



Crafting Great Social Content

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Keep it short.

*Posts with **80 characters or less** — the length of a short tweet — garnered **27% more engagement** than posts that were more than 80 characters. But brevity is far from a common practice — only 19% of posts in the study were shorter than 80 characters.*

*Buddy Media - April 2011



Ask with the end in mind.

Facebook posts that utilized specific calls-to-actions:

1. "Like" - 0.38% engagement
2. "Comment" - 0.14% engagement
3. Neither - 0.11% engagement

*eMarketer - November 2011





Showcase your organization visually.

Facebook posts that contained the following received:

1. **Photos - 0.37% engagement**
2. Videos - 0.31% engagement
3. Text only - 0.27% engagement
4. Links - 0.15% engagement

*eMarketer - November 2011





Great content does not have to be new.

- Tips, facts and visuals
- Creatively consider sources of untapped user-generated content from other channels
 - Post-event surveys
 - Donation messages
- Content from partners

END ALZ Alzheimer's Association, Georgia Chapter
Check out this cool graphic made to illustrate how Alzheimer's could impact the national debt.

US Against Alzheimer's
Reducing our national debt is an uphill battle.

\$2.5 trillion
US debt reduction in next 10 years

\$2 trillion
Alzheimer's costs by 2016 in next 10 years

If we don't act now, the costs of Alzheimer's will knock us off course.

Wall Photos
The Congressional Supercommittee is meeting this week to discuss ways to reduce ...
[See More](#)
By: USAgainstAlzheimer's



Incorporate relational content.

- 80/20 rule
- Holidays, questions, fill in the blanks
- Goal: Drive engagement (comments, likes and shares)
- Genuine personality

 **American Red Cross** [join us!](#)

OK, one of the last Zombie Preparedness posts....or is it?

 [» The Rise of Zombie Preparedness](#)
redcrosschat.org

'Tis the season to be preparing against a zombie invasion. Zombie movies have been trumping Vampire movies in theaters, and - unlike vampire movies - have a more prevalent preparedness message associated with them, which we naturally appreciate.

 Like ·  Comment ·  Share · October 26 at 4:33pm · 

 281 people like this.

 View all 43 comments

 185 shares

Write a comment...



Align messaging across channels.

*"Donors acquired online who give through multiple channels are **worth up to 3 times more** than those who give through a single channel." -Blackbaud*



The End.

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Link to presentation and research at <http://LindsayReene.com>