Social Media Posts

IN A SENTENCE A social media post competes with everything else on the screen.

LAYOUT TEMPLATE

Social Media Posts

Use this skeleton to plan your post. The numbers follow the order the reader sees each part.

1. **@username · [time]**
2. **Hook**
   first line: question · news · bold opinion
3. **Your point**
   short paragraphs · one idea each
4. **Image / link**
   optional
5. **Question or call to action**
   invite replies · share · join
6. **#hashtag #hashtag** *2–3, relevant*
7. **Like** | **Comment** | **Share**
   design for a response
8. **Replies**
   other voices, other opinions

My plan

BEFORE YOU WRITE

Who is reading?

Where will it appear?

Why are you writing?

HOW TO USE IT

The numbers show the order your reader meets each part.

Use the template to plan, not to copy. Adapt it to your reader, context and purpose.

Want more?

The full chapter in It's Alwrite! has the conventions, useful language, an annotated model and a checklist.