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REASON'S WHY EMOJI USE IS IMPORTANT



Why use Emoji's in your social media copy? @THESOCIALGINGER



1 EMOJIS INCREASE SOCIAL MEDIA ENGAGEMENT

Using emojis in a Facebook post can lead to...

facebook

57%
More Likes



33%
More Comments



33%
More Shares



Emojis unite us. Emojis are one of the few things that are universal and are available to all internet users across all platforms and devices.



2 EMOJIS ARE A TRENDY SOCIAL MEDIA TOOL

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3 EMOJIS HELP TO STOP THE SCROLL

You want to catch people's eyes, and the way to do that is with compelling imagery.



Using emojis give the readers' eyes a break and can help regain their attention. People prefer to look at images than long paragraphs.



4 EMOJIS ARE A GREAT MARKETING TOOL TO BREAK UP COPY

