

# CONVERSATIONAL COPYWRITING FOR SOCIAL

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This discussion and worksheet will help you map and write your social automations.

You will be ready to immediately apply this training to Instagram & LinkedIn.

# WHAT IS CONVERSATIONAL COPY

Conversational copy is writing that starts conversations and invites engagement, not just information delivery.

It's the difference between:

- Broadcast: "Here are 5 tips for better social media"
- Conversational: "Ever wonder why some posts get tons of comments while others get crickets?"

The first talks AT people. The second talks WITH people and makes them want to respond.

## WHY THIS MATTERS

Conversational marketing campaigns have an 83% open rate vs. 21% for traditional campaigns.

When your copy feels like a conversation, people engage instead of scroll. They interact rather than just read. And they create a memory of engagement that serves you long term. ([SOURCE](#))

## WHY IT MATTERS EVEN MORE ON SOCIAL

People consume social media feeds in just 1.7 seconds on mobile devices, but conversational marketing campaigns achieve an 83% open rate compared to only 21% for traditional campaigns. The difference? Conversational copy doesn't just get seen—it gets responded to. When your copy starts conversations instead of making announcements, social media algorithms reward you with higher reach because engagement signals quality content. ([SOURCE 1](#), [SOURCE 2](#))

# SO, WHAT ISN'T CONVERSATIONAL COPY?

Conversational Copy IS:	Conversational Copy IS NOT:
✓ Copy that invites responses	✗ Just "writing how you talk"
✓ Using your audience's actual language	✗ Being overly casual or unprofessional
✓ Speaking to the middle of an idea	✗ Talking AT your audience
✓ Speaking WITH your audience	✗ Broadcasting announcements

## EXAMPLES:

### The Question Hook

"Ever written a social media caption and immediately wanted to delete your entire account? 🤖👩"

→ Why it works: Asks a relatable question without giving the answer

### The Unfinished Story

"I was 3 coffees deep when I realized our chatbot was getting more engagement than our social team..."

→ Why it works: Drops you into the middle of a moment, creates curiosity

### The Challenge

Everyone says 'be authentic on social.' But what does that actually mean when you're representing a brand?"

→ Why it works: Questions common advice, invites discussion

# LET'S WRITE SOME CONVERSATIONAL COPY!

## THE CAP METHOD™ WORKSHOP

C - CONNECT: Research your audience's language (2 minutes)

A - AMPLIFY: Create conversation-starting hooks (5 minutes)

P - POLISH: Test and refine (3 minutes)

### Practice Round: ADLIB style!

CONNECT: Your audience is \_\_\_\_\_ who feel \_\_\_\_\_ about \_\_\_\_\_.

AMPLIFY: Choose your hook type and fill in:

Question Hook: "Ever \_\_\_\_\_?"

Story Hook: "I was \_\_\_\_\_ when I realized \_\_\_\_\_..."

Challenge Hook: "Everyone says \_\_\_\_\_, but \_\_\_\_\_?"

POLISH: Read it aloud. Does it sound like something you'd actually say to a friend?  
Yes / No

### Your Turn: Real Brand Practice

Your brand/product: \_\_\_\_\_

CONNECT (30 seconds):

- Your audience: \_\_\_\_\_
- Their main frustration: \_\_\_\_\_
- Platform you're writing for: \_\_\_\_\_

AMPLIFY (2 minutes): Write 3 different hooks for the same message:

Hook 1: \_\_\_\_\_

Hook 2: \_\_\_\_\_

Hook 3: \_\_\_\_\_

POLISH (30 seconds): Circle your favorite. Read it aloud. Would you stop scrolling for this?

# EVERY WRITER IS ALSO AN EDITOR, SO...

## CHECK YOUR WORK

Quick Reference Checklist:

- Does this sound like my audience's actual language?
- Am I starting a conversation or making an announcement?
- Would I say this out loud to a friend?
- Does this make people want to respond?
- Do my words and creative work together?

## THE FLOOR IS YOURS. ANY QUESTIONS?