

### What is a SOCIAL MEDIA POST ?

More to the point, what does a 450–600 word social media post look like? Think of a Facebook page or a very long Instagram caption. What would they be about? Perhaps supporting a charity or raising awareness of an upcoming fund-raising event. Whatever the prompt, do as you always do and think about purpose, audience and context.

**Purpose:** this will be in the prompt, but it could be persuade or inform.

**Audience:** a social media post is typically public and will be seen by many, but mostly followers. Pay attention to words in the prompt such as 'your peers' and adapt your language accordingly.

**Context:** what does it say in the prompt about why this text is being created?

Look at this example from Reddit:  Social Media Post Example

### Conventions of a SOCIAL MEDIA POST

#### Organisational Features

Posted by: Name or online name  
A title which will pause someone scrolling  
e.g use sensationalist language or a catchy hook  
Date and time of posting  
Greeting: e.g. What's Up!  
Introduction: An overview of this post  
Development: give opinions/arguments/examples  
Conclusion: speak directly to your readers.  
Valediction: e.g. See you!  
Icon + comments  
Icon + Share

#### Language Features

Use of @ to tag people and # to indicate a...well...hashtag!  
Emojis  
Usually first person  
Exclamatives and interrogatives to maintain the dialogue with readers  
Direct address (you/your/you're) to create a bond with the reader  
Connectives: logical  
Encourage interaction e.g. Hit the like button or click on share to spread the message.  
Use of colloquialisms and slang—but within reason. This is still an exam.  
If the prompt suggests a specific forum, then this may have specific jargon.

#### Conventions from IB Mark Scheme: Social media posting

- first person narration/statement
- seek to engage the reader, e.g. direct address, lively and interesting style
- may include typical online communication techniques, e.g. references to other postings, members and forums, hashtags, @references, and 'likes' etc.

#### Key advice from InThinking:

Not to be confused with...

... 'blog' or '(informal) email / letter' ... a 'blog' is an online statement, but it is essentially your own personal magazine - you decide to select and present some of your personal ideas in a lively entertaining way to a general, undefined audience. You want to entertain, and hook your (unknown) audience by your interesting, even provocative, opinions and experiences. An '(informal) email / letter' is not a public form of statement: it is intended

to communicate some personal experiences, thoughts and feelings to somebody you know. This sort of writing is public only in the sense that you are having a conversation limited to a friend - it is a private form of sharing.

#### Example Question

You have recently discussed the importance of a gap year before university in one of your lessons. You now want to share your thoughts with your peers. Write a text in which you explore the pros and cons of gap years and then offer your opinion.

Email	Social media posting	Letter to the editor
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