

Optimizing News on Social Media – Here are some useful tips

SOCIAL MEDIA TEXT

Avoid Clickbait: Do not use misleading headlines to attract clicks

Simplicity is Key: Keep your text simple and to the point

Avoid Exaggeration: Present information accurately; don't exaggerate

Use Catchy Headlines: Craft headlines that grab attention without being deceptive

Avoid Repetition: Refrain from repeating the same points excessively

VIDEO

Skip Introductions: Avoid lengthy intros; get to the main point quickly

Highlight Key Points Early: Share the most important right at the beginning

Start with a Question: Engage viewers by starting with a thought-provoking question

Utilize Interesting Visuals: Capture attention with compelling visuals

Incorporate Sound Effects: Use interesting sound effects judiciously

Diversity Video Types: Experiment with different video formats

Opt for Vertical Format: Vertical videos are more effective on social media platforms

Include Subtitles: Make your videos accessible by adding subtitles

Keep it Concise: Avoid making videos excessively long

Choose Fitting Music: Use music that compliments the content

PHOTO

Relevance is Key: Ensure that the photo directly relates to the topic

Up-to-Date and Authentic: Use current and real photos

High Resolution: Opt for high-resolution images

Professionalism: Select serious, professional, and high-quality photos

Ethical Considerations: Be mindful of ethics, consider using blurred or black-and-white effects when necessary

INFOGRAPHICS

User-Friendly Design: Simplify information for easy comprehension

Clarity is Crucial: Ensure the information is presented clearly

Conciseness Matters: Keep the content short and to the point

Appropriate Images: Use relevant images to support information

Colorful Representation: Incorporate at least three colors

Brand Consistency: Choose colors that align with your corporate identity

SOCIAL MEDIA

Go Live: Utilize live videos features to engage your audience

Involve Your Followers: Encourage interaction and participation

News Studio Vibes: Create a professional atmosphere on your page

Credit: Ali Burak Biber from TRT Turkiye.
