

HOW TO WRITE **KICK-ASS** CONTENT FOR YOUR **SOCIAL MEDIA**

Your quick reference guide on how to write effective content and copy that converts your audience into paying clients.





NAIL YOUR SOCIAL MEDIA COPY

At Thrive Bright, we've helped over 120 business owners cut through the noise, simplify their marketing, and attract clients with content that actually converts.

Here's the secret: it's not just about posting—it's about messaging. The right words spark curiosity, build trust, and turn followers into buyers.

This guide gives you the proven tips and tricks we use every day to make social media copy clear, compelling, and results-driven.

👉 Ready to transform your posts into powerful marketing tools? Let's dive in.

COPY VS CONTENT

When you are writing social media posts, your words will fall into two camps, either 'copy' or 'content'. It is so easy to get confused with this, so let's break it down.

Copy = writing that is specifically designed to persuade your audience to take action. Copywriting primarily lies with sales posts you write on social media or posts that aim to convince or entice someone to do something.

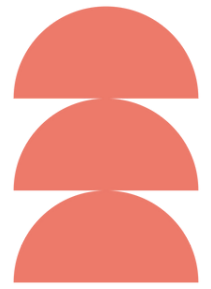
Content = Is the general writing that nurtures your audience. It may entertain, give them value and aims to build community within your social media.

Don't get too bogged down in this, as the two forms of writing can sometimes overlap - but the important thing is to start to analyse the writing you need to create because then you are halfway there.

Copy Vs Content



TIPS ON **HOW** TO WRITE YOUR COPY & CONTENT



BE YOU


Do you think followers and potential clients will engage more with a vanilla, robotic people-pleaser? Or would they prefer to chat with an energetic, charismatic, passionate entrepreneur?

The voice and tone you use on social media are SO important because it allows you to show the online world the true heart and soul of your business.

- Why do you do what you do?
- Who or what inspires you day-in-day-out?
- Why do you believe so strongly in what you do?
- What sets you apart from the competition?

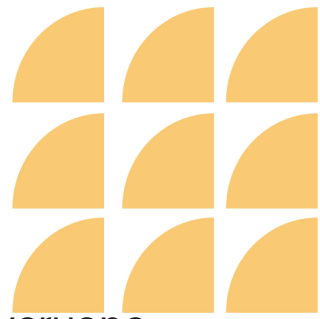
If you're not shouting these things from the rooftops, you're missing the chance to whip up excitement and enthusiasm around YOUR unique brand.

KNOW WHY YOUR'E POSTING

A decorative graphic consisting of three vertical bars of varying heights in a dark blue color, positioned on the left side of the page.

Social media copy needs a purpose. What's the message you're trying to get across? Who are you targeting? And what's the best way to deliver that message? Remember, there are plenty of different ways to deliver your message, including Reels, Stories, how-to guides, product demos, blogs and testimonials, to name just a few. Using a mixture allows you to keep your channels fresh and inviting.

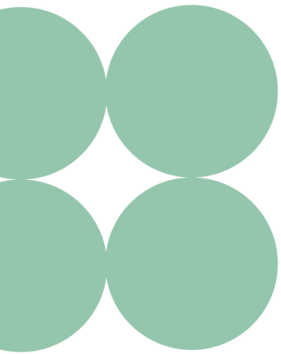
FOCUS ON SOLUTIONS



You're in business because you know you've got a product or service that can add real value to people's lives. But does everyone else out there know that?!

One way to demonstrate this clearly is to highlight a problem your ideal client may be facing and create a bit of a frenzy about said problem (without coming across as a Negative Nelly, of course!). Then you can ride into town with the solutions, be that your products or services.

KEEP IT SIMPLE



Life is busy, and people scroll until something interesting catches their attention. If you want that to be YOUR copy, it's important to keep it short and sweet!

If you haven't hooked them in the first few seconds, they'll scroll on to the next, more interesting thing before you know it.

USE EMOTION

We connect with others by forming emotional attachments. And good copy can elicit a range of emotions in a reader. Sharing honest stories about struggles or personal growth conveys vulnerability and allows your audience to see the 'person' behind a brand rather than a faceless entity.

Think of different ways you can use emotion to add that extra touch to your social media copy.

MAKE YOUR CONTENT POP

Use emojis in your copy to make it look attractive and catch people's attention. Make the paragraphs small and easy to read. Give your copy space. Use line and spacing to break up text which makes it visually easier to digest.

TALK TO YOUR IDEAL CUSTOMER

Build a customer avatar. Give them a name, a personality - and write your copy as if you are talking to them, This will help you achieve consistent messaging and make your copy feel more tailored to your Right Fit Customer,.

USE HOOKS

A hook is a statement to grab the reader's attention and make them want to read more. You can find some examples you can use on your own posts on the next page.

USE CTA'S

If you are writing content or copy that requires a response or action from the audience, include a CTA at the end. The Call to Action is a text prompt at the end of a social media post that encourages you to take a specific action. Find some examples on page 8.

HOOKS

Here are 10 hooks that you can start to use in your business to captivate your reader to take notice of your posts!

1. This has to be said

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2. Stop scrolling if you...

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3. This is a game changer

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4. It's time to bust this myth

.....

5. 3 reasons you should...

.....

6. Everything changed when

.....

7. The biggest hack to

.....

8. Stop wasting time doing

.....

9. Did you know

.....

10. The ultimate guide to

CTA'S

A call to action is a text prompt at the end of a social media post that encourages you to take specific action. Here are a few examples to get you started...

1. Follow for more ideas

2. Which do you prefer?

3. Click the link in our bio to download

4. DM for more info

5. Who else needs to see this?

6. Double tap if you agree

7. Tag a friend who needs to hear this

8. Let me know your thoughts below

9. Share to make someone laugh

10. Save for later

DON'T JUST TAKE MY WORD FOR IT

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Between the discovery call and 90-minute strategy session, I went from feeling lost and overwhelmed with Social Media, to prepared and inspired! Becky is a great teacher, and a thoughtful strategist, and I have no doubt that my social media game is about to improve in leaps and bounds

Kristin Louise Duncombe

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If you follow this guide, you will be well on your way to producing captivating social media content that converts. I hope you now feel more confident to start implementing a more intentional strategy with your Social Media Marketing

By the way, did you know all our social media management services **INCLUDE** the creation of bespoke content and copy for your Socials? If you're ready to elevate your social media to the next level so you can reach new audiences and heights, let us help you. You can view our services by hitting the button below.

Becky x

[View Our Marketing Services](#)

