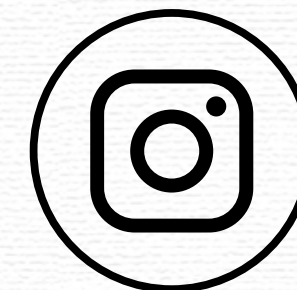
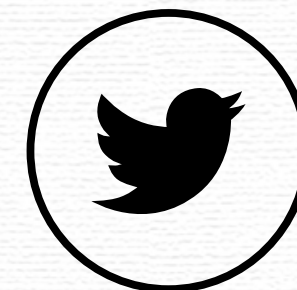


SOCIAL MEDIA COPYWRITING PORTFOLIO

Social media content from CPYdigital

This project aimed to develop a social media presence for a company producing free educational content about copywriting and digital marketing. This would comprise of 3 key elements: social media accounts, a website and an email newsletter, with the focus of this portfolio being the social media content. This document details the writing process used to produce the social media content and copy with links to the final content on the last slide. Alternatively, if you would like to just view the social media content, please follow the links in the social media icons to the right.

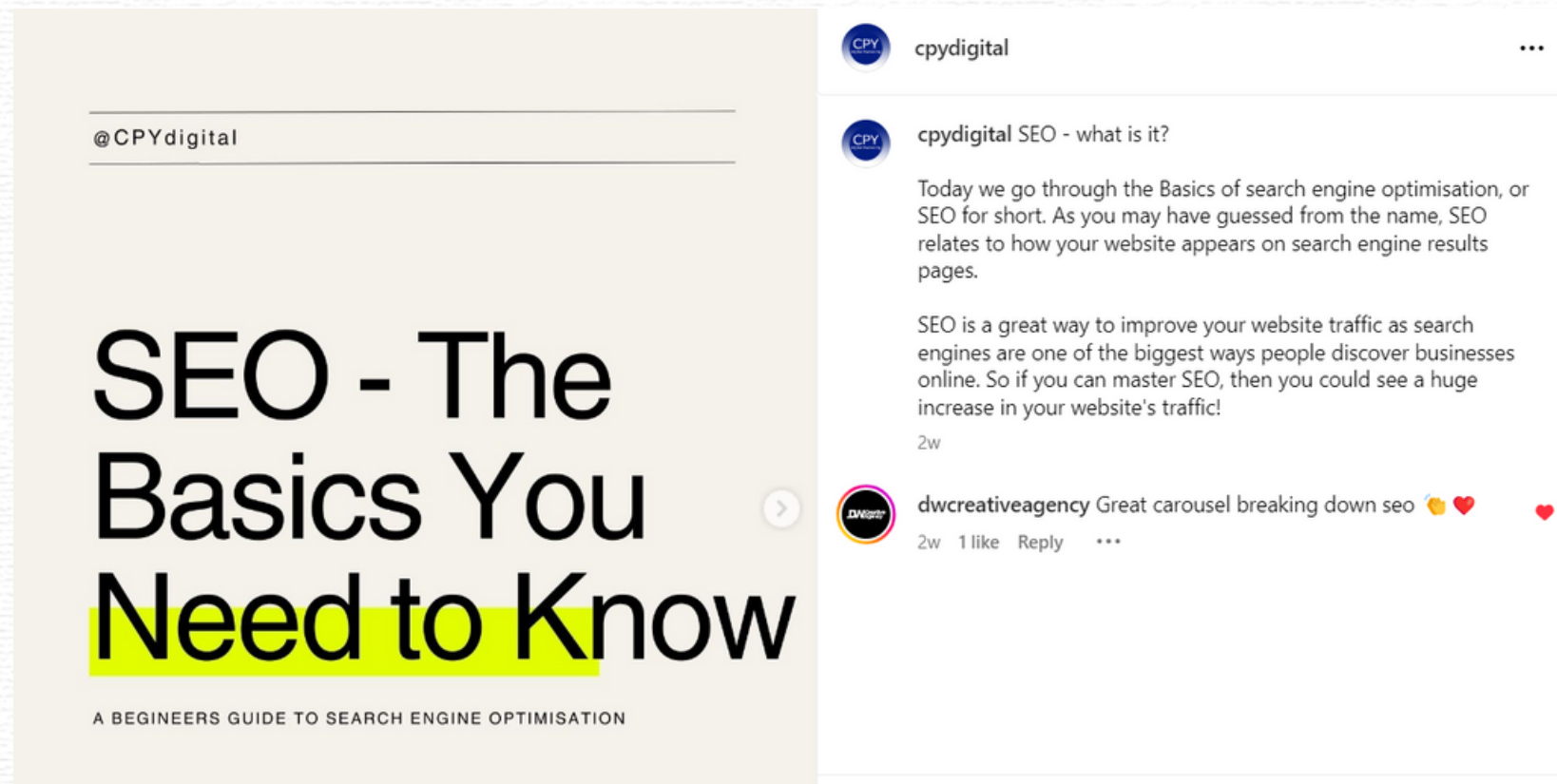


BACKGROUND

Project Scope and Introduction

As an aspiring copywriter, I created the brand CPYdigital from scratch as a means of showcasing my copywriting and digital marketing ability and gaining further experience in this field. This Section of the project details the forming and executing of a social media marketing strategy and creating content to feature on the social media platforms. The aim was to produce educational social media content which would provide experience in developing social media content and social media marketing strategies. The social media strategy involved considerations of SEO, content types, posting schedules, and optimising content for maximum reach and engagement.

Social Media content creation →



Skills used:

- Social media marketing strategising
- Social media copywriting
- Content creation
- Social media SEO optimisation
- Producing educational content

Developing a Social Media Presence

To develop social media presence, the first step was to decide on appropriate platforms. As the content was educational and aimed at a younger audience, the first social media platforms used were Instagram, Twitter and TikTok, as these platforms had demographics most suited to this content type

It was important to keep the same brand image throughout all social media accounts so the brand could be recognised on any platform. Links to the website were also included in each social media profile to generate social media traffic.

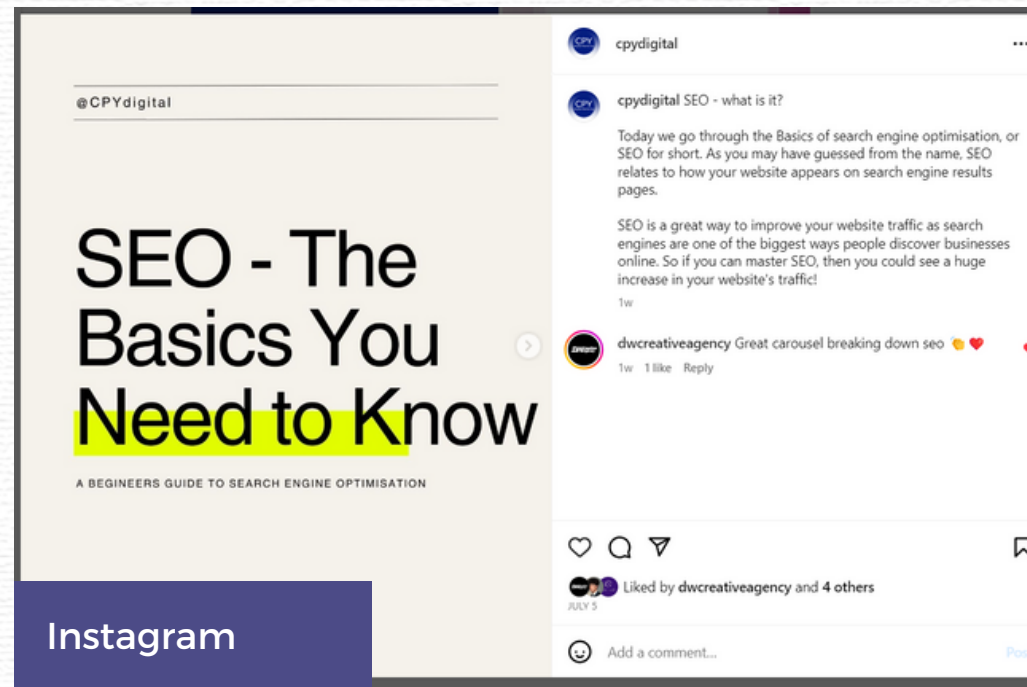
Creating social Media content

To begin, a simple content schedule was produced detailing which content would be posted every week, aiming for 5-6 posts per week and a focus on high-quality educational content. The content was mainly carousel-style posts which were posted to Instagram and TikTok, and thread tweets on Twitter, with all platforms covering the same content topics. SEO keyword optimization was also a big consideration in both content, hashtags, and captions, and wherever possible keywords were included.

content examples →

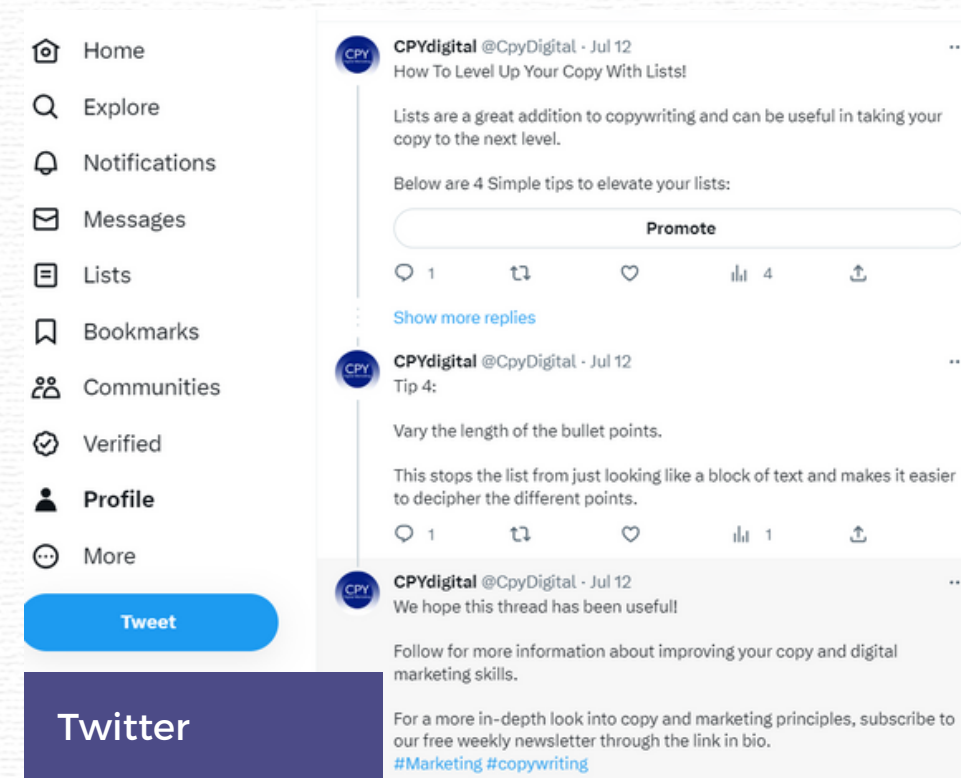


An example of a cover slide from an instagram carousel post



Instagram content

This is an example of one of the first pages of a social media post on the CPYdigital account. The carousel-style posts often ranged from 5-10 slides, and use basic design features to make the content visually appealing. To maintain brand image, the same logo and colour scheme were used across all platforms;



Twitter content

On Twitter threads were used as a way to post content longer than the character maximum. This enabled CPYdigital to still continue posting high quality educational content without having to compromise on the detail. where possible, posts were still made with images to be visually appealing



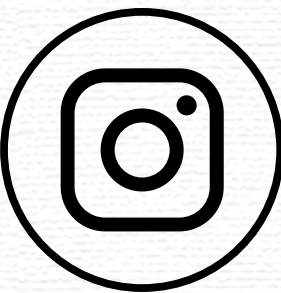
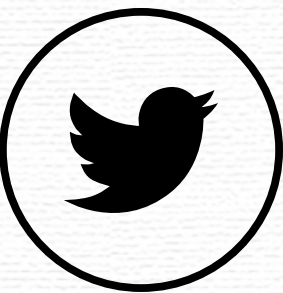
TikTok content

TikTok content was posted in picture slideshow format, similar to Instagram carousel posts. The content was also optimized for SEO and virality, by using keywords and trending sounds overlayed to boost the content in the TikTok algorithm. Alterations were made to the posting schedule for TikTok to account for optimizing with the TikTok algorithm.



CONTENT

To view the full range of social media content, click the links on the social media logos below.



All content posted is based on research and personal knowledge and is created to help educate those entering the copywriting and digital marketing space. This project has served as a great opportunity to gain further experience in this field and to improve my content creation, social media copywriting, and social media management skills.

This is an ongoing project as the social media accounts are still live and active, with content being posted weekly.

Full portfolio

To view a full portfolio of my work, click the button below

Full Porfolio

