

Five tricks digital content producers can't live without



By [Phindiwe Nkosi](#)

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It is not always necessary to reinvent the wheel. One must however be constantly willing to interrogate if it is serving its purpose and can't be improved upon; and if so how. Sometimes, the trick is not so much in having the incredible words, but rather in being equipped with the right tools to get more folks to share in your story.

There are tricks of the trade - some of which are like the wheel in the sense that they have been there for some time - and yet still continue to serve their purpose. Here are five tricks that veteran digital content producers love.

Post schedulers

The very nature of social media and the digital platform is dynamic. Unlike a physical shop that opens and closes at a certain time, social media needs to communicate during and after office hours. So how do you look like you are there, even when you are not? There are several easy to use social media post schedulers which help you do just that.

Whether you are using Facebook or Twitter, one is now easily able to align your posts well in advance and at random times to make it look natural. Even though one always needs to monitor the platforms, the scheduling apps make it so much easier to have a day-night presence.

Social media share buttons

Stop talking to yourself about yourself. Digital content producers are not just tasked with the pleasure of producing content, but need to take it a step further by making sure that that content is easily accessible and shared.

One way of facilitating the sharing of information is by incorporating social media share buttons to content. A simple share button that is easy to use goes a long way in helping the reader spread the information s/he has just stumbled upon.

Give-away

Who on earth is not up for a cool freebie? Seriously, one sure-fire way to kick start user interaction is by giving something away. Make sure that it complies with all legislations and that the terms and conditions are proper and then go for it.

Social media "like boxes"

When scrolling through some websites, you're bound to see a "box" - usually for Facebook or Twitter that says like/follow us or join us. It sometimes shows your friends that already like the social media page as well as the total number of people liking/following the page. This captivates the user and often makes them want to join in as well.

Ask questions

There comes a time when monologues just don't cut it anymore. It downright sucks talking alone. For such times, there are certain tricks which include asking questions. This can promote user interaction and help you to get to know your reader a little more.

Ask questions. Whether it is something they can know, something you genuinely don't know or even to get their opinion - such as posting two covers and asking them to pick the one they like - nothing says "join in" and "your opinion matters" like a well formatted sincere question.

Do you have more industry tricks you just have to share? Go on, post in the comment box below to share that one trick you can't live without.

E-mail phindiwe@communicationanthem.co.za to get in touch.

ABOUT PHINDIWE NKOSI

Phindiwe Nkosi has a decade of experience coupled by a Masters Degree in Communication Management from the University of Pretoria, South Africa. Her experience ranges from working as a journalist, international news anchor, travel writer, speech writer, marketing and communications manager, editor, blogger, foodie and ghostwriter. She is also the founder of Travel Anthem and freelances for clients across South Africa, UK, Australia, Canada, Germany, India, Zimbabwe and more. Email her at phindiwe@communicationanthem.co.za for your writing and blogging needs.

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