



## TOP 6 WAYS TO IMPROVE YOUR FIRSTUP POSTS

Top Traits of the Greats

### START WITH A COMPELLING VISUAL

It's true what they say: a picture is worth a thousand words. Take some time to capture a stunning photo or put together a quick video to grab your reader's attention.



### TURN IT SIDEWAYS

It can be tempting to pull out your phone and just start shooting, but remember most Firstup content is viewed on desktop, so photos and videos are best served horizontally in landscape mode.

### FOCUS ON A PERSON

As humans we are naturally drawn to stories about people rather than things. Use emotion to help tell the story from a person's point of view.



### CONNECT THE DOTS

Put yourself in your reader's shoes. What makes this story important to them? Provide some context and background about what you're sharing.

### TRY SOMETHING DIFFERENT

Experiment with new techniques and don't be afraid to be unique. Creativity is the new normal in the age of social media!



### ENGAGE WITH OTHERS

Don't forget to like or comment when viewing someone else's post. Make someone's day by sharing a note of encouragement, congratulations or helpful hint that worked at your property.