



COPYWRITING FOR SOCIAL MEDIA



Why is copywriting for social media different than other copywriting?

- 1) Different platforms require adjusted copy directives
- 2) You're competing for attention against everything else in the feed
- 3) Conversations can't be predicted

HOOK	BODY	CALL TO ACTION
<ul style="list-style-type: none">• Use questions, bold statements, and if it's on-brand, clever tie-ins to the featured image to stop that scroll• Experiment with short and longer hooks to see if you can get people to click to see more	<ul style="list-style-type: none">• Short form vs. longer, mini-blog style• Play with emojis to break up longer ppgs	<ul style="list-style-type: none">• Remember platform specific issues• Make it attractive to leave the platform (WIIFM)• Mix up your CTAs (comment, bookmark, get the whole story, shop the selection)

A few parting shots:

- Social media is conversational, so decide what kinds of conversations you want to have with your followers. This will help you with copy style and also will help you make your content more engaging!
- Social media should grow your email list. Make sure you plan dedicated posts for email list growth and track your results!
- Listen to everything Steph & Sarah said – they're awesome!

HOOK → Happy 1st Day of Spring!
We're looking forward to...

BODY → Walks around Bennington Lake
Casual strolls through the Downtown Walla Walla Farmer's Market
Spring Kick Off Weekend
The Walla Walla Balloon Stampede returning to Mother's Day Weekend
...plus a whole lot more. It's looking picture-perfect.

CTA → Comment and tell us: what's your favorite thing to do in Walla Walla in the spring?
...
...
...
#springtime
#visitwallawalla
#thingstodoinwashingtonstate
#wallawallaballoonstampede
#wallawallawine

HOOK → Read THIS while sipping your coffee...
...and by THIS, we mean the 2023 Visitor's Guide, coming soon!

BODY → Get the latest seasonal insights and favorites from a few Walla Walla locals and regular visitors who put on some of the area's most popular events!

CTA → Sign up for our email list and get access to the digital guide when it becomes available:
<http://ow.ly/3EVX50NiqHY>
...
...
... at FVC Gallery
[#2023visitorsguide](#) [#coffee](#) [#fvcgallery](#) [#visitwallawalla](#)



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At Erica Walter Writes, our mission is to help small businesses send marketing emails that don't suck. We host a monthly workshop, The Get Email Marketing Experience, where you can learn from Erica on a variety of email marketing topics like segmentation, design, planning, strategy, and so much more. Erica's newest course, PRESS SEND: Email Marketing Mastery for Wineries, is live filming now (and if you're a winery, it's not too late to get in!).