

# 10 TIPS FOR CREATING SOCIAL MEDIA POSTS

**AgriLeadership  
Week 2024**

Follow these 10 tips to maximise the reach potential of your online postings.

## **1** Keep it short

Aim for tweets with 120-130 characters is your sweet spot to maximise engagement

## **2** Use visuals

Incorporate images or graphics, but skip QR codes and use links instead

## **3** Limit hashtags

Stick to two or fewer hashtags per tweet, as more can lead to a drop in engagement

## **4** Optimise quote graphics

Use one or two sentences max for easy readability on mobile devices

## **5** Boost visibility with images

Content with visuals gets 94% more views and is 40x more likely to be shared\*

## **6** Target your platform

The platform you use will determine how visible your posts are to your audience

## **7** Repurpose content creatively

Repackage messages in different ways to keep them fresh and appealing

## **8** Engage with questions

Spark conversation by asking intriguing questions like 'Did you know...'

## **9** Use the tools

Tools such as Hootsuite, Buffer and Sprout Social can schedule, publish, and monitor posts

## **10** Tag partners

Tagging AgriLeadership Week partners in your posts makes it easier for them to share your content

\*Zantal-Wiener, A. (2022) Social Media Copywriting: How to compose text for 5 different channels [bookmarkable], HubSpot Blog. HubSpot. Available at: <https://blog.hubspot.com/marketing/social-media-copywriting>