

## Introduction to Short-form Content Creation for social media

### *Short-form content*



Using **short-form** content can improve the connection between the publisher and the reader. The idea of short-form content is that a post should be short and precise, therefore easily absorbed by the reader.

### Things You Need To Know About Short-Form Content:

1. Keep it short and simple
2. Don't forget the 3 C's success to create the perfect short-form content  
**Critical, Creative, Concise**
3. If needed, attach a link either within the post or in the comments so as to provide more information for the reader.



**My own short-form content for social media (Facebook):**



Create your own unique short-form content on social media (Facebook):

Choose a topic you would like to comment on and provide a simple definition. Try to be on point and even if you share a post try to type two lines with your own brief opinion. **Optional:** If you have time copy-paste your notes on your Facebook profile and post it.

***Short-form:***

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**Tip:** You can write Long-form text and then try to transmit the same core message in two lines:

**Long-Form:**

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