



crafting effective descriptions


for print, social media,
and the web

Tracy McPeck

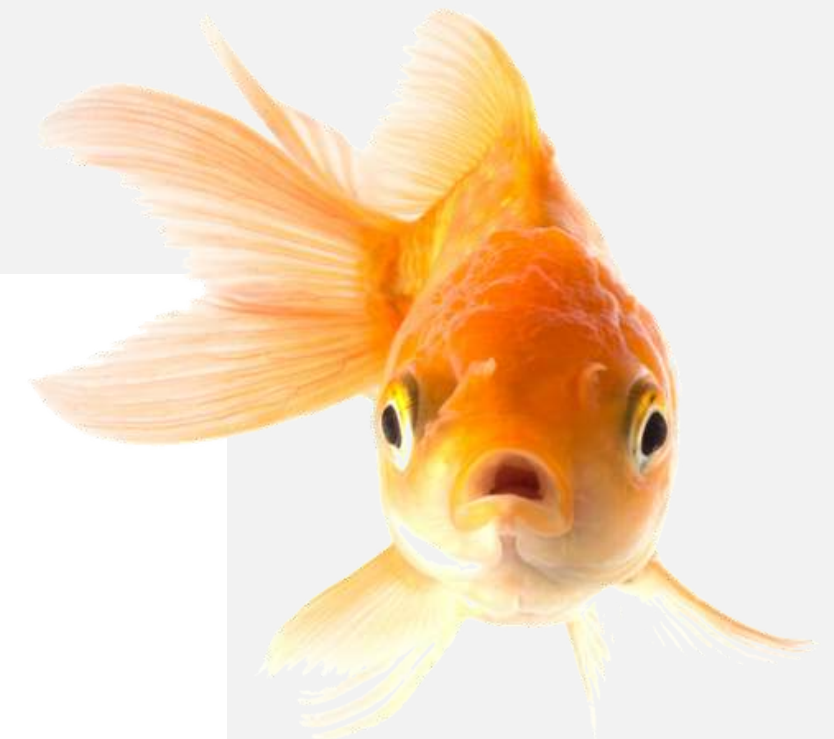

Prince William Public Library System

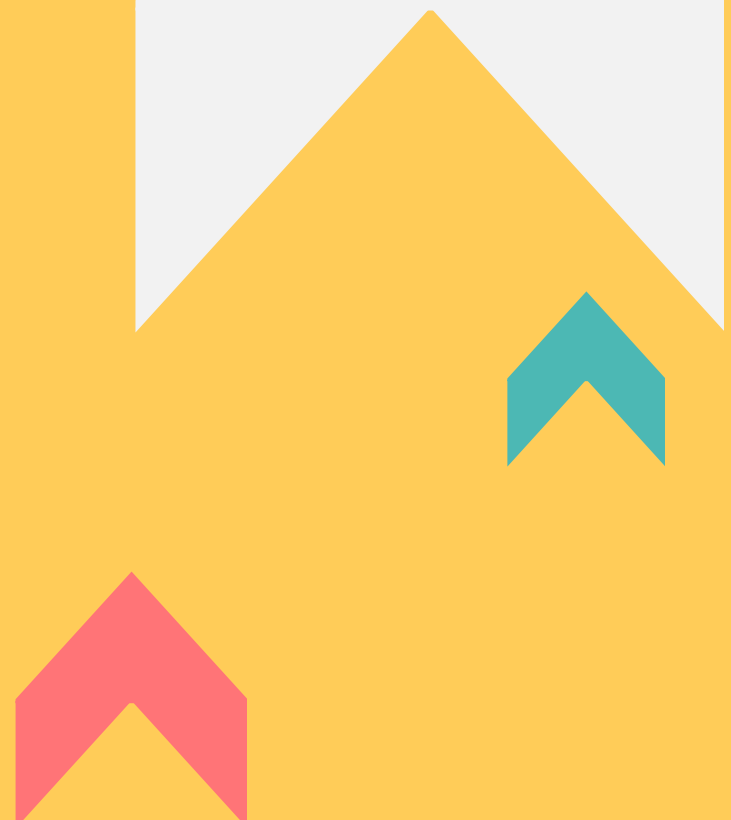


why be concise?




The internet has changed our reading habits.
We skim instead of reading.
Our attention spans have shortened.





1-7-7-6-1-4-9-2-1-8-1-2-1-9-4-1

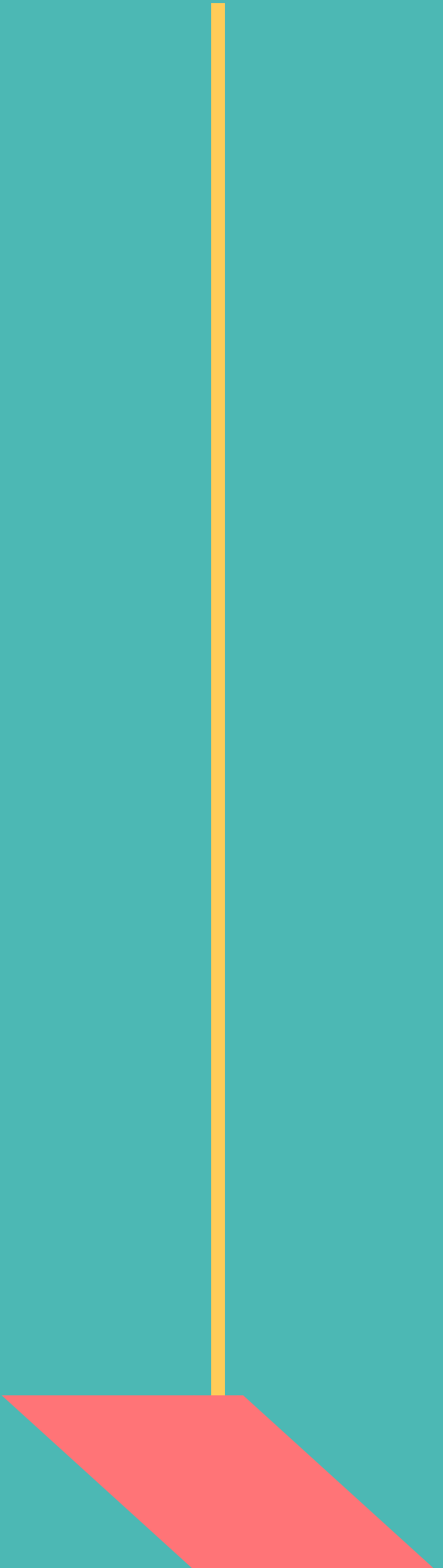


1776 1492 1812 1941

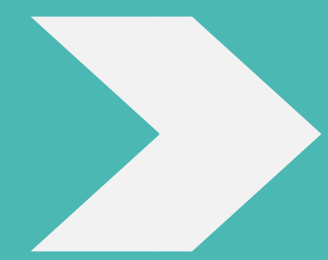


F-B-I-T-W-A-C-I-A-I-B-M





FBI TWA CIA IBM



millers law

a.k.a.

"Miller's Magic Number"

We can only retain

seven (± 2) items--or chunks--of information in our working memory.

concise writing...

Allows white space

Making text readable

Allows for intrigue

Why go to the program if the description says it all?

LESS IS

more

TWITTER

Fewer than 100
characters = 17% more
engagement

FACEBOOK

Fewer than 80
characters = 66%
more engagement



best practices

Make the title self-explanatory

Avoid redundancy

Leave out unnecessary details

Use shorter words and phrases

Use powerful verbs





best practices

Write business casual

Use white space

Pretend you're writing
a tweet

Write for the small
screen





Thank you to contributor Andrew Spence
Prince William Public Library System



For resources and references,
email Tracy McPeck,
tmcpeck@pwcgov.org



**thank
you!**

Tracy McPeck
tmcpeck@pwcgov.org
[linkedin.com/in/tracymcpeck](https://www.linkedin.com/in/tracymcpeck)
Twitter & Instagram
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