

Your practice in 150 characters

Prompts

Your social messaging should be an extension of the existing brand language, keywords and USP found in your brand strategy. These may also be distilled from words on your website, brochures and other media to ensure a synchronous identity.

Who — your team and the people behind the practice.

What — which sectors you operate within and would consider your strength or niche.

How — how you deliver projects, how you offer exceptional customer services, how you design - share the process.

Why — the reason they should click on your link, follow you or get in touch, paired with a clear and frictionless call to action.

USP

The best way to find your USP is to distill down the sentence or two as much as possible. Then read this separate to your practice name and ask yourself whether this could apply to any other practice.

If so, there needs to be some kind of USP in the prompts mentioned earlier that sets you apart.

For example, are you people-led? If yes, what does that really mean? Specificity is your best friend. Say you're a practice that runs a 4-day work week or offers incredible staff benefits.

If you specialise in creating bespoke residential developments and your area of expertise is in the South Coast - say so.

Structure

Instagram

Do

- Use parts of your messaging that already exist
- Keep to one or two sentences. Mention a USP
- Include a Call to Action

Don't

- Mention you're award-winning
- Include the year you were established
- Use external formatting

LinkedIn

Do

- Keep as close to IG description
- Tailor towards your clients i.e. private, local authority

Don't

- Write a lengthy description
- Use keywords or jargon
- Be vague