How to create your own shareworthy content

You get to BE the media

Enticing headlines – regardless of what kind of content (people need to know what it's about in three seconds or less)

So if you create a video, the text on it or title must be clear and catchy

Example:

Plant Based News video

If you create an article or blog post – again, make the headline clear and catchy

Example:

Plant Based News article

WARNING: Vitamins & Minerals You Could Be Missing Going Vegan, & The Dangerous Side Effects...

New studies show that vegans are missing these essential vitamins. Are you deficient?

PLANTBASEDNEWS.ORG

Example:

Vegan Business Media blog post

MARKETING AND PR

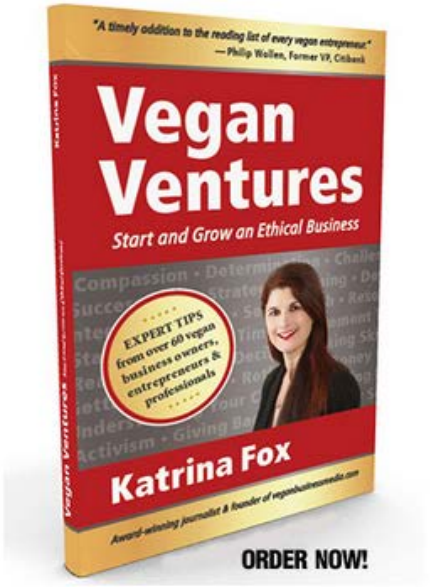
How to respond to a SourceBottle or HARO query: A vegan business owner's guide [UPDATED MAY 2017]

May 19, 2017 By Katrina Fox

146 Shares 114 0 0 16 0 0 16

When journalists are seeking experts to quote or feature as TV or radio guests, make sure you maximize your chances of being selected. Katrina Fox offers some tips.

Every day journalists in the US, Canada, UK and Australia send out hundreds of queries or callouts seeking sources for their stories. The two main websites they do this on are HARO (Help a Reporter Out) and SourceBottle.



RECORDED WEBINAR

Crowdfund Your Vegan

Example:

One Green Planet Recipe post

Zucchini Chips With Lemon Basil Tahini Dip [Vegan, Gluten-Free]

Audio – can be a little trickier in that it doesn't have visuals, so add some and again, make headline clear and catchy

Example:

No Meat Athlete podcast episode

How to Lose 5 Pounds Without Changing Your Whole Life

Written by Doug Hay

Headline writing tips:

- Use a number for ‘listicles’ eg ‘6 simple ways to …’
- Use a 5w word - what, when, where, who, how, why eg ‘How to …’
- Use descriptive, interesting adjectives – sometimes known as ‘power’ words – eg ‘incredible’, ‘painstaking’, ‘effortless’, ‘essential’
- Make a promise eg what will the reader get? Will they learn a new skill? Will they be enlightened about something that will make their lives better?

Headline needs to entice them to click through but also be honest

Content must deliver on the promise and give the audience something valuable

Simple headline writing formula:

Number or 5w Word + Interesting Adjective + Keyword + Promise

The ‘keyword’ is the main topic of your content

Eg:

How to eliminate painful IBD within 24 hours by removing these five foods from your diet

5 foods to stop eating that will eliminate painful IBD symptoms within 24 hours

The best way to learn how to write good headlines is to study those that work (and experiment)

Length – generally speaking as our levels of attention span continue to go down, shorter is usually the best. Good quality though.

Depends on the audience and sometimes an indepth, longform blog post can really work.

Images – striking, interesting or fun

Enticing text – either on image if that works, or in introductory text

If you have any pics of you with a celebrity these are particularly good for media coverage

An email invitation had been sent to Australians who follow her The Kind Life blog - where she writes that 'vaccines given to pregnant women could be correlated with autism', that meat and dairy are toxic to pregnant women, and that sunscreen and toothpaste contain harmful ingredients.

Scroll down for video

Make sure you have the permissions to share the image

Image subscription sites:

123rf.com
Shutterstock
Istock Photos

Pixabay (free)
Unsplash (free)
Flickr (creative commons)

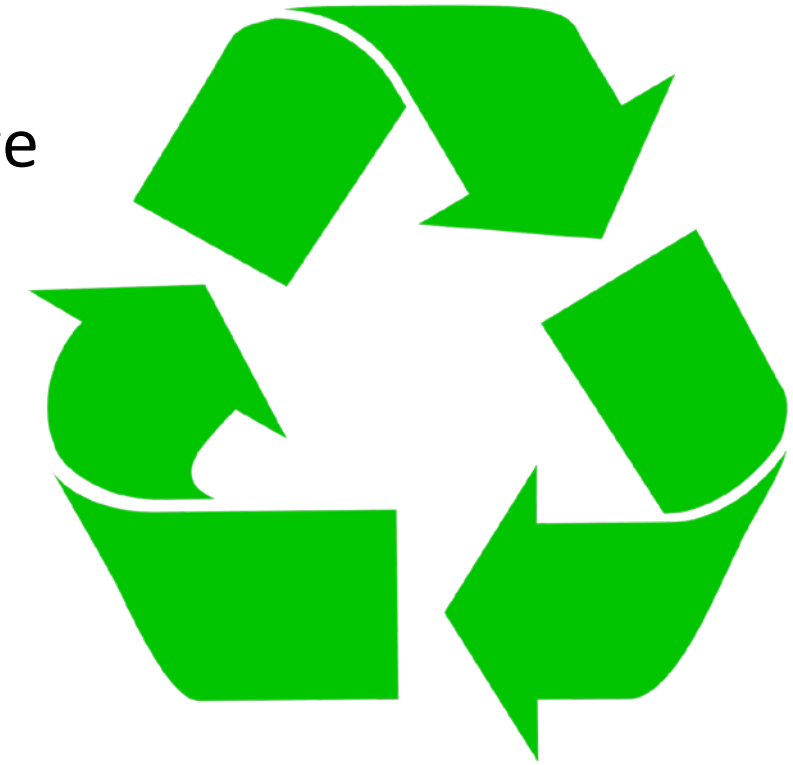
Video strategy used by Plant Based News & others: downloading and rebranding others' videos

Facebook allows you to develop a relationship with other pages and allow those page to crosspost your videos (and vice versa) – win for brands that collaborate

Look at your analytics – figure out what content does well and do more of it, and vice versa.

Repurpose your content:

- Turn a blog post into an audio/podcast episode or video
- Turn an audio into a video by adding a visual image
- Turn a video into a blog post by transcribing it
- Turn a video into a podcast episode



Questions?