

# HOW TO SERIES

## SOCIAL MEDIA Posts that work for YOU!

One click and you're done! Sharing on social media is as easy as clicking a single button.

But a little more effort gets you a lot better results. Especially in a super crowded space like social media, more time and attention on each social media post is the key to better engagement. Click the image below for an "easy read" about what to include in each post.

### Anatomy of the Perfect Social Media Post

The diagram illustrates the components of a social media post. A central image of a social media post is annotated with red arrows pointing to various elements, which are labeled on the left and right sides of the diagram.

**Left-side labels:**

- Headline best practices (benefit, number, emotion)
- Secondary headline
- Quotes
- Hashtags

**Right-side labels:**

- Special characters/emoji
- Line Breaks
- Mentions
- Visuals

**Post Content:**

- Profile: Andy Crestodina @crestodina
- Text: Content Promotion Strategies
- Text: Here are the 50 ways to drive traffic to your next post [orbitmedia.com/blog/content-p...](#)
- Text: How many of these are on your checklist? ✓✓✓
- Text: "Where there's traffic, there's hope."
- Text: Features #ContentMarketing insights from @bestofjess and @mrsy\_c\_bb
- Text: @PromotionPurpose, you guys might like this one...
- Image: A hand holding a metal can with a straw, with the text "Content Promotion Strategies: 50 Ways to Drive Traffic" overlaid.
- Caption: Content Promotion Strategies: 50 Ways to Drive Traffic To Your Next ... Content marketers work hard at content promotion. Here's a checklist of 50 content promotion strategies that will make your life easier. orbitmedia.com

## CONTENT IS KING!!!

Create multiple visuals for your post...

Visual content is more likely to get shares, likes, and comments than pure text messages.

Posts with relevant images gets 94 % more views than those without relevant images. Visuals will increase click-through-rates (CTR) about 47 %. Infographics grow 12 % more traffic, and 200% more shares than posts without images.