



CAUSE-DRIVEN COPYWRITING

Presented By:
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Get To Know Katrina



Katrina Syrris

Social Media Manager
Paul Gregory Media

Over 4 years of professional
social media management

Let's Get To Know You!

Let us know where you're tuning in from in the comments!

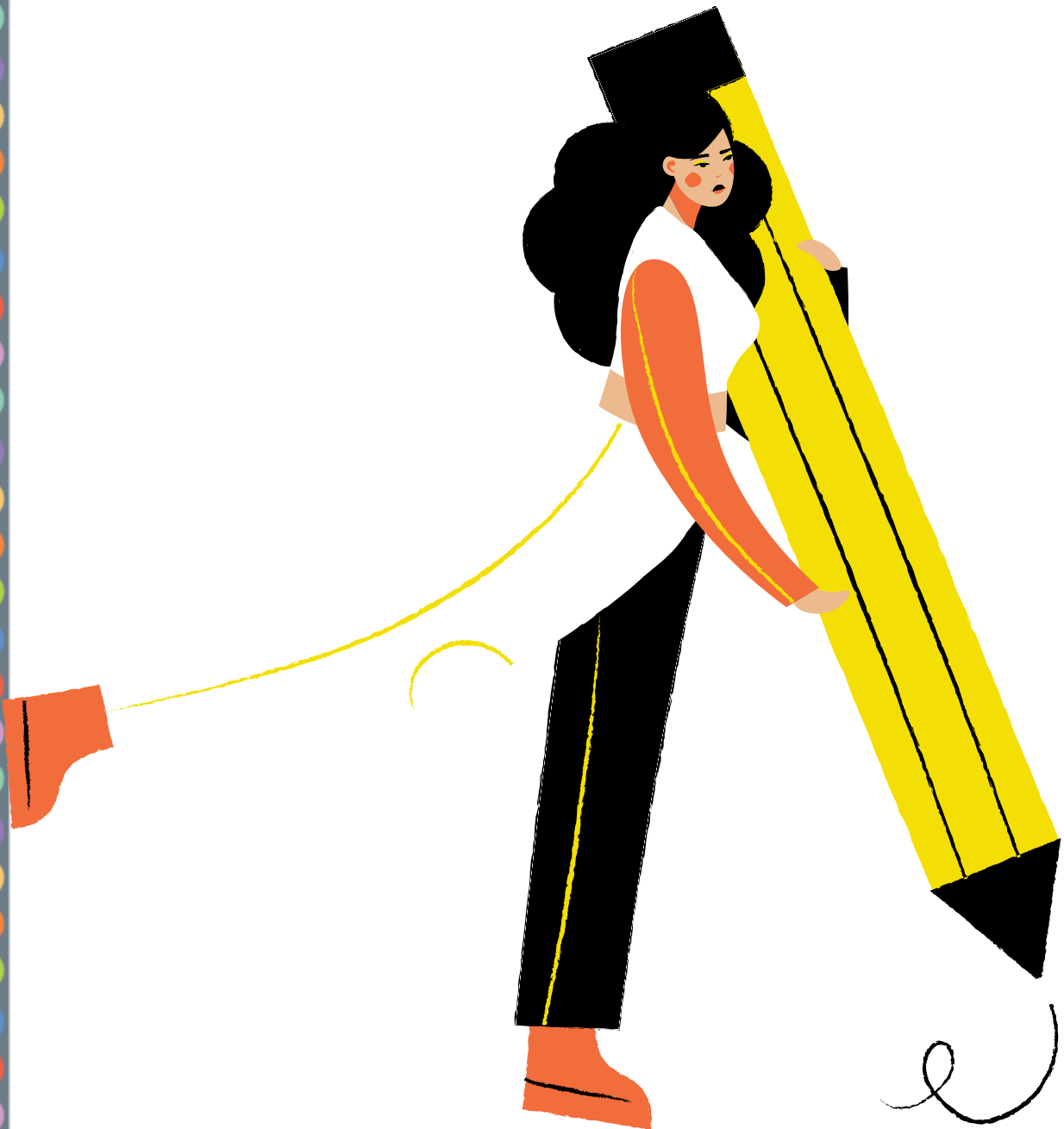


Why is copywriting important?

Don't talk AT your audience, talk with them.

The goal is to invite your audience into a conversation with your brand.

-
1. Maintain Consistent **Branding**
 2. Build **Relationships**
 3. Create Meaningful **CTAs**
 4. Grab Attention **Fast**
 5. Make Content **Memorable**
-



Storytelling Is The New Marketing

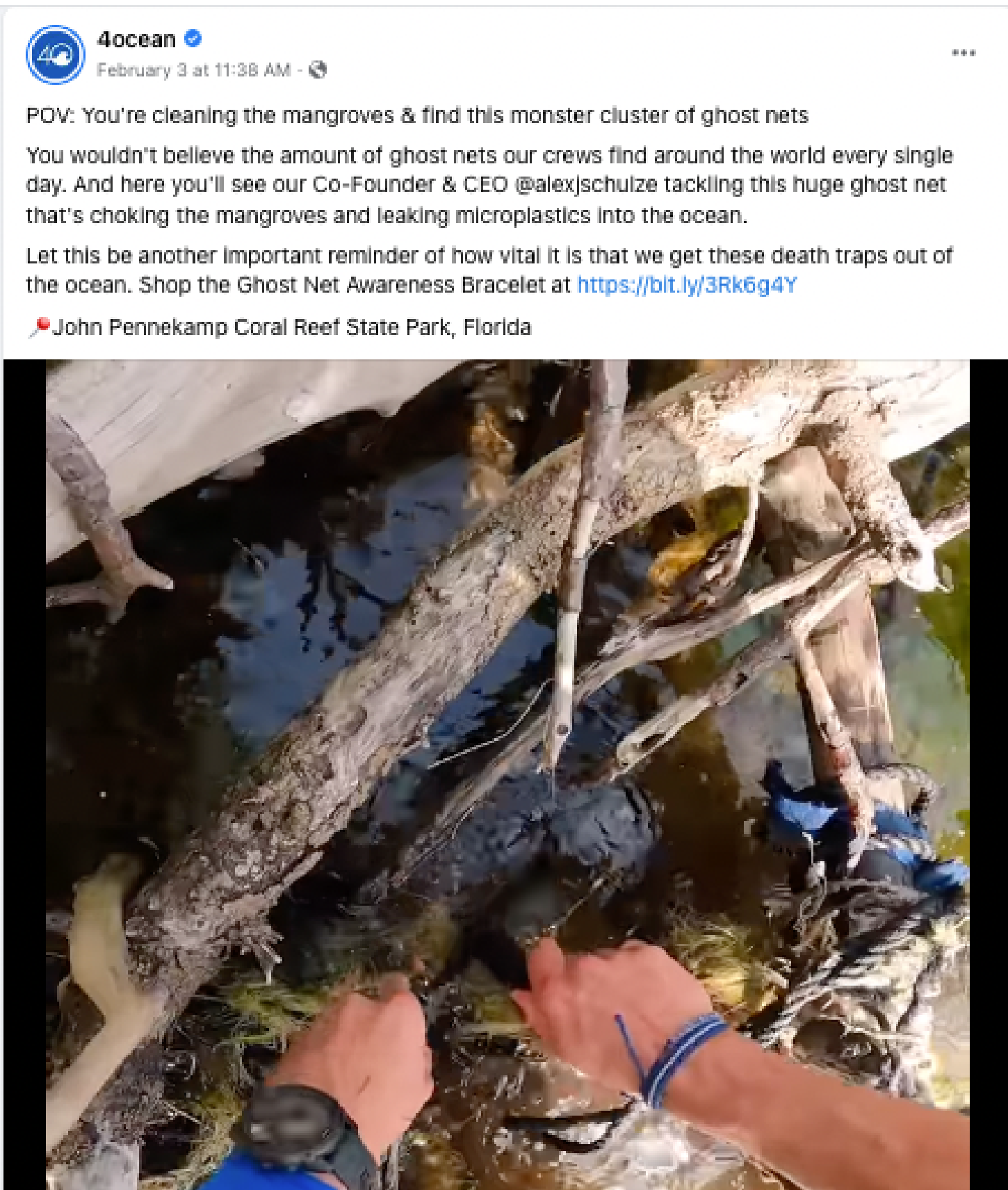
HOOK - DELIVERY - CTA

- 1.** **Hook** - get their attention
- Appeal to humor
 - Ask a rhetorical question
 - Surprise the reader

- 2.** **Delivery** - inform them
- What is the key information, and why is it important?
 - Use numbers
 - Quote experts
 - Address their concerns

- 3.** **Call-to-action**- inspire them to take the next step
- Clear directions
 - Website URL
 - Phone #
 - Button to sign-up
 - How they can help / act

Storytelling Example



POV: You're cleaning the mangroves & find this monster cluster of ghost nets ← Hook

You wouldn't believe the amount of ghost nets our crews find around the world every single day. And here you'll see our Co-Founder & CEO @alexjschulze tackling this huge ghost net that's choking the mangroves and leaking microplastics into the ocean. ← Delivery

Let this be another important reminder of how vital it is that we get these death traps out of the ocean. Shop the Ghost Net Awareness Bracelet at <https://bit.ly/3Rk6g4Y> ← CTA

John Pennekamp Coral Reef State Park, Florida

Know Your Hashtags

Related Hashtags	Local Hashtags	Event Hashtags	Holiday Hashtags	Brand/Mission Hashtags
<p>Researching hashtags related to ones on your social posts. It gives you insight into current trends</p> <p>#FlashbackFriday</p>	<p>These include neighborhood & city names, community names, and your business name</p> <p>#Naperville</p>	<p>These hashtags help build relationships with industry experts and potential customers</p> <p>#Lolapalooza</p>	<p>Holiday hashtags can attract a wider audience and can be reused every year</p> <p>#NewYears</p>	<p>Including hashtags of brands that are in your niche can widen your social media circle</p> <p>#Nike</p> <p>#IceBucketChallenge</p>

Strong Use of Hashtags Example



Look at those colors!

← Hook

This stunning satellite image from the European Space Agency shows the Eleuthera archipelago, about 70 km from Nassau, the capital of the Bahamas. In the northwest is Egg Island, a tiny uninhabited islet whose waters support a variety of sea life.

You can see the sharp contrast between the dark Atlantic waters that surround the archipelago, and the shallow waters that serve as "a natural nursery for sea turtles and other sea life."

↙ Delivery ↗



100 likes
environmental_defense_fund Look at those colors! 🌴

This stunning satellite image from the European Space Agency shows the Eleuthera archipelago, about 70 km from Nassau, the capital of the Bahamas. In the northwest is Egg Island, a tiny uninhabited islet whose waters support a variety of sea life.

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#Conservation #Bahamas #EggIsland #SeaTurtles

#Conservation #Bahamas #EggIsland #SeaTurtles

Branded/
Related

Local

Local

Related

↙ Hashtags ↗

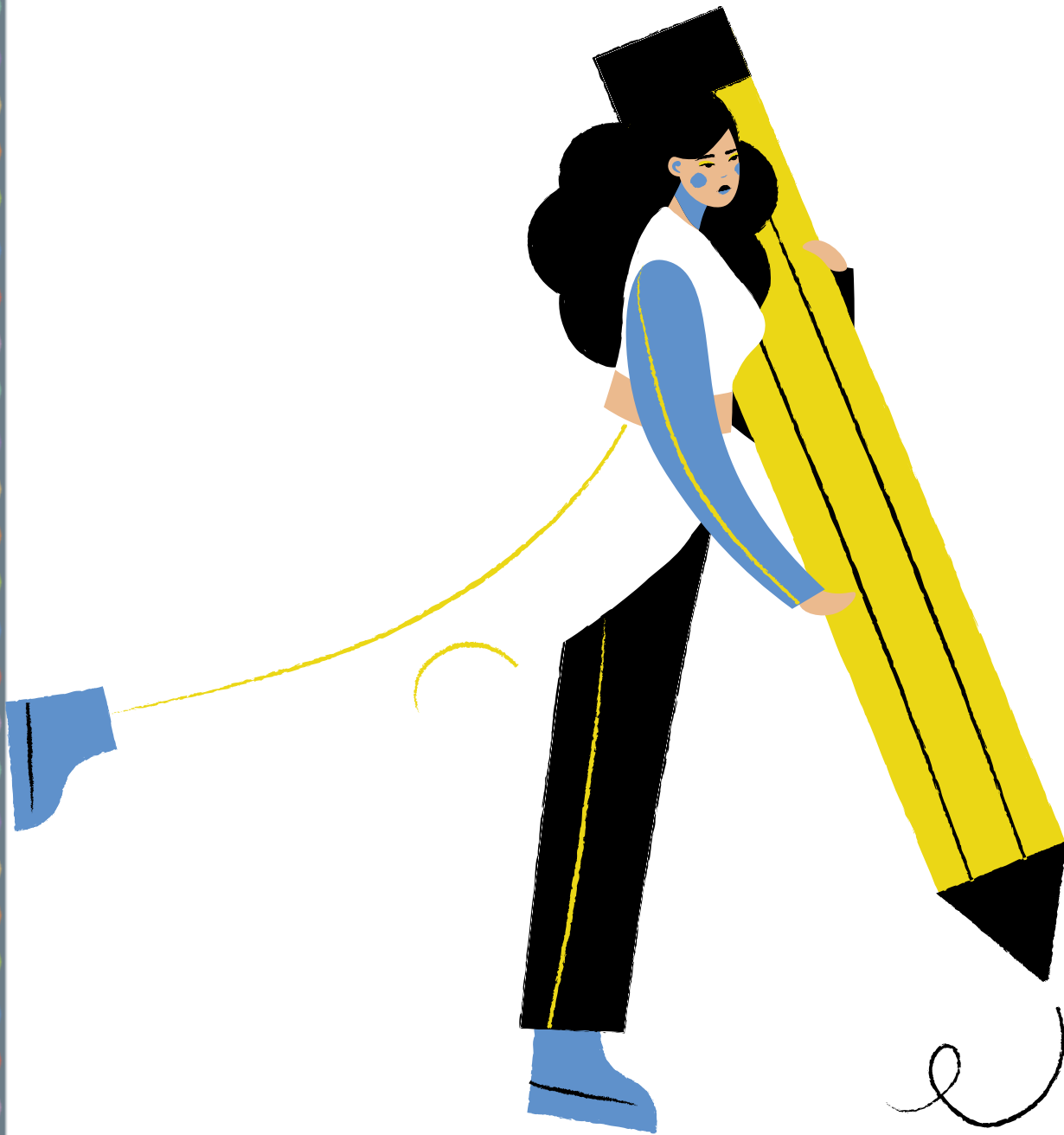
Crossposting

Don't sacrifice **impact** for convenience

The **goal** is to create content that entertains, educates, inspires, and delights your audience.


Write for your audience and the culture of each social media platform.

What does that look like for each platform?



Facebook Versus Twitter




 **Duolingo** ✓
6d · 🌐

Raise your hand if you once told your Spanish teacher that you were "pregnant" when you meant "embarrassed" 🙋

Raise your hand if you once told someone in Mandarin that you "learned about wild animals and... chest hair." 🤔

...Just us?




blog.duolingo.com
10 Duos share their funniest language mistake

👍🤔 556 158 comments 14 shares


👍 Like 💬 Comment ➦ Share



 **Duolingo** ✓ @duolingo · 1/11/23

cringing, remembering the time i told my spanish teacher i was "pregnant" instead of "embarrassed."

luckily, i'm not the only one who makes mistakes like that 🤔 thx to my brave coworkers for sharing ➦



blog.duolingo.com
10 Duos share their funniest language mistake

💬 69 ↻ 50 ❤️ 1,020 ⬆️

Facebook Versus Twitter



Feed My Starving Children ✓
Jan 4 · 🌐

The World Food Programme called 2022 “a year of unprecedented hunger” — but you rose to the challenge. 💪

Together, we provided over 451 million meals last year. This is enough to feed 1,237,581 kids a reliable daily meal for a year!

Whether you packed meals, raised funds, volunteered or made a donation, your unwavering commitment to [#feedingkids](#), [#feedingspirits](#) and [#empoweringcommunities](#) was remarkable. Thank you!

Fund more meals: <https://bit.ly/3Q4eiOH>



19

3 shares



FMSC.org ✓ @fm_sc_org · 1/4/23

Last year, you helped provide over 451 million meals — enough to feed 1,237,581 kids a daily meal for a year!

Whether you packed meals, volunteered or made a donation, your unwavering commitment to [#feedingkids](#) was remarkable. Thank you!

Give more here: bit.ly/3C4oPUr



1 1 6

Instagram Versus Twitter



46 likes

scholamerica One week left for high school seniors to apply for the \$40,000 @Amazon Future Engineer Scholarship! If you've taken a high school computer science, engineering or robotics course and you're planning to pursue a degree in the field, you could earn \$10,000/year for up to four years, plus a paid internship at Amazon!

Don't wait to upgrade your future career: visit the Browse Scholarships link in our bio to learn more, check your eligibility and apply by January 20.



LinkedIn Versus Twitter



Scholarship America
183,862 followers
1d · 🌐

+ Follow ...

The [UnitedHealth Group](#) Diversity in Health Care Scholarship provides financial assistance for continued education and training to current and former health professionals.

This program will provide over 450 awards of up to \$3,200 to licensed clinical professionals from historically underrepresented populations who plan to enroll at an accredited school in Fall 2023

Applying is easy—to see if you qualify, visit <https://hubs.ly/Q01CpYgT0> to learn more and apply by March 24!

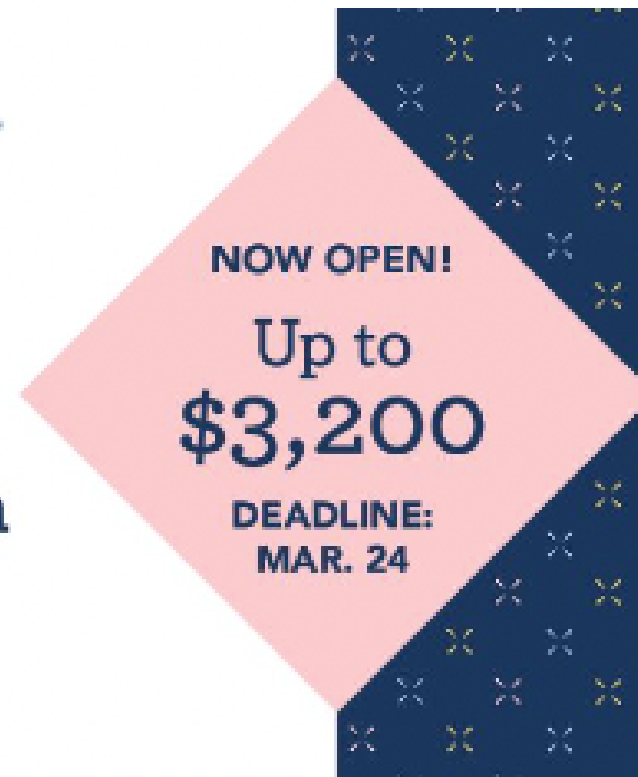
[#healthequity](#) [#upskilling](#) [#healthcareprofessionals](#)

UNITED HEALTH FOUNDATION*

Diversity in Health Care Scholarship

**United Health
Foundation
Diversity in Health
Care Scholarship**

sponsored post



Scholarship America @ScholAmer... · 1d ...

The [@UnitedHealthGrp](#) Diversity in Health Care Scholarship is now open! Up to \$3,200 will be awarded to clinical workers returning to school to build their skills. Apply here: hubs.ly/Q01CpYJc0 [#psychtwitter](#) [#healthcareprofessionals](#) [#healthequity](#) [#MedTwitter](#) [#upskill](#)



🗨️ ↻ 2 ❤️ 2 📊 566 ↗

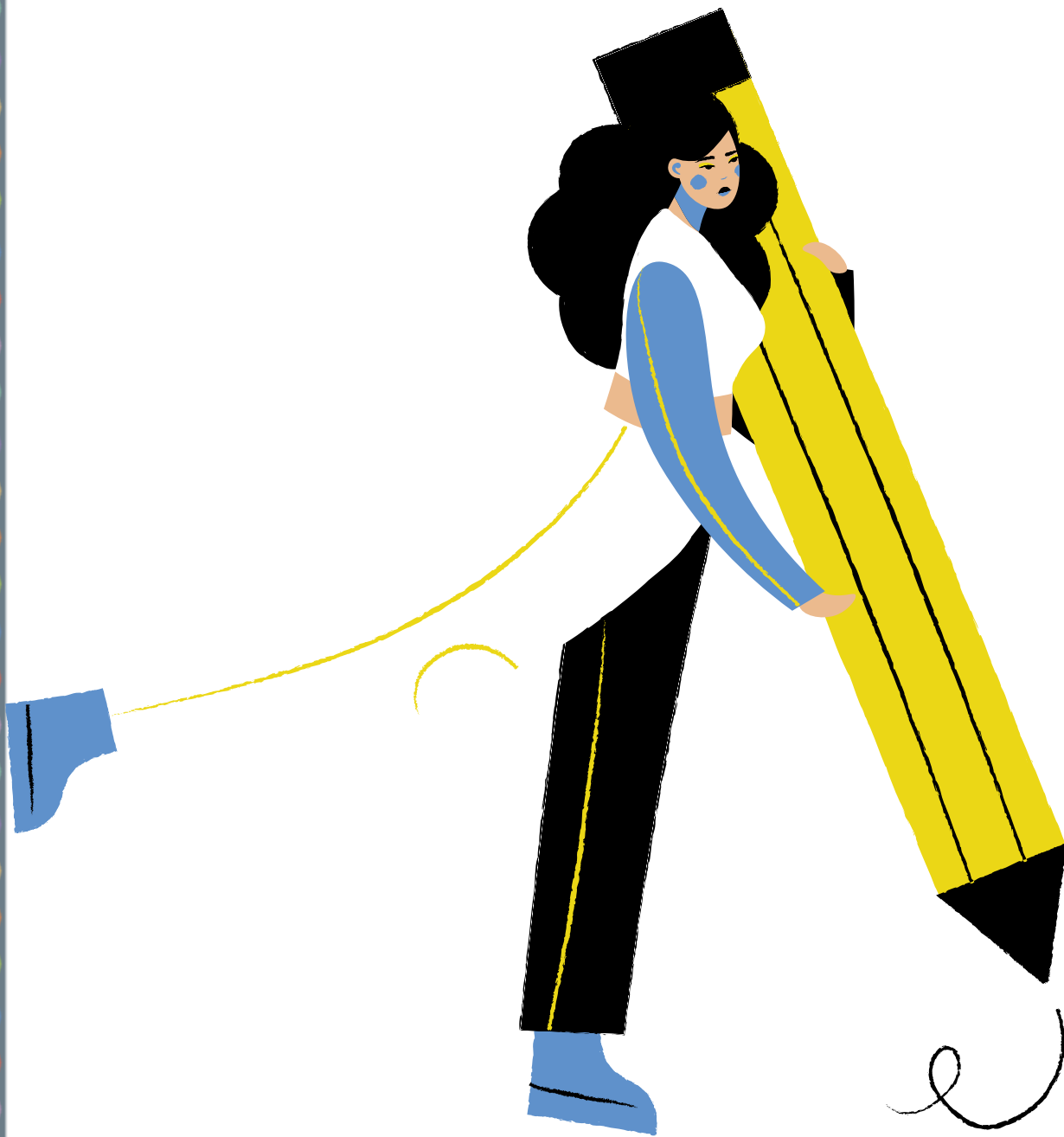
Copy for Graphics

Highlight your message,
don't repeat it.

The **goal** is to draw attention to
key information.

Post copy should elaborate on the key point in
the graphic, rather than repeat it.

What does success look like?



Graphics and Post Copy Examples



6,445 likes

4ocean Dump single-use plastic 🙌❤️

It's estimated that 18 billion pounds of plastic waste enters the ocean each year. It's time to turn off the tap.

By reducing how much single-use plastic you use on a daily basis, you can directly help combat this crisis.

#4ocean #singleuseplastic #plasticpollution



42 likes

sussexuniglobal We love this #infographic created by Dr Melissa Gatter, Lecturer in International Development and #Anthropology, to help her #students envision how they can responsibly 'do' #development. 🙌📌 #sussexuni

February 9

Practice

Write a post for your organization.

First, consider the following:

- **What is your goal?** This will determine your call to action.
- **What illustrates the need for your call to action?** This will determine the information you deliver to your audience.
- **What is surprising about the information you will deliver? Or, how can you make it relate to your audience?** This will determine your hook.



Review

Offer your responses in the chat for feedback and discussion.



