# Writing Effectively for Online Platforms

With newer technologies come newer creativities. The importance of content in communication and marketing has never before seen such a large scale and such a global audience. So, what is it that makes content suitable for the online domain?

1. **Measure it:** It is imperative to measure your content needs according to subject, objective, target audience and platform. There are myriad distractions online, and the right length helps ensure that your reader stays engaged. For instance, on LinkedIn the ideal length for post copy to be fully visible to someone scrolling through your feed, is 225-230 characters. However, if you do want to make a longer post, the actual limit is 600 characters.

2. **Sub it:** A natural follow up to the previous point, sub-headings enable readers to pick out the parts they are most interested in. Not everyone reads the entire piece, so it's important that irrespective of attention span or depth of interest, the content adds value to every reader's experience.

3. **Link it:** The beauty of online content is that sources, citations, and even your own website, are all readily available to the reader at the click of the button. Make use of this to better put your content in context, and to increase awareness about your publication. Additionally, within your website, make sure you carry out internal linking, thereby encouraging users to explore your site.

4. **Optimize it:** It is said that *"Whatever you think of has been thought before, and whatever you write has been written before".* Search Engine Optimization gives you a way to be heard above the noise. To complement this it's important to incorporate categories and tags. Categories are broader classifications of subject areas, while tags are more precise and can help users navigate to very specific articles by clicking on a tag of their interest.

5. **Make it yours:** While the above quote may be true, everyone has their own perspective. Your voice is your own. While you may collect information and expert insight from other sources, your readers value *your* unique interpretation and viewpoint. Especially in a space where tons of information is readily available, plagiarism is unforgivable.

6. **Proof it:** This is true of any kind of writing, but it is so ubiquitously important that it deserves a mention. Always edit and proofread your content before uploading or publishing it!

*Writing is what writing does. And that's why your objective and target audience are the first and most important identifiers of your content.*