Writing for Your Platform
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To write effectively for digital platforms, we need to know why people use them.

Reading print:
- is a leisure activity
- has few distractions
- has a linear reading format (front to back, top to bottom)
- has immersive content.

Reading online:
- is a task-driven activity
- has many distractions
- has a multiple direction reading format (back, forth between pages and content) ite
- has interactive content. (Hamrick 2015).

Writing Content Different Platforms

Facebook: Use numbers to attract readers "16 cats you will love." Pose questions: "what do you think?". Keep to around 110 characters…a short story!

Twitter: This platform's mantra is "140 characters or less." But let us emphasize the "less." Research shows 40 to 60 characters in a tweet receive the highest engagement and lowest cost per click. Use emojis and hashtags.

Instagram: If your goal is solely engagement, include a (relevant) trending hashtag with your creative caption If your goal is clicks to your website; include some sort of "click link in bio" call-to-action and place the desired URL in your profile bio. Check out Rural Room's Instagram for an example. Keep your copy at 125 characters or less to avoid truncation.

Blogs:
Some best practices include dividing your content into lists, bullets or subheads to break up dense copy: easier on your reader's eyes and easier to digest information.

Direct mail and emails: If you are writing for business reasons and using these platforms, entice readers with special offers and snappy subject lines.

Six difference when pitching online: short and sharp!

1. Hooks: online stories are platforms compete for attention, so you need to grab the reader's attention and provide content/information early.
2. Length: Most work for the internet is under 1,000 words. Articles written for print may be shared to online by outlets (The Guardian etc) but online only outlets prefer shorter pieces.
3. Sourcing: Online standards may not require the same level of fact-checking and attribution BUT links can direct readers to material that verifies facts and provides authority, and attribution of knowledge.
4. Accountability: While referencing and fact checking may not limit the writer's scope online, readers online may provide immediate input if they think what you write is incorrect. Be prepared for this. If you have shared the piece to a digital media platform that allows comment, you may or may not have to respond to comments.
5. Pitching: This is only relevant if you are trying to get your work published by someone else, but, digital publication requires less input in terms of selling your story, or research before presenting your idea.
6. Pay: The difference between the money paid for print articles and online content may be balanced by the volume and more diverse opportunities offered by digital platforms.