

Social media training: Post Writing Exercise

Challenge: Draft a story to be posted on Facebook, Twitter and Instagram

Questions to consider:

Story:

What is the objective for this story?

What will be the best image to support our message?

Do we have the rights to use the image?

Are there different angles on the story, to vary the message?

What are we asking people to do?

Where and when should I post it?

Is there relevant information on our website?



thegardentrust.org

 [@thegardentrust](https://twitter.com/thegardentrust)

Instagram:

Is the photo good enough? Could I post several photos?

Have I included all the information about it/them (no weblinks in Instagram copy)?

Which hashtags should I use?

Twitter:

Can I say this in fewer words?

Which other users should I mention?

Which two hashtags would be best?

What time of day are my audience on Twitter?

Draft Facebook Post:

Draft Instagram Post:

Draft Twitter Post:

Draft LinkedIn Post:

Historic Landscape Project, March 2014

Revised December 2015, September 2019,
this revision April 2020, thanks to Lottery Players



Please note: All materials produced by The Gardens Trust and its predecessor organisations are available for free download and reuse for non-commercial purposes. All such materials are subject to the © copyright of The Gardens Trust and may not be used for any commercial purpose without the permission of The Gardens Trust.