

Social Media Copy Samples

Jill Farr

Social Media (Graphic Products and Union Robotics)

I was a full-time, inhouse content manager for Graphic Products (manufacturing) and created all of their copy. Union Robotics contracted me to be their marketing director and I wrote all of their copy as well, including some technical writing for their user manuals.

Raised engagement for both (Graphic Products was below 5%; brought it above that and also gained click throughs) with a mixture of SEO, hashtags, and longer form content.

These were all part of content pyramids that started with a blog post and were cut/edited for LinkedIn, Facebook, Twitter and Instagram.

Posted by Jill Farr • 5mo ago

Graphic Products has a full line of high-quality, NFPA-compliant signs to point out safety equip...

All followers



Organic stats

Impressions

243

Reactions

6

Comments

0

Shares

2

Clicks

5

Engagement

5.35%

Graphic Products has a full line of high-quality, NFPA-compliant signs to point out safety equipment, egress routes, exits, and more using durable material designed to meet the demands of your industry. Obscure wayfinding and blocked emergency exits are common causes of OSHA fines; celebrate Fire Prevention Week by evaluating and upgrading your floor marking and signage. [#firepreventionweek](#) [#safety](#) [#manufacturing](#)



Posted by Jill Farr • 4mo ago

Safety Signage Quick Q&A: Are clearance areas in front of electrical equipment clearly marked? Are all electrical di...

All followers

Organic stats

Impressions

220

Reactions

5

Comments

0

Shares

6

Clicks

3

Engagement

6.36%

Safety Signage Quick Q&A: Are clearance areas in front of electrical equipment clearly marked? Are all electrical disconnects and switches labeled? Does equipment that poses an arc flash risk have appropriate warning labels? Are electrical panels marked with their voltages? Are Lockout/Tagout (LO/TO) points labeled? Shop our site for safety printers and browse our free content library for resources to guide best industrial safety practices.

<https://bit.ly/3oys6DZ>

#safetyculture #safetyprinter

#industrialsafety





Union Robotics

206 followers

4yr •



Drones can provide a singular advantage for first responders in search and rescue efforts, by extending both the range of area able to be covered, and the quality of information gathered. With training that makes users experts, and accessories like thermal imaging cameras, valuable minutes can be saved on time-sensitive missions. UAVs are an essential component of effective modern search and rescue missions.

[#firstresponders](#) [#searchandrescue](#) [#drones](#) [#uavs](#)





Union Robotics

206 followers

4yr •



Traditional methods for inspecting wind turbines can be lengthy, and personnel-heavy; utilizing UAVs for inspections can increase both productivity and the quality of data received. A single drone operator can inspect multiple turbines in the time it takes a two-man team to inspect a few, while also increasing the safety quotient.

[#windturbines](#) [#windenergy](#) [#droneservices](#) [#uavs](#) [#uas](#) [#energyindustry](#)

