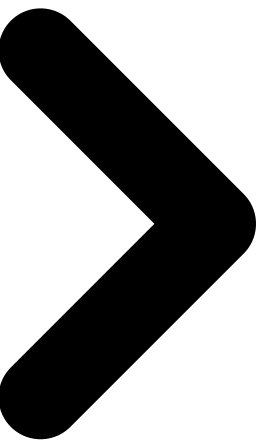


# Scroll Stopping Social Media Posts

SUE ELLSON

<https://jumpstory.com/blog/scroll-stopping-social-media-posts>



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# 1. Quality imagery

– ideally with one or more faces as we are ‘tuned in’ to recognizing a face as soon as we see one



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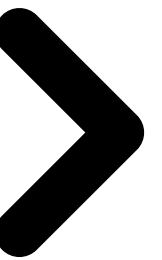
## 2. Colourful imagery

- black and white photos are used on gravestones in China... so I definitely do not recommend black and white faces!



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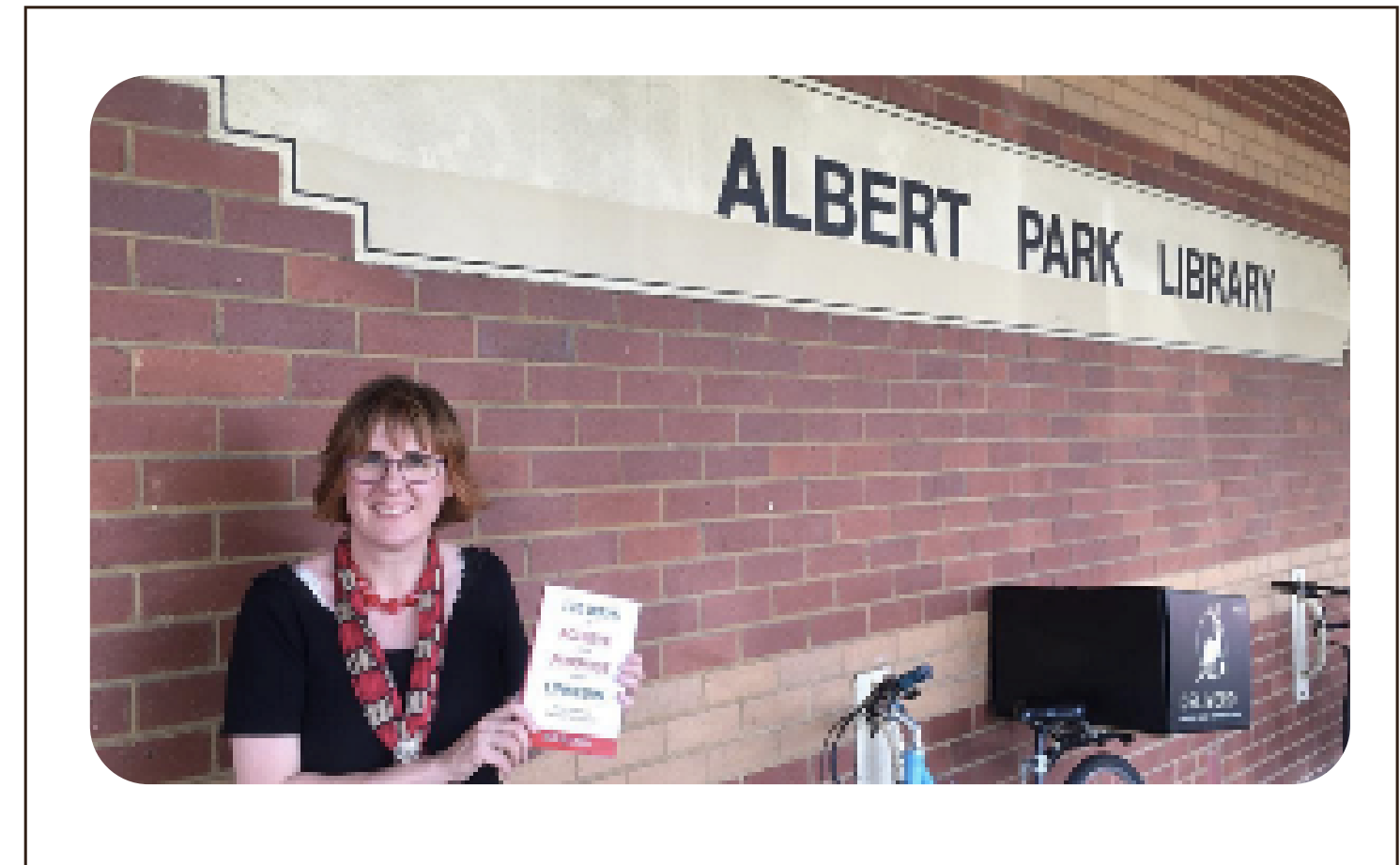
# 3. Storyful imagery

- can your image tell the story on its own? Does it give a sense of location, activity, and result?



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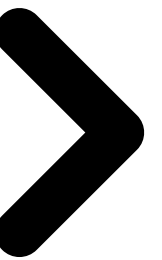
# 4. Symmetrical imagery

- does your image align with the Fibonacci Sequence or 'the rule of thirds'?



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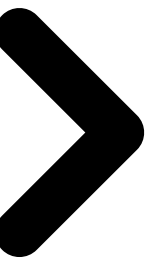
# 5. Unique imagery

- are you using all-too-familiar stock imagery or something a little different with some of your own colours and branding too?



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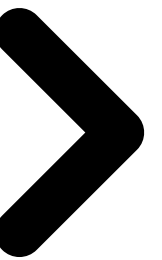
# 6. Emotional imagery

- do your images create an emotion to take action, feel compassion or engage in some way?



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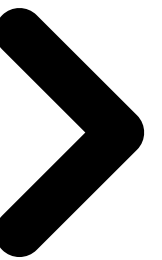
# 7. Brand-aligned imagery

- do you have style guidelines for the imagery you use - and have the images been approved for use (with written waivers)?



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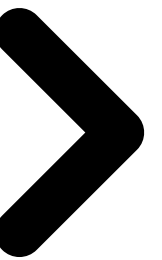
# 8. Risk-aware imagery

- whilst going viral is cool, being part of a meme sequence because of an unfortunate image component is NOT. Only include 'catches that you want.'



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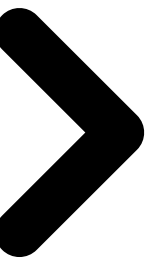
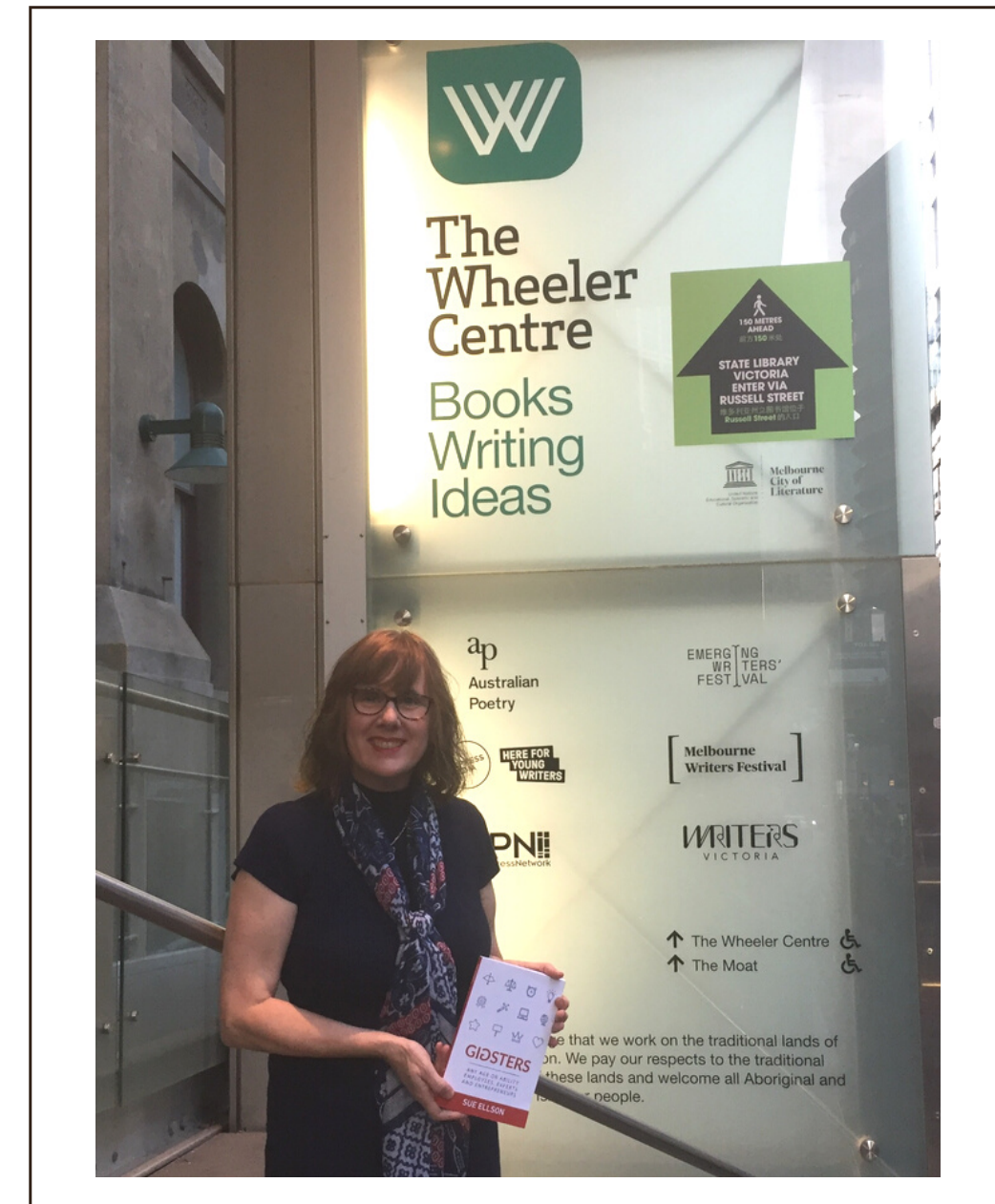
# 9. Authentic imagery

- whilst being authentic is all the rage, being out of focus, tokenistic or completely au naturel may not be. Convey a message, not a mess.



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# 10. Manageable imagery

- if you are going to be posting regularly, a few shots from a mobile phone won't last - so you will need to know how to manage your photo library and you may need to include stock photos in your catalog.



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# Text Tips

1. Immediate value
2. Mostly short sentences and white space
3. Enough content to make the post itself valuable
4. Some social media features
5. Ongoing engagement
6. Re-engagement
7. Include a call to action
8. Try and keep readers on the platform
9. Avoid sharing from another platform
10. Be respectful



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