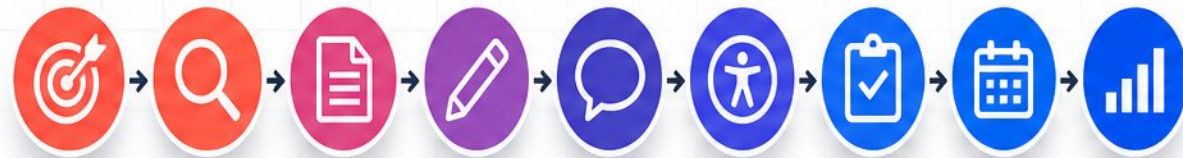


How to Design Social Media Posts: A Practical Workflow



- Inconsistent, low-engagement posts stem from missing a repeatable process
- Move through goals, research, brief, design, copy, accessibility, and review
- Add production, scheduling, and measurement to close the loop
- Build a repeatable system that saves time and produces on-brand, high-performing content

Start With Goals, Not Designs

- Turn business objectives into one of four goals: awareness, engagement, traffic, or sales
- Choose success signals first: saves, shares, comments, or click-throughs
- Match each goal to platform behavior: comments on LinkedIn, saves on Instagram
- Give every post one primary goal so creative decisions stay focused



Match Format and Tone to Each Platform



- X rewards text and punchy one-liners for maximum engagement



- LinkedIn and Instagram carousels drive the deepest engagement



- TikTok demands native short-form video; 9:16 only



- Respect caption limits, image sizes, and video-length rules



- Default to 1080x1350 but always adapt copy and framing



Research Your Audience and Competition

Listen before you design:



- Use comments and DMs to find recurring questions and pain points



- Audit competitors to spot gaps, proven formats, and differentiation chances



- Review audience insights for the topics your audience actually engages with



- Collect visual and tonal references into a lightweight inspiration library



- Save everything before drafting so the next step starts with evidence, not guesswork



Turn Ideas Into a One-Line Creative Brief



- **Objective:** one measurable business outcome per post



- **Audience:** specific demographic, pain point, and tone



- **Message:** core value proposition with primary proof



- **CTA:** exact next step, not vague "learn more"



- **Tone:** single reference sentence, not "professional friendly"

Design a Clear Visual Hierarchy

- Establish hierarchy: dominant focal point, supporting text, logo or handle
- Use contrast and whitespace for legibility on small mobile screens
- Maintain consistent brand colors, fonts, and image treatment
- Avoid cognitive overload: one clear visual entry point per post



DOMINANT FOCAL POINT

The main image or graphic captures attention first.



SUPPORTING TEXT

Concise copy reinforces the message.



LOGO OR HANDLE

Brand mark or handle builds recognition.

Write Copy That Drives the Design



- Write the hook first: earn attention without clickbait



- Keep body text scannable with short lines and one clear CTA



- Use emoji intentionally to support scanning, not decoration



- Ensure copy and visuals reinforce each other, never repeat



- Adapt voice per platform: X is one-liners, LinkedIn rewards depth

BEFORE: CLUTTERED



Why Most Content Fails (And What You're Doing Wrong) ❌

In today's digital world, content is everywhere. There are so many tips, tricks, and strategies that everyone talks about but few actually get results.

If you want to grow your brand, increase engagement, build trust, and drive meaningful action, you need to do a lot of things right.

It's not just about posting consistently. It's about using the right words, the right visuals, and the right mindset.

Let's dive in and explore everything you need to know...



CLICK HERE!!!

AFTER: CLEAR & FOCUSED



Turn Words Into Action.



Clear copy earns attention.
Clear design drives it home.



Short lines. Strong message.
One goal.



Words and visuals should
work together, not repeat.

Make Every Word Count. →

Build Accessibility Into Every Post

ONE POST. THREE LENSES.



- Add concise alt text that conveys the image's meaning, not just pixels



- Review and edit auto-captions for accuracy before publishing



- Use CamelCase for hashtags to help screen readers pronounce them



- Maintain a strong text contrast ratio of at least 4.5:1



- Treat accessibility as a reach boost, not a compliance box

NORMAL VIEW



How it looks
to everyone

LOW-CONTRAST
SIMULATION



How it may look
to some users

SCREEN-READER
METADATA



What assistive tech
understands

LENS OF CLARITY

Account for Safe Zones and Platform Constraints



- Keep logos and CTAs inside platform-specific safe zones



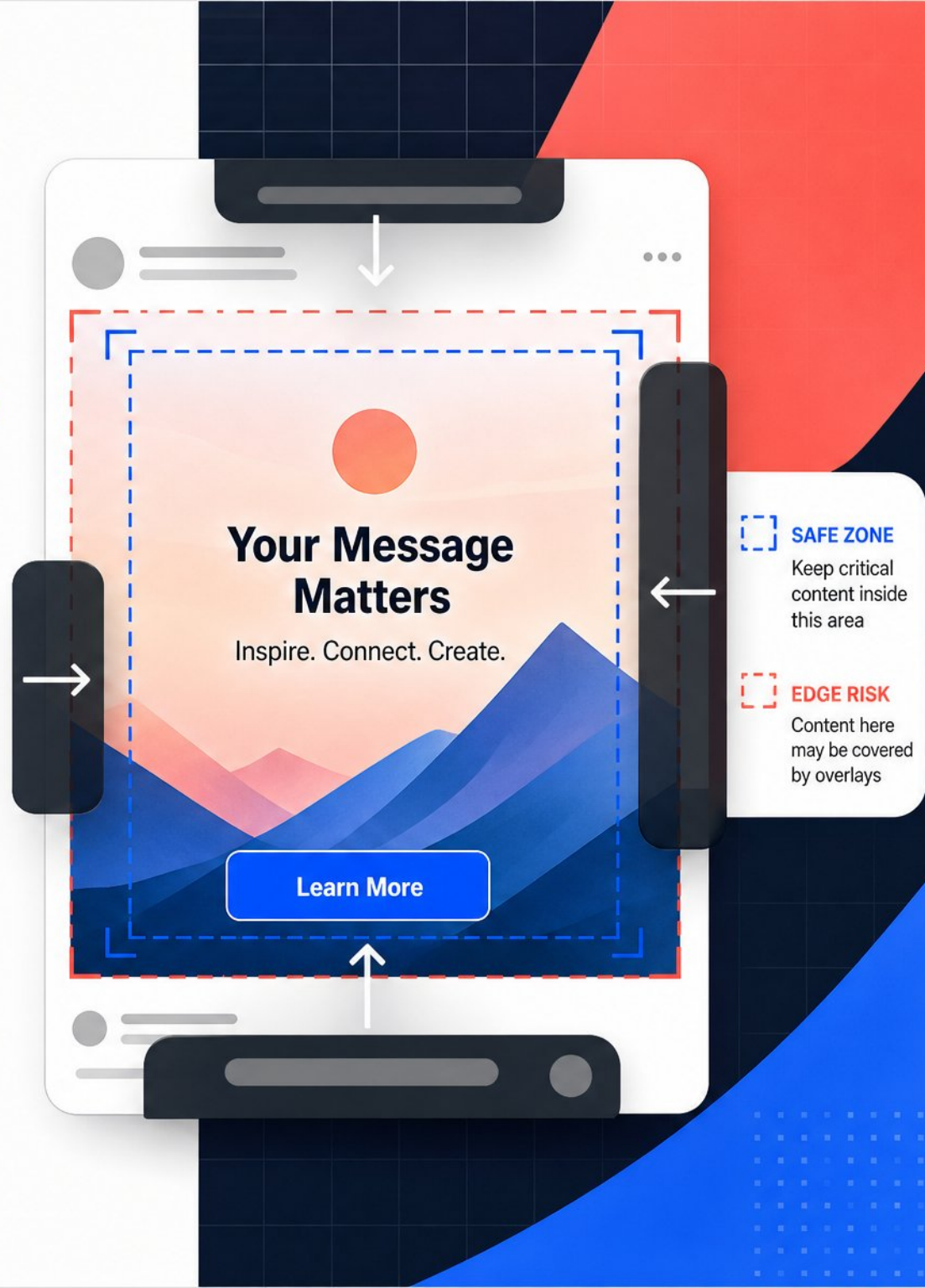
- Avoid UI overlays covering critical visual elements



- Confirm aspect ratios, file size limits, and link policies



- Always preview posts on actual mobile before publishing



Review and Approve Without Bottlenecks



- Use a short pre-publish checklist: goal, brand, readability, compliance



- Name one approver per content type with a 24-48 hour window



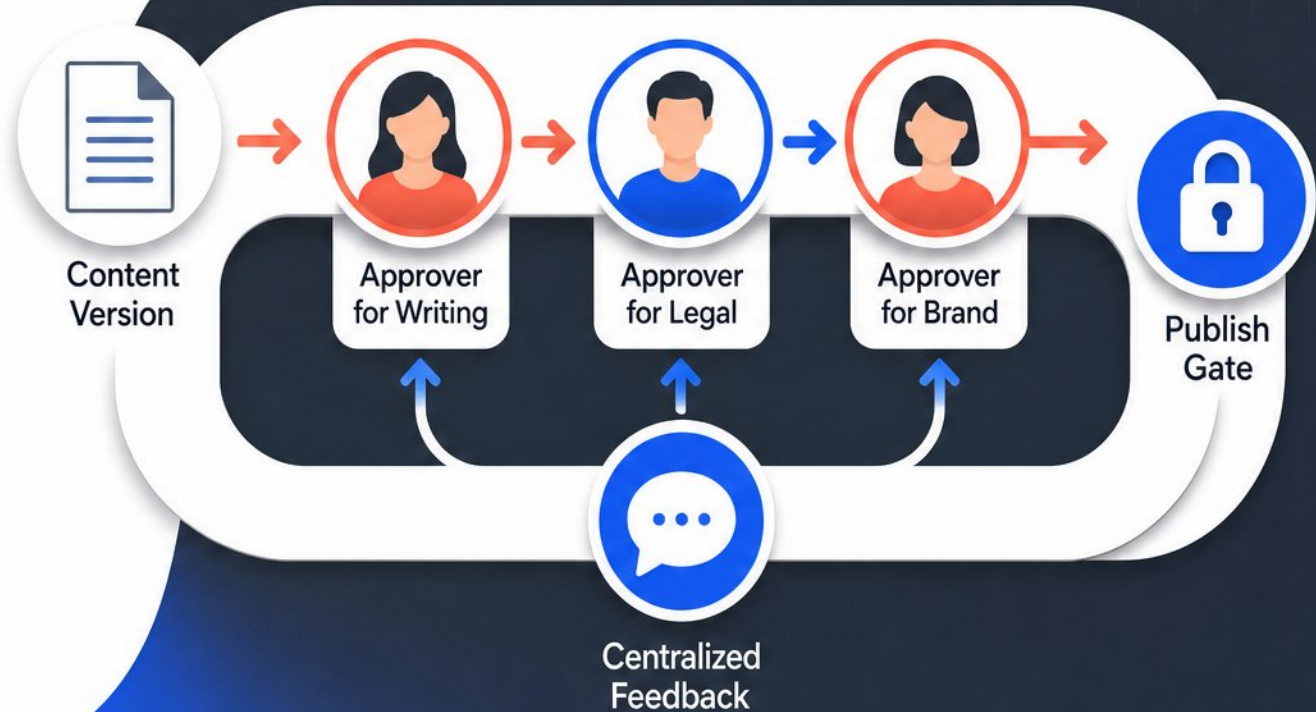
- Centralize feedback in one tool, not scattered email or Slack threads



- Tie every approval to a specific version with an audit trail



- Approval is a publish gate, not a suggestion



Batch Content for Consistency and Speed

- Plan posts in monthly themes or pillars to cut daily design overhead
- Use locked templates for carousels, quotes, and stories across clients
- Group like tasks: write captions, design graphics, then schedule in blocks
- Set a sustainable rhythm based on team size and posting cadence
- Keep 2–3 evergreen backup posts ready as a buffer



Schedule With a **Buffer**, Publish With **Intent**



Queue content ahead to create a buffer against holidays and illness



Customize each scheduled post per platform: hooks, hashtags, link strategy



Reserve 20% of the calendar for timely, reactive content



Build backup evergreen posts that require no approval



Set a hard content freeze date before publishing



Measure What Matters, Not Just Vanity Metrics



- Track saves, shares, comments, or conversions tied to the original goal



- Compare formats, hooks, and visual styles to find repeatable patterns



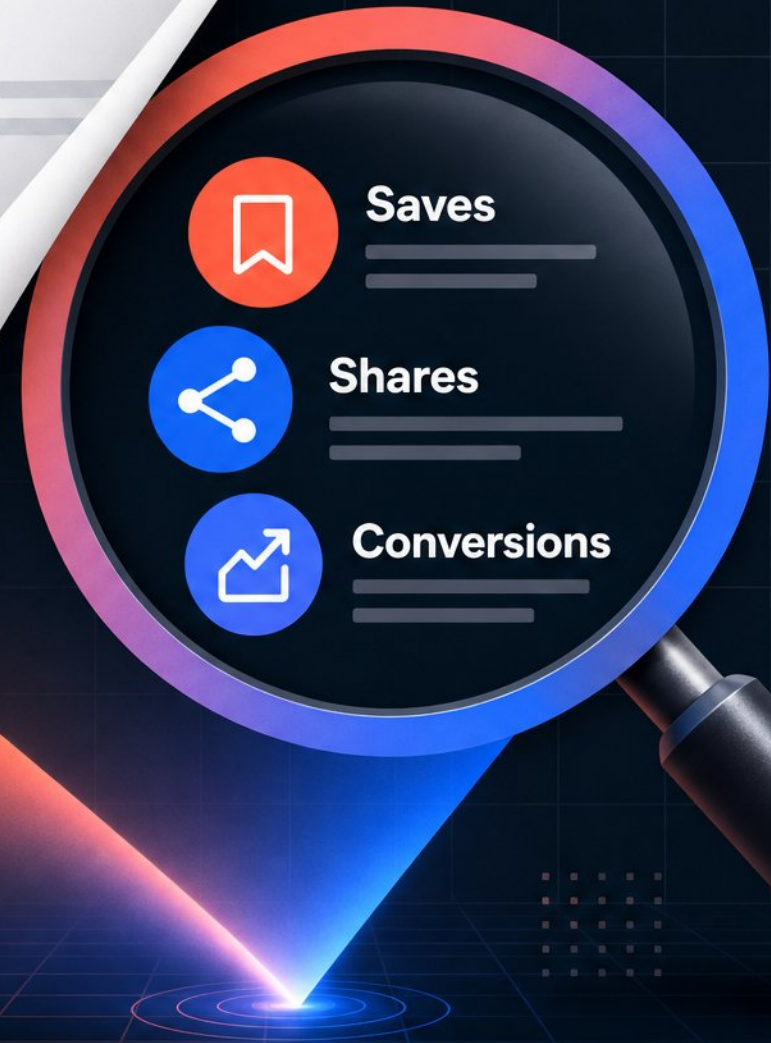
- Use outcome metrics, not just likes or reach



- Feed insights back into briefs, templates, and next batch plans



- Let performance data shape future content pillars and pitch angles



Turn Insights Into the Next Batch

- Use performance data to plan next month's pillars and angles
- Repurpose top posts across new platforms, formats, or follow-ups
- Adopt a 'no-post penalty' mindset: consistency beats rare perfection
- Make analytics a planning input, not a monthly export
- Close the loop: review, decide, reuse, measure again



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