

Social media post or caption

Share information or a viewpoint with a networked audience

COMMON FORMS

School update, campaign post, image caption, community notice

TEXT SHAPE

Opening point → essential context → detail or evidence → question or next action

FEATURES AND LANGUAGE

Concise phrasing; direct address; carefully chosen tags or links; image description where needed

PLAN AND TEACH IT

Make the post understandable when separated from its image. Check claims, permissions, accessibility and whether the audience is clear.

tone and register

Platform-aware and readable; do not assume informality means careless or unsuitable language.

LINKED CLASSROOM ACTIVITIES

Try: Change the Audience · Evidence Caption · Explain One Graph Point

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Share information or a viewpoint with a networked audience.
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.