

How to write an effective microblog post

1. Introduction

A microblogging site is one where users interact with each other by sharing short posts. These usually have a set character limit and can include images, videos and other media. They are great tools for social networking.

X is probably the most well-known microblogging platform, although many others exist.

There is no right way of creating a microblog post – this will depend on the aim of your account and how you'd like to interact with others on the platform. By following a few simple guidelines, you can construct a meaningful message to share, whilst ensuring your content enhances the way you wish to present yourself online.

Learning outcomes

By the end of this activity you will know the tools and methods to create an effective microblog post.

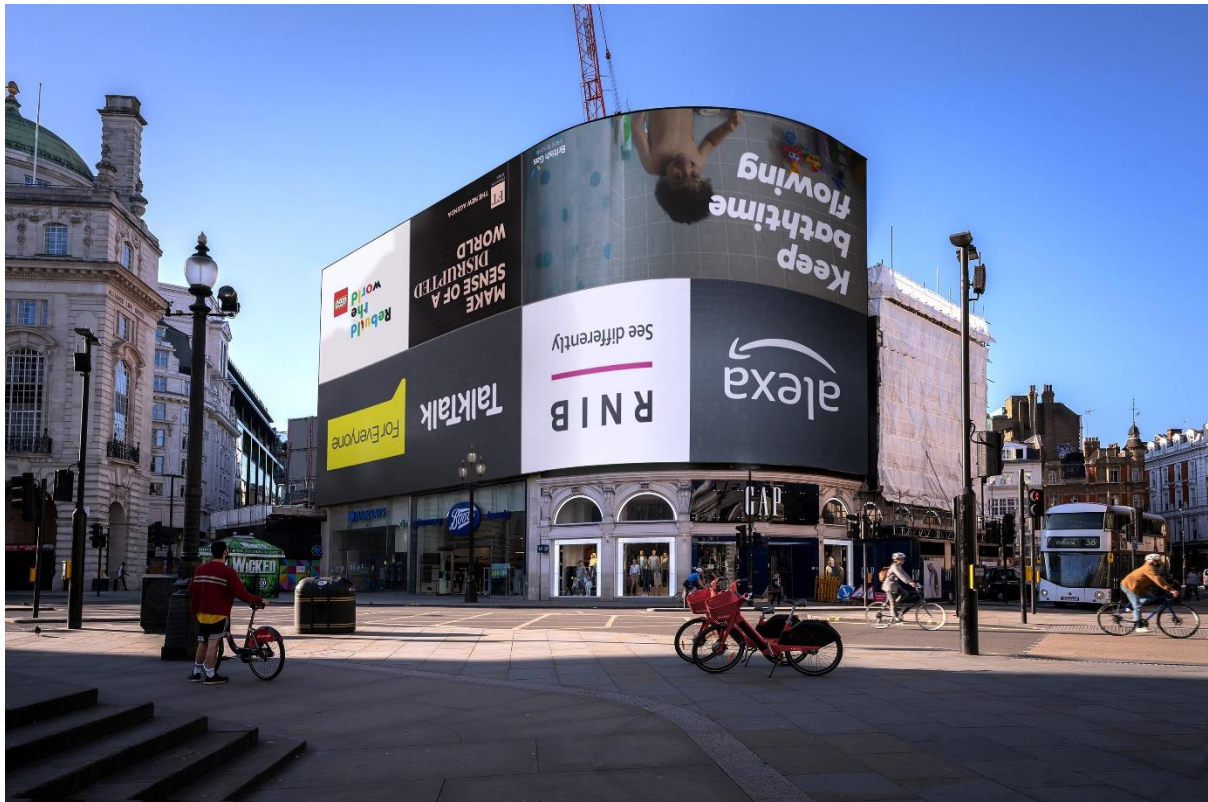
2. What makes people engage with a microblog post?

Strong microblog posts are timely, concise and informative. They often provide a snippet of information on a topic, link out to further information and leave you wanting more.

Consider this post:

[RNIB](#)

[@RNIB](#)



We've turned the Piccadilly Lights upside down to highlight that social distancing has turned the lives of blind and partially sighted people upside down. Please join our [#WorldUpsideDown](#) campaign by posting an upside down image. Find out more here: <https://rnib.in/WorldUpsideDown>

What were the features of this post that encouraged people to engage with it? Note down your thoughts.

You might have noticed the following:

- A clear message.
- A relevant image to accompany the post.
- A URL to find further information on the topic.
- Use of a hashtag (#) to connect the post to trending topics, thereby increasing the number of people likely to see it.

3. Things to consider

Content

Think about how your content will be consumed by your followers. Would they want to repost it or pass it along to others? You could consider incorporating humour, where appropriate, inspiration and newsworthy content to draw followers in.

Images and videos

Whilst microblog posts usually have a set character limit, you don't only have written text at your disposal. Consider whether an image or video might convey your message more appropriately, or if they can add value to what you have written.

Links

You can include links to web pages and video streaming platforms to enhance your post, and let other users follow up with further resources. If you have long URL links, you can use URL shortener, such as:

- Bitly
- TinyURL

Linking and mentions

To increase visibility there are several ways to link up with others.

Hashtags

Use the right hashtag # or identify ones closely related to your target keyword with something like Hashtagify. Ideally do not use more than two to three hashtags.

Trending issues

Some microblogs list trending issues, which are current, popular topics. You can use those as inspiration or link your posts to those subjects.

Mentions

You can often mention other microblog accounts by using the @ symbol. This can link your post up with accounts of interest, or similar subject matter.

Accessibility

To reach a wider audience, consider how you can make your posts accessible, to ensure that your posts are inclusive.

AbilityNet have a a blog post on [Beyond alt text: three accessible social media tips](#)

Accessible Social have produced guidance on [Image Accessibility](#) for various different platforms.

They also have an [Accessibility by Platform](#) page which looks at the accessibility features of different social media platforms.

Further tips

Voice and tone

You will set up a voice for your account. It may be personal, business-like, or special interest, so your tone may change depending on the situation – if someone disagrees with you about a controversial issue, you might consider making your point with empathy, rather than employing a confrontational tone.

Timing

Consider when to best share your post: Does your audience work full time? You might consider scheduling for the AM/PM commute, lunch breaks, or evening downtime. You might also like to consider international timezones. If your audience are in a different country, you might like to consider timing your posts accordingly.

Measuring success

You might consider various factors when measuring the success of your microblog account. Many platforms provide analytics for accounts which track follower growth, your activity with posting/reposting, as well as interactions with your posts.

4. Putting it into practice

On this page is some information you want to communicate via your microblog account. It's a bit wordy, so your task is to summarise it into 280 characters to make it appealing to your followers.

Type your answer into the box then select 'Feedback' to see our suggestion.

"I have come across some interesting research on the role personality plays in online social networking. According to the ThinkDigital Travel, there are 12 different social media personality types: you might be competitive, lurking, opinionated, not very good at using social media or an approval seeker. [12 social media personality types.](#)"

Feedback: Here is one suggestion, with a shortened URL:

**"What social media personality type are you?:
<https://tinyurl.com/3htembnm> #XPersonality"**

5. Summary

We have had a look at how to write effective microblog posts for your audience. Some of the main tips include:

- Know your audience to post relevant, timely content.
- Consider your content, and make use of images and audiovisuals.
- Include hashtags and mentions to increase visibility.
- Increase your audience through making accessible posts and utilising analytics.

Next Steps

Try some of the techniques outlined in this activity and see if they make a difference.

For example, do more people repost your posts?

Do you pick up some extra followers as a result?