



COMMUNICATIONS AND MEDIA

How to create a social media post

INTERMEDIATE

→ CREATING COMPELLING SOCIAL MEDIA POSTS TO HELP YOU TO GROW YOUR PRESENCE ONLINE.

OBJECTIVES:

- **Engage your audience:** Your posts should spark interaction, whether through likes, comments, or shares.
- **Showcase value:** Highlight the unique value or solution your brand or content provides. This can be educational, entertaining, or inspiring content that speaks to your target audience's needs and interests.
- **Build Awareness:** Use consistent branding, tone, and visuals to make your content recognizable. This helps your audience associate your posts with your brand at a glance.

ADVANTAGES:

- **Improve credibility:** When you consistently post valuable, well-crafted content, you establish your organisation as a credible organisation in your field. This boosts trust among your followers, attracting a more loyal audience.
- **Fosters trust and relationships:** Regularly posting valuable and authentic content builds trust with your audience. Engaging posts create relationships, converting followers into supporters.
- **Immediate feedback and insights:** Social media platforms provide instant feedback through likes, shares, comments, and analytics. You can quickly understand what works and adjust your strategy to maximise impact.



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DEFINE THE GOAL

Define your social media post's goal: awareness, promotion, sharing success, donations or engagement - to guide its content and tone.

1

2

DRAFT YOUR POST

Clear and Concise: Keep messages brief and simple. Use emojis sparingly.

Relevance: Align content with your mission and audience's interests, and adapt to each platform.

Visual Appeal: Use images or videos to make posts eye-catching.

Call to Action: Encourage followers to like, share or visit your website.



EYE-CATCHING VISUAL

3

Creating eye-catching social media posts with images or videos is crucial.

Here are some options:

Royalty-free stock images: Use sites like [Unsplash](#), [Pixabay](#) and [Pexels](#), for hi-quality images without any legal concerns.

Canva: Create graphics and edit videos easily with pre-designed templates. Non-profits get premium features for free. Click [here](#).



CONSENT FORM TEMPLATE FOR PICTURES

Always obtain consent when using images of individuals (including parental consent). Use clear consent form that outlines the intended use of image. Ensure compliance with local data protection laws (e.g. GDPR).

Download a template [here](#).

5

SCHEDULING YOUR SOCIAL MEDIA POSTS

Use tools like Hootsuite, Buffer or Later to schedule consistent posts.

These tools help optimise timing and manage content without overwhelming followers.

Experiment to find the best posting times.

4

TIP:

- Find a marketing student to help you. They can create content while gaining experience.