SOCIAL MEDIA NITTY GRITTY: A GOOD CAPTION

National Landcare Network

Social media captions shouldn't be an afterthought to a good image, in fact a good social media caption has the power attract, engage, and inspire your audience!

To make the most impact, here are a few things to think about before you draft your social media caption:

- What is your intent? Are you aiming to educate, inspire or invite?
- Would your followers/audience care about what you're writing? If not, you probably shouldn't post.
  - If it's only some of your followers, you'll need to explicitly single them out e.g.: 'Calling all members who have kids' if your post is about a school-based activity.
- Does what you're sharing reflect well on your group and their activities?

Now you've thought this through, it's time to hit the basics:

- **Spelling and grammar:** While grammar rules are a bit more lax on social media, there's no excuse for a spelling mistake. Make sure to check your text before you post!

- **Character counts:** Each platform has a different number of characters you can post. Check the handy list below to make sure your caption isn't too long:

Facebook	Instagram	LinkedIn	Twitter/X	TikTok
63,206 characters (extra long)	2,200 characters (long)	700 characters (medium)	280 characters (short)	140 characters (extra short)
BUT the ideal Facebook post is only 80 characters long!	BUT the ideal Instagram post is under 125 characters.	Ideal length of 200-250 characters to avoid "see more".	Ideal length of 240-259 characters	

- **Write like a human:** Say 'we' instead of 'XX Landcare Group' (unless you're talking about someone else), and use language like you were talking to someone face-to-face.

- **Keep your captions simple:** Try not to ask multiple questions, give a lot of links, and make many points. Aim for one question or one point or one link for each post.

- **Put your most important information and links at the top:** Most people won't click through to 'read more', so make sure if something is essential it's in front of them immediately.

We had a HUGE day out at our Tuggeranong Hill working bee yesterday, successfully clearing an 188sqm patch of honeysuckle that was smothering native trees and shrubs.	← Get excited (and specific) about your success first.
It was incredibly exciting to see a number of new faces join us for this final push for the season, including Claire who revealed this was her first ever Landcare event!	← Inspire new people to come along.
Claire is an avid gardener, and told us she'd always wanted to get involved in Landcare. She'd recently read about the impacts of invasive plants on Australian natives, and wanted to help take action to protect the ecosystems here in Tuggeranong which have been struggling with honeysuckle, privet and woody weeds.	← Showcase your members/volunteers to show you value them. ← Remind people why you're taking action.
A big thankyou to all who joined us on the day, and stay tuned as we announce more working bees soon. Next time we'll be tackling the surrounding privet, and spraying to help keep any regrowth at bay.	← Highlight upcoming opportunities to join you.
#communitylandcare #tuggeranong @LandcareACT @NationalLandcareNetwork	← Tag your supporters and partners, and use key hashtags.

Landcare ACT · WA LANDCARE network · Landcare Association of South Australia · LANDCARE NT · Landcare Victoria · QWaLC Queensland Water & Land Carers · Landcare New South Wales · National Landcare Network · Landcare Tasmania