

How many words should we use?

Most Popular word count?

20-49 Words

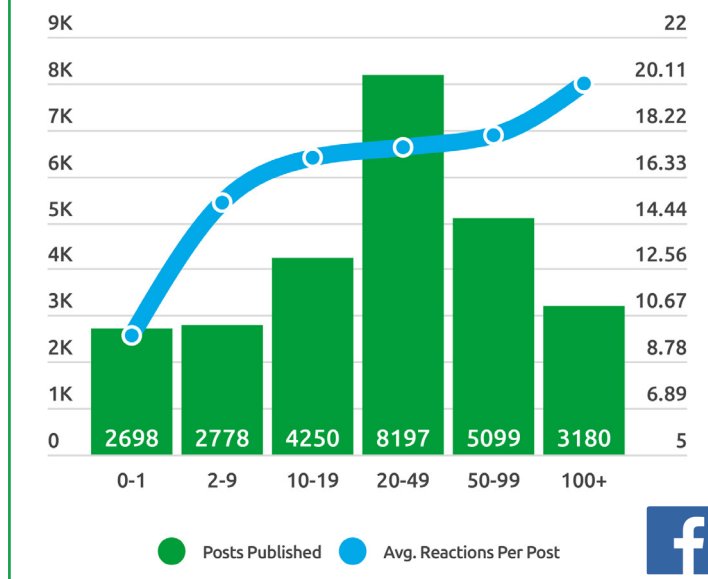
The green bars highlight the number of words, emoji and emoticons used in Facebook posts published by Little Athletics clubs and centres around the country monitored by Shunt during last season.

20-49 words comfortably takes top spot (8,197 posts) then 50-99 words (5,099) with 10-19 words (4,250) cruising to third most popular.

Recommendation

Eg. If time is short aim for a 10-19 word post, while a 'long-form' approach (+100 words) will deliver the highest average engagement.

Season 2020-21 Guidance



Most Engaging word count?

100+ Words

While a 20-49 word count is particularly popular for clubs to post, what 'wordplay' length is most likely to engage social media (Facebook) audiences?

The blue line shown here illustrates the 'performance' of a post (average number of engagements per post). This is a really simple ratio that divides the number of engagements in a given period by posts published.

What this tells us is that long-form content at 100+ words (20.10 engagements per post) and 50-99 (18.01) are the most efficient and effective text totals for engaging fans.

Fun Fact #01

0-1

There were 2,700 posts published by Little Athletics clubs and centres that used one or no words!

Fun Fact #02

2,310

The longest post published last season contained a whopping 2,310 words.... HUGE!

Consider

**What's your priority?
Total post engagement or
post 'performance'?**

NB.
Shunt's 'Wordplay' count includes words, emoji and emoticons.

