



June 7, 2023

Read More for Better Writing, Hashtagging, and Reaching Gen Z

Hello Ruth Ann,

Everyone struggles with writing now and then. Take a break and read to discover, or rediscover, your writing style.

Remember hashtags? You should. They're still very relevant to boosting brands and recognition.

And then, there's Gen Z. The kids are all right - they just approach things differently than previous generations.

Til next week,
Ruth Ann Monti

Writing Tips

Here's a useful way to bump up your writing skills: read more to naturally improves your writing.

Read topics that interest you personally or professionally. You'll quickly figure out which writers or sources really "speak" to you.

Then look at your content analytics.

- Identify website pages, posts, or newsletters with the highest and lowest readership and bounce rates.
- Re-read them and think about how you would re-write less successful content.
- Start rewriting a draft or two.

Revising older content is a good idea for website pages and blogs.



Indulge yourself and read up on subjects that interest you, personally or professionally.
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As you rewrite older content and start writing fresh pieces, you'll see you're developing a writing style!

Review your analytics perhaps once a week and evaluate how your new style is being received.

Contact me if you need help identifying and assessing analytics. I'm here to help!

SEO/Content News

A solid hashtag strategy helps you or your brand get noticed, Ashley Baker writes for Content Marketing Institute.

Two to three hashtags are sufficient for LinkedIn and the Muskrat platform. Use them everywhere you put out content, including your own comments.

(Keep in mind that advertising on Muskrat has dropped almost 20%.)

Baker says it's not worth creating a new hashtag strategy for Facebook, where the number of private accounts prevents meaningful connections. If you're already active there make sure your hashtags remain relevant.



Instagram isn't as hashtag-happy as it once was and Baker recommends using four, max. Focus on identifying with a topic and creating keyword-rich captions for your images.

Above all, remember that hashtagging is supposed to be fun! Keep a sense of humor and likability as you post and tag.

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Reaching Gen Z

Generation Z was born between the end of the last century and 2012.

I don't know who makes these decisions but I do appreciate the stats Chelsea Alves provided for *Search Engine Journal* about how they use the internet.

- More than half are on social media at least four hours a day. Their top hangouts are YouTube, Instagram, TikTok, and Snapchat.
- 80% have purchased something they saw on social media.
- They aren't interested in social influencers. They do like creators, hence TikTok.



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- Almost half use Google Search and Google Maps. Almost 70% search for something every day. 65% search locally.

It's worth noting that this cohort collectively commanded \$360B in disposable income in 2021.



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