people find your post. Add a couple of relevant hashtags at the end of your message, such as: [#Community](#) [#Charity](#) [#\[The Homes' location\]](#)

6. Add a call to action (What do you want people to do?)

Tell people what you want them to do next. This could be:

- "Click the link to sign up."
 - "Come along and join us!"
 - "Share this with your friends."
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7. Proofread before posting

Before you hit 'Post,' read carefully what you've written. Check for any inaccuracies or spelling mistakes and make sure everything makes sense.

8. Post at the right time

Try to post when people are most likely to see it. Generally, it's best to post early in the morning or early evening, but this can depend on your audience.

Example of a social media post

Rocky the donkey from Second Chance, a sanctuary based in Somerset, made a surprise visit to Prince George Duke of Kent Court, our care home in Chislehurst. Our residents were absolutely delighted!

[#animaltherapy](#) [#carehomesinChislehurst](#)

