

CUSTOMIZING TEXT

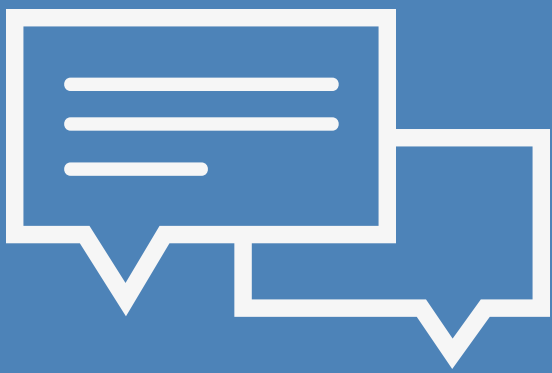
Tips and Tricks for customizing your text through ContentTrees

WHY CUSTOMIZE?

The daily content that you receive through ContentTrees offers the opportunity to create your own text. It is important to customize your message to fit your brand, maximize audience engagement, and increase your exposure.



USE YOUR OWN VOICE



Social media users look for personality when using different platforms. Do not lose sight of your company's voice when customizing the text.

INCLUDE A CALL TO ACTION

Including a call to action in your post is a great way to encourage engagement from your audience. Some examples include:

- Asking a question
- Fill in the blank
- Invitation to view website / article



UTILIZE HASHTAGS



To utilize hashtags effectively, you should mix general and specific hashtags. A general hashtag will get more views, while a specific hashtag will target users who are searching for specific information. Aim for using one of each.

