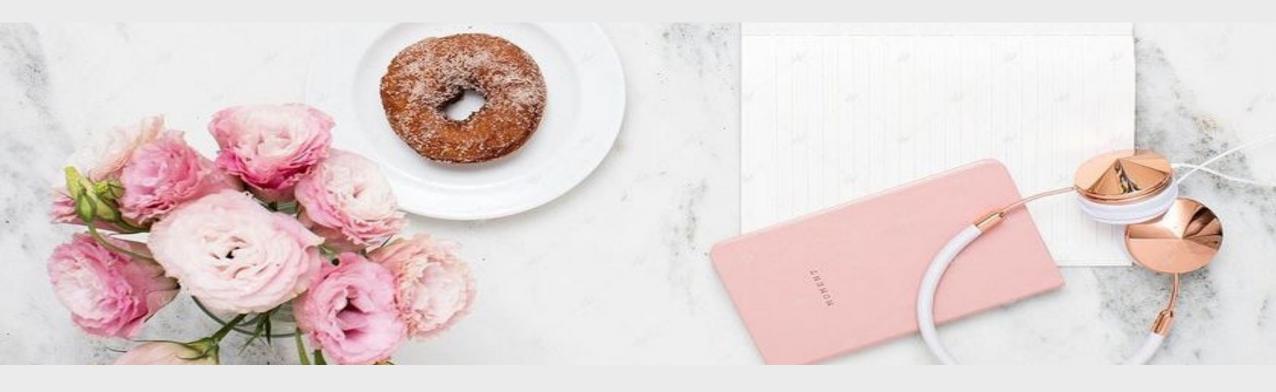


4 Basic Social Media Content Types











CONTENT IDEAS

IMAGE POSTS

- PRODUCT PROMOTIONS
- FAN/CUSTOMER PHOTOS
- REPOSTING FAN/CUSTOMER PHOTOS
- BRANDED IMAGES
- PERSONAL IMAGES
- LIFESTYLE IMAGES
- WORKPLACE IMAGES
- EVENT IMAGES
- INSPIRATIONAL IMAGES
- BOOK RECOMMENDATIONS
- PODCAST RECOMMENDATIONS
- BEHIND THE SCENES IMAGES
- HOLIDAY/SEASONAL IMAGES
- THROW BACK / FLASH BACK IMAGES
- MILSTESTONE CELEBRATIONS
- SALES / COUPONS

VIDEO POSTS

- UNIQUE VIDEO
- RESHARED VIDEO
- IG LIVE VIDEO BROADCAST
- IG STORY
- FB LIVE VIDEO BROADCAST
- VIDEO TUTORIAL
- HOW TO VIDEO
- STOP MOTION VIDEO
- DAY IN THE LIFE VIDEO
- UNBOXING VIDEO
- STORYTIME VIDEO
- YOUTUBE VIDEO
- INSTAGRAM STORIES
- BEHIND THE SCENES VIDEOS
- WEBINAR

TEXT POSTS

- Q&A
- FAN/CUSTOMER QUESTONS
- QUOTES
- POLLS
- TWEETS OF YOUR THOUGHTS
- TWITTER CHATS
- MILSTESTONE CELEBRATIONS

LINK POSTS

- NEW BLOG POSTS
- POPULAR BLOG POSTS
- EDUCATONAL ARTICLES
- SALES PAGES
- BUSINESS PRESS COVERAGE
- CURRENT EVENTS
- BREAKING NEWS