

# CREATING SOCIAL MEDIA POST

# 1. Overview

An overview of a social media post typically includes the content's text, image, or video, along with any accompanying links, hashtags, or mentions. It also involves the date and time of the post, engagement metrics such as likes, shares, and comments, as well as any associated user interactions. Moreover, understanding the target audience and the intended message is crucial for a comprehensive overview.

## 2. Purpose

The purpose of a social media post varies but often includes aims such as sharing information, promoting products or services, fostering engagement with an audience, building brand awareness, driving traffic to a website, or encouraging specific actions such as purchases, sign-ups, or participation in events or discussions. Social media posts can also be used to convey opinions, share updates, or create a sense of community among followers.

### 3. Empathy Map

An empathy map is a visual tool that helps businesses and organizations understand their target audience or customers on a deeper level. It typically includes sections for what the customer/user thinks and feels, what they see, hear, and say, what they do, and what their pains and gains are. By filling out an empathy map, businesses can gain valuable insights into their customers' motivations, needs, and pain points, allowing them to tailor their products, services, and marketing strategies accordingly.

CREATE  
SOCIAL  
MEDIA  
POST

FACEBOOK

WIDELY  
USED  
SOCIAL  
MEDIA

FACEBOOK  
POSTS ARE  
SPREAD EASILY  
IN A SHORT  
PERIOD OF TIME

TWITTER

TWITTER SHARES  
CURRENT NEWS  
MORE THAN  
ENTERTAINMENT

POSTS ARE  
RETWEETED  
IN TWITTER  
MOSTLY

PEOPLE UNDER  
THE AGE OF 25  
USE INSTAGRAM  
MORE THAN  
FACEBOOK

ADVERTISEMENT  
POSTS REACH  
PEAK WITH THE  
HELP OF  
INSTAGRAM

INSTAGRAM

SNAPCHAT

MAINLY  
FEATURED  
FOR SHARING  
PICTURE  
POSTS

ONE TO ONE  
SHARING IS THE  
MAIN THEME IN  
SNAPCHAT  
POSTS

## 4. Brainstorming

Brainstorming is a creative technique used to generate a large number of ideas within a short span of time. It typically involves a group of people coming together to share and discuss thoughts, suggestions, and concepts related to a specific topic or problem. The goal is to encourage open and free thinking, without judgment or criticism, in order to explore various possibilities and solutions. Brainstorming sessions often result in a diverse range of ideas that can be further developed and refined to address challenges or spark innovation.



## Conducting a brainstorm

Executing a brainstorm isn't unique; making a productive brainstorm is. Great brainstorming sessions are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just looking off a new project and want to hit the ground running with big ideas that will move your team forward.

- 1. 10 minutes to prepare
- 2. 20-60 minutes to collaborate
- 3. 5-8 people recommended

Meta

### 1

#### Before you collaborate

A little bit of preparation goes a long way with this session when you want to be getting going.

10 minutes

#### 2 Choose your best "How Might We?" Questions

Choose 3-5 of the best "How Might We?" questions from your list.

#### 3 Set the stage for creativity and collaboration

1. Brainstorming rules: 2. Come up with ideas, not a lot of questions. 3. No criticism or evaluation. 4. Stay focused on the question. 5. Stay on the question. 6. Stay on the question. 7. Stay on the question. 8. Stay on the question. 9. Stay on the question. 10. Stay on the question.

#### 4 Transition to "How Might We?"

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Open the activity: 10

### 1

#### Choose your best "How Might We?" Questions

Select the top 3-5 "How Might We?" questions from your list. Choose the ones that you think will be the most interesting and challenging. The "How Might We?" questions should be clear, specific, and open-ended. They should also be relevant to the problem you're trying to solve.

10 minutes



### 1

#### Brainstorm solo

Have each participant begin in the "Solo Brainstorm" space of the activity. Brainstorming ideas and sharing them with the group. The "Solo Brainstorm" space is a good place to start because it allows participants to think and write without the pressure of others. They can then share their ideas with the group and build on them.

10 minutes



### 1

#### Brainstorm as a group

Have participants move from the "Solo Brainstorm" space to the "Group Brainstorm" space. The "Group Brainstorm" space is a good place to start because it allows participants to think and write without the pressure of others. They can then share their ideas with the group and build on them.

10 minutes



### 1

#### Decide your focus

Have each person have a turn to vote which idea shared in the "Group Brainstorm" space.

10 minutes



### 1

#### After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick wrap-up

- 1. Share ideas: Have each person share their ideas with the group. This is a good time to hear what others think of your ideas.
- 2. Share ideas: Have each person share their ideas with the group. This is a good time to hear what others think of your ideas.

- 3. Share ideas: Have each person share their ideas with the group. This is a good time to hear what others think of your ideas.
- 4. Share ideas: Have each person share their ideas with the group. This is a good time to hear what others think of your ideas.

Keep creating forward

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- 10. Share ideas: Have each person share their ideas with the group. This is a good time to hear what others think of your ideas.

Share the activity: 10



## 5. Result





## 6. Advantages

Creating social media posts offers several advantages, including the ability to reach a large audience, build brand awareness, engage with customers and followers, promote products or services, drive website traffic, and generate leads or sales. Social media posts also facilitate direct communication with the target audience, allowing businesses to receive feedback, address customer concerns, and build a community around their brand. Additionally, they enable the sharing of valuable content, such as updates, news, and industry insights, positioning the business as an authoritative and trusted source within its field.

## 7. Disadvantages

Some disadvantages of creating social media posts include the potential for negative feedback and criticism, the risk of online reputation damage, the challenge of managing a consistent and engaging online presence, the possibility of information overload, and the time and resources required for content creation and maintenance. Additionally, navigating evolving platform algorithms and staying abreast of trends can be demanding, and there is a risk of inadvertently sharing sensitive or inappropriate content that can harm a brand's image. It's crucial for businesses to have a well-defined social media management plan to address these challenges effectively.

## 8. Application

Social media posts find applications across various domains, including marketing and advertising, customer engagement, brand promotion, content sharing, community building, customer service, and market research. Businesses use social media posts to showcase products or services, run promotional campaigns, communicate with customers, share relevant content, and build relationships with their target audience. Additionally, social media posts are used for spreading awareness, influencing public opinion, and fostering a sense of belonging among online communities. They also serve as a valuable tool for gathering feedback, conducting surveys, and analyzing market trends, aiding businesses in making informed decisions.

## 9. Conclusion

In conclusion, social media posts serve as a powerful tool for businesses and individuals to engage with their audience, build brand awareness, and foster a sense of community. While they offer various benefits such as increased visibility, direct communication, and valuable insights, it is crucial to remain vigilant of potential pitfalls such as negative feedback, reputation management, and the need for continuous content management. By employing effective strategies and maintaining a consistent online presence, businesses can leverage social media posts to establish a strong online presence and achieve their marketing and communication objectives.