Introduction to Short-form Content Creation for social media
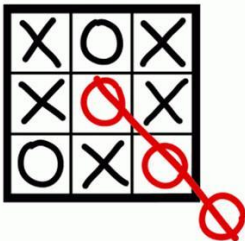
The 3 C's of success (Critical, Creative, Concise)

A framework that will help you to develop your own short-form content more efficiently.

### Things You Need To Know About Before You Share or Create A Post:

1. Think **Critically** e.g What I want to achieve with this post?
What is my target audience?
Is the content useful and interesting for me or my audience?
2. Keep it short and simple (smart text - be **concise**)
3. Use your **creativity**

Think outside the box

JUST
Google It!

4. Verify your sources (Do a quick research on the internet)
5. Create your own unique content (Do not copy-paste)
6. Grab the attention of your audience.

A good combination of skills attributed critical thinking, creativity and concision can achieve successful short-form content for social media platforms.
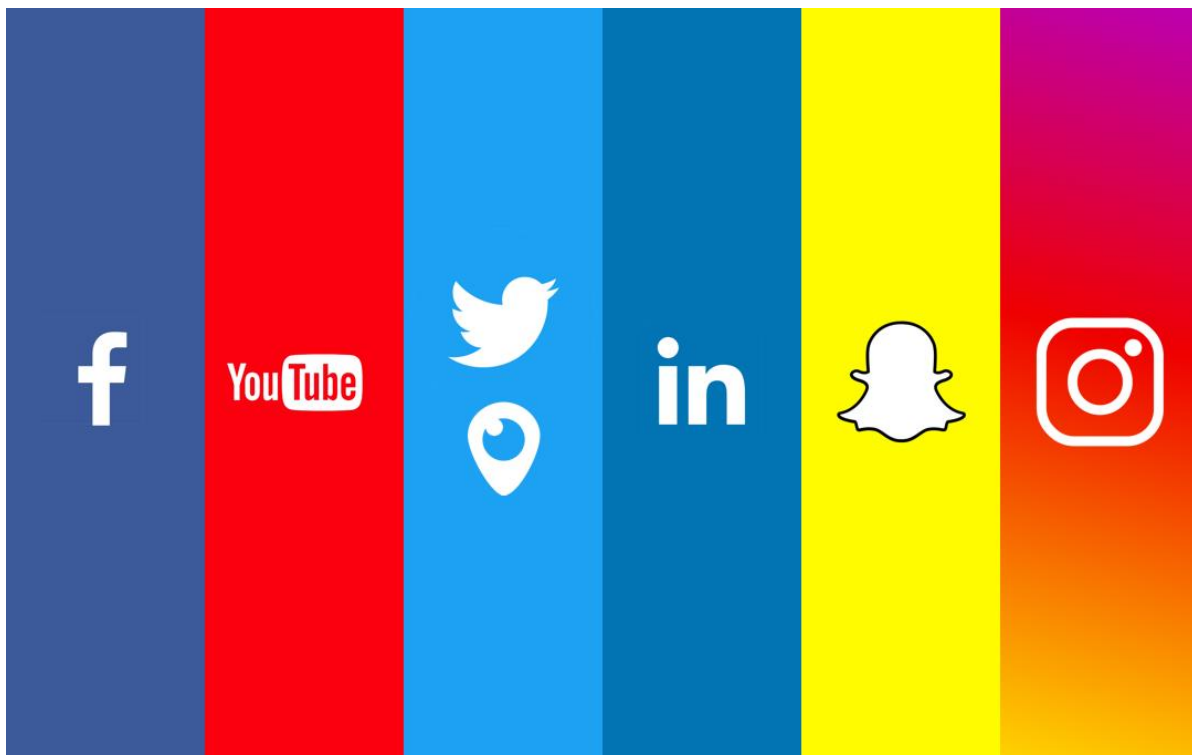
<u>My 3 C's of success to develop short-form content:</u>

Think about an idea or topic but before you write about it below, assess and incorporate

*the 3C's(**Critical**, **Creative**, **Concise**) framework in your creative writing process.*

Critical   **Creative**   **Concise**

Short-form content:

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