



SOCIAL COPY IN ACTION

CHEAT
SHEET

Prepare for Success

Inspired by: Forrester

- Know your audience
- Get casual
- Keep it simple

Resource: MindTools Comms Planner

Profiles and Bios

Inspired by: Naked Labs

- Start strong
- Get to the point
- Banish bloat

Resource: Hootsuite Bio Templates

Writing for Twitter

Inspired by: Samsung Mobile

- Ditch the drivel
- Break the rules
- Highlight key words

Resource: Character Counter

Writing for LinkedIn

Inspired by: Templafy

- Make a connection
- Be more specific
- Complement your content

Resource: LinkedIn Post Guide

Writing for Facebook

Inspired by: GoPro

- Capitalise first letters
- Use magic numbers
- Get personal

Resource: Title Case Converter

Writing for Instagram

Inspired by: Innocent and Specsavers

- Think visual
- Tell a story
- Space it out

Resource: Instagram Line Break



Conversations

Inspired by: JetBlue

- Vary your replies
- Make it bespoke
- Learn from the best

Resource: Customer Service on Social

Common Mistakes

Inspired by: DiGiorno

- Not checking spelling
- Cross-posting
- Avoiding emojis

Resource: Hemingway

