

WORD UP

5 THINGS TO SAY (AND NOT SAY) TO GET YOUR CONTENT SEEN



ASK, DON'T TELL

Don't *tell* your audience to LIKE, SHARE, LIKE THIS, COMMENT, TAG A FRIEND - instead ask a question inviting an answer to contribution to the conversation. Share a story about ice cream then ask, "What's your favorite ice cream flavor?"

OPPORTUNITY KNOCKS

Don't say FREE, GIVEAWAY, WIN, ENTER - share a story about a special opportunity and drive traffic to your landing page, website, or to join your email list.



SHARE, DON'T SELL

YES - gift idea, score, snag, win
NO - discount, coupon, sale, markdown

THANKS A BUNCH

Stay away from using (with or without a hashtag) ad, sponsored, affiliate. Instead, try "brought to you by," "made possible by," "thanks to a collaboration with"



TABOO TOPICS

Using buzz words in post headlines is a big no-no. Don't say weight loss, say healthy body. Instead of "religious," say belief or faith.

