TOP 10 ELEMENTS OF A GREAT POST

1. EYE CATCHING VISUALS

Use photos and create visuals that encourage your audience to stop scrolling. Videos are increasingly becoming the best option to grab people's attention, creating more screen time for your organisation. Avoid using lots of writing within the visuals of the post - leave that for the caption!

2. HASHTAGS

Do some hashtag reserach before you post. What hashtags are popular within your niche? Mix up some popular hashtags with lots of followers with more specific ones for your audience.

3. CAPTIONS

Keep them short and concise. Grab people's attention in the first line - think of the first line as a headline.

4. TIME OF DAY

Schedule to post your content when your audience are most likely to be online. For example, during the evening. You can find out when your audience is mostly online using the 'optimal times' feature within Meta Business Suite scheduling. You can also find your followers 'most active times' using the 'insights' feature on Instagram.

5. USE OF LINKS

Keep links short by using bit.ly - you can also use this to monitor how many people are clicking on your content. Don't forget that you can't put links within Instagram captions - either put a link in stories or within your bio. Use linktr.ee for multiple links within your bio.

THE CAPTION

HASHTAGS

EYE-CATCHING VISUALS

TIME OF DAY

TAGS

LINKS

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6. TAGS

Do some reserach before you post to find the correct handles of people and organisations that you want to tag to your content. But ONLY tag if appropriate. Collaboration posts are becoming increasingly popular on Instagram - consider using this when collaborating with other organisations or specific people.

7. ACCESSIBILITY

Make sure your videos have captions for those hard of hearing. Most people scroll through social media with the sound off, so this will also help to get across your message when the volume is turned down.

Include image descriptions so that screen-readers can describe an image for an individual who is blind. All you need to do is write out what you see in the image. Twitter makes it easy to write and add image descriptions. Facebook has the option to edit and add alternative text to its automatically-generated (albeit very simple) image descriptions.

8. CONSISTENT VISUAL IDENTITY

Keep your posts consistent using your organisation's visual identity. Keep colours, graphics and fonts consistent. Take a look at the European Youth Forum social media for a great example of this!

9. CALL TO ACTION

Don't forget the reason WHY you are posting. Do you want to signpost people to your website? Do you want followers to save the information for later? Don't forget to add a call to action at the end of your post!

10. ADAPT AND FOLLOW TRENDS!

Social media is fast-paced and ever-changing. Keep up to date with trends and get creative!