

[Creating Mobile-Friendly Content for Social Media by Jayne Corso](#)

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Hi my name is **Jayne Corso** and I am the Community Manager for AEA.

79 percent of smartphone owners check their device within 15 minutes of waking, according to Smart Insights. Many of you are probably guilty of this trend, which will continue to evolve in 2018. This means that social media content needs to be tailored for viewing on a mobile device. Here are some tips for making your content mobile-friendly.

Hot Tip: Keep Your Content Relevant

No matter the platform, you want to keep your posts short and straight forward. Avoid fluff language and deep description. You want your action, such as “register today” or “read more” to be clear. You can add details on the site where you are directing your audience.

Hot Tip: Use Videos

According to Smart Insights, it is estimate that 70 percent of people are on-the-go and looking for immediate content compared to 10% in lean- back mode. For this type of mobile user, short videos are great for gaining your content more exposure. Videos do not have to be professional and can be shot using your mobile device. Try posting tips for data visualization, lessons learned from your programs, or insights discovered at recent conference.

Hot Tip: Use Compelling Photos

When scrolling through a phone, lots of content can be skipped over. Try pairing a colorful, interesting, or distinctive photo with your content. Photos go a long way in capturing attention.

I hope these strategies help you increase your reach within the evaluation community.

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