

good social posts

Writing a post?

Before you start, you'll need to know three things:

Value-add: how does this post enrich the reader? Examples might include:

- **Informing** them about a recent or upcoming event
- **Inviting** them to be part of a discussion
- **Educating** them with tips or a useful mental framework... and so on

Shared content: generally, your post will include some kind of attachment, supporting the value-add and making it more eye-catching:

- **Photos** or **video** from an event
- A **shared post** from a client, partner or thought leader, to which you have something to add
- A **document** for users to look at
- A **poll** for users to take part in
- An **event** to which users can RSVP... and so on

Call to action (CTA): if the user found your post valuable, they might be curious to engage further. What do you want them to do that will benefit both them and you?

- **Learn more** about you by clicking a link through to the website
- **Direct message** you via InMail to start a conversation with us
- **Comment** to add to a discussion, thereby boosting your post in the LinkedIn algorithm
- **Book a place** at an upcoming event... and so on

specific social networks

Optimising for Instagram

So we've covered how to write a good post, and that guidance applies whatever social media network you're posting on.

However, when it comes to the shared content itself, here's what you need to know in terms of optimising your pictures for Instagram.

Instagram posts can be vertical, square or landscape. That said, when cropping your images bear in mind that everything will be cropped to a square when viewed in the your account's grid view.

Ideal sizing is as follows:

- **Vertical:** 1080px by 1350px (aspect ratio of 4:5)
- **Square:** 1080px by 1080px (that's a 1:1 aspect ratio)
- **Landscape:** 1080px by 566px (aspect ratio of 1.91:1)

Creating a LinkedIn document carousel

Technically, LinkedIn have removed the 'Carousel' post type, but it lives on in a different functionality, which allows you to upload a PDF, whose pages will be displayed in a Carousel-like format.

Here's how:

- First, create your document in PowerPoint, using a branded template (in portrait, to make the most of the space available)
- This can be up to 300 pages long, but a good rule of thumb is to aim for between 5 and 15 pages.
- Make sure the front page is eye-catching – first impressions count!
- Once your document is complete, go to **File > Export...** in PowerPoint and export as a PDF to ensure the fonts and formatting are preserved.

As with any post, you'll also need to write the text – see the previous slide for some tips!