



---

# HOW TO MAKE CONTENTS THAT GETS SHARED ON SOCIAL MEDIA

---



# Profile

---

---



Firdaus Helmy  
Campaign Manager

# What will I learn

---

---

1. Understanding the art of creating a good content.
2. Learning the 6 ways to create contents that gets shared on Social Media
3. Tips to help create contents easily

# Table of Contents

---

---

1. Introduction
2. 6 Ways to Create Contents that gets shared on Social Media
3. Conclusion
4. Quiz

# 01.

---

---

## **CREATE A POST THAT EVOKES AN EMOTION**

90% of the time, contents that gets shared the most either makes you tear up when you watch it or it inspires you so much you want to buy it right away!

There are many emotions that can come to play, happy ones, sad ones, angry ones, surprising ones? Even horrific ones.

**TIP\* If you need a shareability index to help you, you may download it [here](#)**

# 02.

---

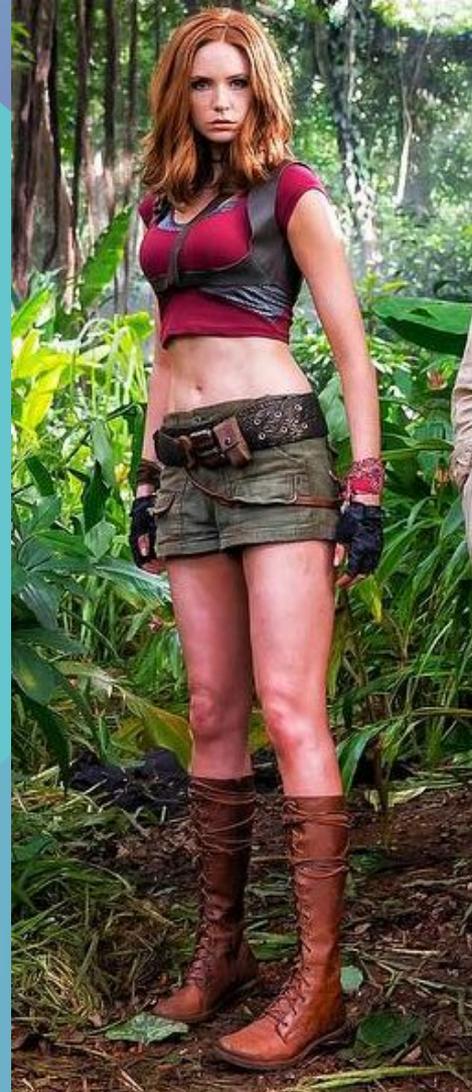
---

## TRENDING

Trending words is one of the most important terms in the social media world.

For example, when Jumanji is out in the cinema, Jumanji will probably be a top search all over the internet. Maybe it's time to post contents like:

- ❖ Dress like Karen Gillan in Jumanji - buy [here!](#)
- ❖ Tips to survive Jumanji - if you sell military items.



# 03.

---

---

## CREATE A GOOD VISUAL

Humans are visual. Example in Instagram, do you read the caption before the image? Nope. I thought so.

You will almost always see the image first and if it captured you, you will then read the caption, right? That's why image is really the scroll stopper.

### Tip\*

- ❖ **If you need to make content and have no design skills try [www. canva.com](http://www.canva.com),**
- ❖ **If you're on the phone - download snapseed by Google.**

# 04.

---

---

## **COLLABORATE AND LEVERAGE ON SOMEONE ELSE**

Steve Jobs always shared the stage of his keynote with others. It's not like he needs it, but when a keynote is 40 minutes long, it's hard to keep people constantly captivated.

If you're an e-commerce store, get influencers to share tips and tricks or a notable someone in your industry to do an interview?

**Tip\* check out [SushiVid.com](https://www.sushi-vid.com) for a list of over 3000 influencers**

# 05.

---

---

## **ALWAYS PERSONALIZE**

Nobody likes to read a generic email or post.

Even if your content is for the masses, always keep it personal and relatable to your audience.

Remember, you will never get a second chance to make a first impression.

How long do you need to get users attention?  
Less than one minute!

# 06.

---

---

## GREAT CAPTION AND TITLE

Writing a caption/title that engages your audience is always important.

Caption helps search engines query your content.

Don't throw everything into the caption. Keep it relevant, light and simple.

**Tip\* Don't forget to Hashtag. If you need a hashtag guide, you may download it [here](#)**

# HOW TO GET MORE LIKES AND SHARES?

Now you've got it all, the question is how do you get the reach you deserve?

All that effort, and only 15 likes?

1. Get your friends and family to support you, ask for likes, shares and comments by your colleagues. The more engagement it gets, the more priority it gets from the social media platform.
2. If you still need more distribution, leverage on platforms such as **GoShareLah.com** to pay per click or pay per share.