

# How to write strategically online

 By [Kamogelo Modise](#)

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While writing is something we can all do, the same cannot be said for writing strategically online. The average social media user is usually brash and writes whatever and however they think and feel.

There is nothing wrong with that perhaps, however, it does indicate and point towards a lack of comprehension on the power and the influence that comes with our online identity and presence. Ultimately, whatever you put online comes back to either make or break you. Believe it or not.

Now more than ever, social media networks are largely used for production efforts more so than they are for aimless fun. There are some who use the network to expose their talents and attract the opportunities they may have otherwise had to wait for. Then there are those who use it for activism. These are people who advocate for a cause they believe in while generating the assistance they need to help combat and overcome injustice. Of course there are also some who use it for maintenance, usually these are well established public figures and have a large following, like politicians, sportsmen and celebrities.



Source: [123RF](#)

On their social media pages you are likely to come across a lot of promotional activities and public relations. When it's all said and done, whether you are well known or not, we all have a responsibility to engage in a sensible and smart way when we are online unless you don't have much care for your reputation. Let's talk writing strategically online, shall we? But first let's try to decipher what writing strategic content means.

## Engaging content

The term you've most probably heard more times than you care to remember is 'engaging content' and I'll admit that no week flaunts by without the aforementioned term greeting my ears. It must be important clearly, and yes it is. Engaging content is by far the best approach to strategic writing online. It is the secret ingredient that will attract the right attention and maintain it for as long as you wish. There is a plethora of content all over social networks. We are faced with an information overload crisis and traffic is at a standstill. Shuffling through it all you may soon realise that only a small percentage is actually resourceful and the rest is pure waste. Engaging content is inclusive, fun and educating. Feel free to consider it as a go to hub people can always rely on to learn, interact and share. It's not only about writing and informing but inviting your readers to engage with what you are putting out there.

Strategic writing easily translates to being smart and innovative. It requires us to also bear in mind that timing, planning and the right choice of words is everything. More importantly and perhaps above all, writing strategically means knowing not so much what to do, but how to say. To well execute this, understanding your audience will make all the difference. What you write about, your word selection and tone always determines how your content is perceived and received, but don't bore your reader with too much wording, shareable images do wondrous things too. Your online presence has an aura and energy and it's your responsibility to manage it and to ensure that it spreads positively even when the subjects you write on may vary.

Indeed you understood correctly, you cannot write strategically if you are short of engaging content because engaging content is the strategy.

Let's take it further shall we? It goes without being said that being in full charge of your brand and eliminating the middleman (which in this case can be considered as reporters) between you and your client base is very beneficial. I am in no way being dissuasive towards the services of a PR team, but I am acknowledging that now more than ever and all thanks to social media you can have a firm grip on your brand from all ends. The beauty of being online is that you are in constant, direct, and immediate communication with your followers. The procedure that was once labouring has been modernised for your convenience and while how you choose to utilise it is entirely up to you, be warned that it comes with pros and cons.

## **Five ways to improve your online writing and engagement**

### **Be consistent**

Your audience must come to know what to expect from you. This is brand positioning, when people associate your brand/work with everything you've aligned it with. An advantage to this is that should there be a misrepresentation of who you are and stand for, it's easier to clear any misunderstandings.

### **Loosen up**

Don't be too serious and boring, make it fun. Find an innovative and exciting approach to present your writing.

### **Don't stray too far from your target**

Remember the message you are trying to get across, keep that in mind and do not get carried away. Sure, be fun and creative but always bear in mind the bottom line and the nature of your audience

### **KISS**

Keep it Short and Simple. Having so much to say can feel overwhelming, but be smart in how you package your information. Write in a way that does not feel like information overload.

### **Images, images and more images**

Make use of images to support your wording. Pictures, charts and a video (however with a video, it's advisable to place it at the end of your writing. You want to retain your readers attention until the last word). The images must be shareable; they must encourage your readers to want to recommend it to another person to read.

## ABOUT KAMOGELO MODISE

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