

How to write a **SHORT ONLINE POSTING**



You share an online posting – a short one or a longer one – on the internet (for example, on a blog or social media).

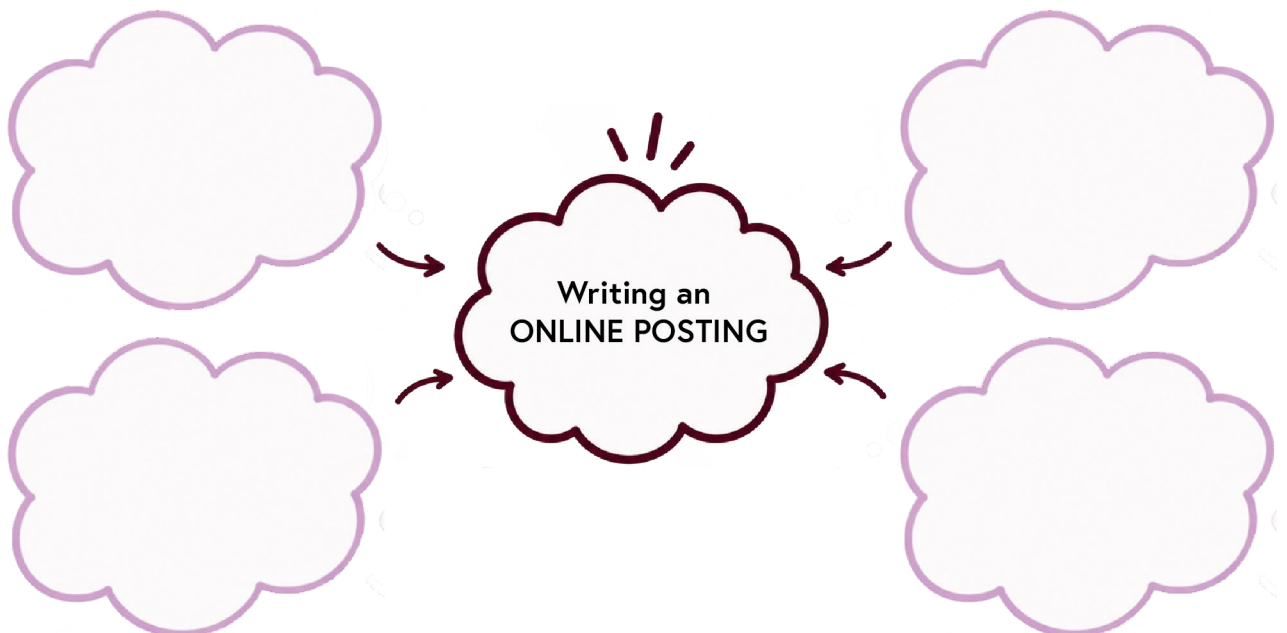


1 Think about short online postings you see on social media.

a. Read these statements about them. Cross out the words and phrases that do **NOT** fit.

- In a short online posting I should **say hello to my readers/not talk directly to my readers**.
- In a short posting I should write **one paragraph/one or two sentences** for each bullet point.
- In a short online posting it's **OK/not OK** to use short forms (*I'm, don't ...*).
- My online posting should give **specific information/no details**.
- I **should/should not** write a closing to end a short online posting.

b. What else do you do when you post something online? Write your ideas in the thought bubbles.



2

Read this writing task carefully. Think about these questions and write short answers.

Why are you writing this posting?

Who are the readers of your posting?

What information is important in your posting?

How long should your posting be?

Your cat Scratchy is missing. You want to ask people for help and there are a few English-speaking families in your area. Write an **online posting** for social media.



In your **online posting**, you should:

- explain why you are writing
- describe what Scratchy looks like
- say what people should do when they find Scratchy

Write around **40–60** words.



3 Read these postings.

1	 poster_1: My cat's gone. He's very shy and doesn't like strangers. Please call me or send a message. (18 words)
2	 poster_2: Help! My cat Scratchy is lost. We last saw him yesterday morning. Scratchy is grey with black stripes and yellow eyes. He has a long tail and white paws. Scratchy is very friendly. If you see him, please call Anna at 555-234-789 or send me a message. Thank you so much! (51 words)
3	 poster_3: Hello everyone, I'm posting here because I need some help from people living in my area. I'm writing this online posting because my cat Scratchy is missing. I'm worried about him because he has never been away from home for so long. I really need your help to find him. Here's a short description of what Scratchy looks like so that people know it's him. He's a medium-sized grey and white cat with bright yellow eyes and a small collar with a bell. If you find Scratchy, this is what you should do: Please try to help and contact me as soon as possible. You can send me a message or call my phone number. My phone number is 1234-5678. Thank you very much for reading this posting. (128 words)

- a. Decide which posting is the most useful to find Scratchy. Complete these sentences with the words below.

many – short – information – long

For me, posting ____ is the most useful because it is not too _____ and not too _____. It has got all the important _____, but not too _____ details.

- b. Add the posting numbers 1–3 to these statements about the postings.

- Posting ____ is too short.
- In posting ____ there's a lot of information that's not important.
- Posting ____ tells the reader since when Scratchy is missing.
- Posting ____ doesn't have a phone number.
- Posting ____ gives the cat owner's name.
- Posting ____ and ____ describe what Scratchy looks like.
- Posting ____ says why the owner is worried.
- In posting ____ the reader doesn't know what the cat looks like.
- Posting ____ and ____ thank the readers.



- c. Highlight all the words in the postings that are used to describe Scratchy. Then write them in the box below.



Look for words about his colour, eyes, size, ...

4 Riley's posting is all mixed up.



- a. Match each label (1–5) with the correct part of Riley's posting. Fill in the numbers 1–5.

	Labels
1	Greeting and opening
2	About bullet point 1: explain why you are writing
3	About bullet point 2: describe what Scratchy looks like
4	About bullet point 3: say what people should do when they find Scratchy
5	Closing

Parts of Riley's posting	
	Thank you very much! Riley
	If you find Scratchy, please contact me as soon as possible by phone or message (7890-2315).
	He's a large grey and white cat with black stripes and light-brown eyes. He has a long tail and a collar with a bell.
	Hello, I need your help.
	My cat Scratchy has gone missing from my home.

- b. Underline all the phrases or sentences in Riley's posting where he talks directly to YOU and other readers.



Look für pronouns!



It's important to talk to the reader directly. Use "you"!

5

Read this posting and think about what's there and what's missing. Use ☒ for what's there and ☐ for what's missing.



poster_xx: A cat named Scratchy has not come home since yesterday.

It usually stays near the house.

The family feels worried because the cat has never been away for so long.

Anyone who sees the cat should call this number 123456.

(40 words)

In the posting, there is ...

☐ the person's name

☐ the cat's name

☐ a greeting

☐ a description of the cat

☐ "we/our" or "I/me/my"

☐ "you"

☐ "please"

☐ "thanks"

☐ a phone number

6

Useful phrases to start and end a short posting.

- a. Read the sentences to start a short posting. There's one word missing in each sentence. Fill in the gaps with the words below. There is one extra word.

love – something – tips – talk – everyone – problem



- Hi _____, I need some help.
- Hello! I have a question and hope you can give me some _____.
- Hi, I'm writing because I have a _____.
- Hello there, can you help me with _____?
- Hi, I'm not sure what to do and would _____ to get some ideas.

- b. Read the sentences to end your online posting. Circle the correct option.

- Looking **forward to/after** your tips!
- Thanks **many/a** lot.
- Please **share/talk** your ideas.
- Please **say/tell** me if you know what to do.
- I **need/ask** your help.



- 7** Think back to what you've learned about writing informal emails. What are the three most important things you want to do when you write your own informal emails?

My top three:

1

2

3



 Use the **KEY** to check your answers.



WRITE YOUR OWN SHORT ONLINE POSTING

