

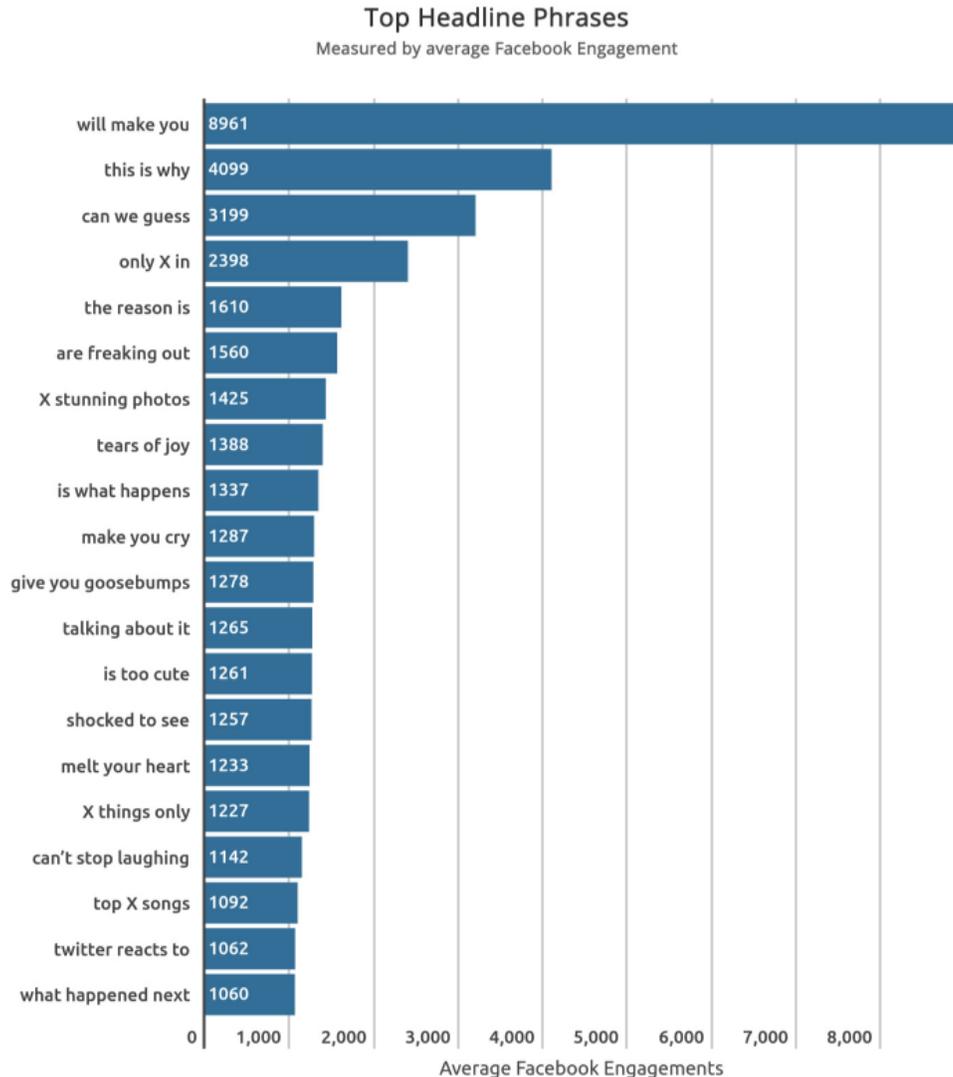
Copy Counts: What to Write on Social Media

You've filmed and edited your video, and now you're ready to share it. So, how do you get people to watch it? What's the secret behind getting tons of views?

Firstly, the thumbnail and the headline introducing your video are the most important elements for getting the attention your video deserves. Consider what catches your eye when you are scrolling through your social media feeds. **The first image and the headline must be strong.**

"Copy" is media jargon for printed text. When writing your headline copy, keep it short and to the point. Grab their attention and make them curious. Don't give away the whole video in the headline!

BuzzSumo analyzed 100 Million headlines to determine what were the most impactful and most engaging headline phrases to use. Check them out below.



The most powerful three-word phrase used in a headline (by a significant margin) was:

“Will make you ... “

This phrase, “will make you,” gained more than **twice** the number of Facebook engagements as the second most popular headline.

So why does this particular phrase work so well? It is a **linking phrase**. It doesn't start or end a headline; rather it links the content and the potential impact on the reader.

Linking phrases tell the reader why they should care about the content. **It also promises that the content will have a direct impact on the reader, often an emotional reaction.** The headline is both clear and to the point which makes it elegant and effective.

Note how these headlines provoke a certain emotional response:

- 24 Pictures That Will Make You Feel Better About the World
- What This Airline Did for Its Passengers Will Make You Tear Up – So Heartwarming
- 6 Harsh Truths That Will Make You a Better Person
- “Who Wore It Better?” Pics That Will Make You Laugh Out Loud
- 13 Travel Tips That Will Make You Feel Smart

Try using headlines with numbers and without numbers. Write short headlines and longer headlines (but not too long). You can experiment with what works for your audience.

The APS Formula

When it comes to your video copy, follow a simple formula: **A-P-S**.

Attention-Problem-Solution

Attention: Your attention-getter is almost always your headline and thumbnail image. Most social media platforms allow you to choose a thumbnail from your video—always check to make sure it's a flattering one and portrays what the video is about. The headline and the image together should make people stop scrolling and start watching.

Problem: Now that you've grabbed your audience's attention, it's time to write the main text of your copy. The first thing you need to do is hint at the problem to evoke curiosity and make the viewer want to find out more about your solution.

Solution: Lastly, infer to your audience that there is a solution, and they need to watch to find out. A lot of people make the mistake of writing copy that gives away the solution and don't even realize that's what they are doing. They give the solution to the reader in the headline copy, and now the reader doesn't need to watch the video.

In the example provided here from our Vidan Family Chiropractic Facebook page, you can see the video copy following the formula we discussed:

Chiropractic & Babies. We've heard for years how chiropractic can help babies with colic, acid reflux, ear infections and more. Now, there's research to back it up. Here's Alex Vidan DC with more on how chiropractic works for babies and what the research says on how fast it can work to alleviate symptoms or make them disappear altogether.



17,046 people reached [Boost Again](#)

Recent Activity

Boosted on May 29
Audience: Moms Breastfeeding/colic/ear infections
By Alex Vidan DC · Completed
[View Results](#)

8.5K Views

[Love](#) [Comment](#) [Share](#)

[Like](#) [Love](#) 58 [Most Relevant](#)

84 Shares

Attention: “Chiropractic & Babies” The reader is either already aligned with this kind of thinking and natural approach to healthcare, or they can’t understand how a chiropractor is going to help a baby. Either way I have their attention and they want to know more. The picture of me with the mother and baby also draws their attention in.

Problem: “Colic, acid reflux, ear infections and more” If the reader is in my target market of mothers wanting to help their kids with “colic, acid reflux, ear infections” then they are going to be curious to find out more about how Chiropractic can help with this problem. This hints at the problem and shows the viewer how they can relate to the topic at hand.

Solution: “... how chiropractic works for babies and what the research says on how fast it can work to alleviate symptoms or make them disappear altogether.” Notice that this does not give the solution. It mentions the solution and its effectiveness.

When the **A-P-S** is all lined up, people will be interested enough to actually watch your video, and then they’ll find out how you can help them with their problem.

Warning: Do NOT do this! The copy and video that you’re posting on social media should not look like an advertisement. It should look natural and authentic. Solid, valuable content is more successful on Facebook (FB) Instagram (IG) or any other social platform than advertisements. When you provide the best content, you win.

Remember: Content is King!

Think of it this way—who do you watch on your favorite social media platform? Are they constantly providing great content and value to your life? Or are they selling to you every second? They are providing great content and adding value to your life on a regular basis, so that when they are ready to ask you to buy a product, join a group, or go to a seminar, you are ready to buy.

You can do the same with your network. Give and share great content that provides value to your audience. After you’ve done that for a period of time, and you’ve built the trust, then you can ask for them to take part in a Call to Action (CTA).

Keep in mind that those who Give the Most are the ones that Gain the Most.

LASTLY: Edit, edit, edit!

Professionals often fall into thinking that because social medias are a more informal media, their copy can be informal too. Your copy should be *accessible and relatable*, but not sloppy. 75% of consumers consult social media before buying. While you can be more casual in your writing, always have someone proofread your copy to avoid embarrassing mistakes.