Social media copy

How we write copy for social media depends very much on the platform. Below we’ve shared tips and examples for each of the key platforms.

Remember – walk before you run, and don’t try and take on more channels than necessary!

Facebook

Tagging (‘@’) and hashtags aren’t commonly used on Facebook so avoid these unless necessary and relevant. Research also shows that content on Facebook receives [66 per cent more engagement when it uses 80 characters or fewer](https://buffer.com/library/the-ideal-length-of-everything-online-according-to-science/?utm_content=buffer72e0e&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer), so be succinct in what you’re saying!

Try a format like this:

**[Your organisation’s mission]** is vital to tackling climate change and supporting local communities to **[examples of benefits to those who engage]: [Link to website], thanks to National Lottery funding.**

***Example: Community food growing is a vital part of tackling climate change and can improve a sense of community and wellbeing: www.growyourown.org***

If you don’t have a website, you might need a longer post but do make sure you’re directing your audience somewhere else to either learn more or take action. For example:

**[Your organisation’s name]** is here to **[your organisation’s mission].** With your help, we can take climate action and make **[your location here]** a better community to live in.

**[Details about how someone might get involved, e.g., if it’s an event, capture your date, time, duration, location, and accessibility details here]**

If you or someone you know wants to take a stand and drive positive change, contact **[name and job title of contact]** on **[contact details].**

Twitter

Tweets must be 280 characters or less. If you have more to say, you can create a ‘thread’. To do this, use the ‘reply’ function to your own tweet, then continue to reply to the latest tweet in what becomes your ‘thread’.

While threads can be good for ‘explainers’, you should try and be as concise as possible on Twitter, as brevity of thought is the whole point of the platform.

You should also see if there are any relevant hashtags that you can incorporate but try not to overdo it. More popular hashtags might help you reach more people but this is likely to be a more general audience and your content could be lost among other tweets using that same hashtag. More localised and/or specific hashtags willgive you a better chance of being seen by a more targeted audience.

You can also tag relevant journalists, news outlets or parliamentarians, either in your tweet, or in a follow-up tweet (as a reply) underneath to save space.

Don’t forget to include the #NationalLottery in your posts and tag @tnlcomfund.

**Example:**

**First tweet:** In the run-up to **#COP26**, we’re helping locals in Glasgow reduce their carbon footprint by engaging in community food growing, thanks to #NationalLottery funding. Learn more: **[website link]**

**Reply tweet: @GlasgowPam @BBCRadioScot @KKeaneBBC @BradshawHarriet @tnlcomfund**

Instagram

While Instagram is obviously an image-led platform, you can still use the caption area to include a message and use hashtags to drive more engagement. You can use the #NationalLottery on Instagram and you can tag @tnlcommunityfund.

You can’t include a link in Instagram captions but a popular way around this is to include the words “link in bio” within your caption and then edit your profile bio (via Settings) to add the link there for example to your general website homepage.

To promote an event, you might want to create a poster as the image that you share. Alternatively, infographics can be used to raise awareness and ‘action shots’ of your work help people get an ‘authentic’ insight into what you’re doing.

**Poster example:** We’re so looking forward to talking **#communityfoodgrowing** with you next **Tuesday 14 December on St Helen’s Green, Bembridge between 2pm and 3pm.** You’ll gain top tips on engaging with your local #allotments, the best seasonal food to grow over the coming months and more. Click the **link in our bio** for more information! **#Bembridge #IOW #climateaction**

**(Don’t forget to include The National Lottery Community Fund logo!)**

**Infographic example:** These stats demonstrate how much **#communityfoodgrowing** can reduce your carbon footprint and help tackle climate change! Furthermore, it can also contribute to your wellbeing and making friends locally. Click the **link in our bio** to find out how you can engage in community food growing now and start making the world a better place! **#Bembridge #IOW**

**‘Action shot’ example:** Here’s one of our volunteers, Clive, out and about talking to residents about the benefits of **#communityfoodgrowing,** and the support we offer we . Click the **link in our bio** to learn more! **#Bembridge #IOW**

LinkedIn

Your audience for LinkedIn is more likely to be made up of professionals who potentially work for businesses that could either sponsor or donate resources that will help your work (e.g., free event space). It’s worth keeping this in mind when posting to LinkedIn.

**Example: [Your organisation’s name]** is here to **[your organisation’s mission].** With your help, we can take climate action and make **[your location here]** a better community to live in.

Do you have **[list items or resources you might need, that a business would have],** that you can donate to help us continue our vital work? Or are you interested in sponsoring or partnering to help us continue our vital work?

If so, we would love to hear from you. Please contact **[name and job title of contact]** at **[contact details].**