

Style Conventions for Digital Platforms

General Writing Rules

- Keep writing short and snappy
- Shorten links wherever possible (use a URL shortener)
- Proofread before you post
- Use 'you' and 'we' to personalise (in place of a company name or customers)
- Break information down into short 1-2 sentence 'chunks' or use lists when possible
- Always include a call to action asking your audience to engage by shopping/following a link/liking/sharing or commenting

Facebook

- Social networking site used to reach new audiences, engage existing audiences and build brand authority
- Video is by far the best performing content on Facebook
- Other popular forms of content include memes, current events, 'tag a friend' posts and images
- A visual element should always be used (ideally with a heading or the main point included) so users are able to understand the content of the post at a glance and don't need to read the whole post
- Stock images are acceptable on Facebook, but using your own images will garner better engagement
- Short posts of less than 50 characters perform the best
- Keep videos under 5 minutes (include subtitles if possible as most users watch on silent)
- Hashtags are not useful on Facebook
- Best image size 1200×628 pixels

Instagram

- Social networking site used to develop brand awareness, engage new and existing audiences, and promote and sell products
- Photos accompanied by short captions are the most popular form of content on Instagram
- Images should have good lighting, be well composed and have a clear focal point
- Avoid using stock images – take your own wherever possible
- It's fine to repost images you take from other accounts (provided you credit and tag the account)
- Hashtags are very important on this platform (you can use up to 30)
- Make sure you include your location in each post
- Use a mix of industry/location specific (i.e. #gleneiracafe #discoveryourgleneira) and generic hashtags (#localfoodie)
- Casual, fun and spontaneous images perform well in stories, highly stylised content performs well in the feed (i.e. flat lays)

LinkedIn

- B2B digital platform for professional networking
- Places a heavy emphasis on written posts and shared content (i.e. blog links)
- Mid to longer form content on LinkedIn is what gets the most engagement
- This is the place to demonstrate your professional expertise/industry knowledge
- Write short opinion pieces to post in the LinkedIn feed or post longer pieces of 1000+ words using the platform's article writing function
- Use 12 hashtags at the end of any content you post in the feed
- All written content should have an accompanying image
- Images and written content posted here need to be polished and professional (stock images are the standard type of image used here)

YouTube

- Exclusively a video platform
- Used as a video content repository and go-to information resource with a subscription function
- All video lengths are acceptable (up to 12hrs in length)
- 7-15-minute-long videos perform the best
- Strong emphasis on education, 'hacks', reviews and edutainment
- Engagement occurs primarily through channel subscriptions and comments, make sure you ask viewers to subscribe to your channel at the end of each video and in the blurb
- Maximum video size is 128GB
- 16:9 ratio is ideal

Blogs

- Longform content ideal for owned websites
- Used to build brand authority, drive traffic to your website and improve your SEO rankings
- Minimum 800+ words
- Should contain a mixture of external links to reputable sources, and internal links pointing readers to information/product/enquiry pages on your website
- Should contain at least one image
- Break up text into 'digestible' 1-2 sentence blocks and use subheadings to make the blog easier to navigate
- Always end with a call to action encouraging readers to further engage with your business

Notes on Digital Audiences

- Have a very short attention span
- Will glaze over large blocks of text
- Are likely to skim an article for the information they want
- Unlikely to read an entire blog
- Don't like reading long sentences or paragraphs

