

A pink-themed flat-lay background featuring a cup of coffee, a donut, a notebook, a pen, a bouquet of pink roses, and a pink laptop. The text "Social Media" is written in a large, dark, cursive font across the center.

# Social Media

## CONTENT IDEAS

BY JENELL B STEWART

# 4 Basic Social Media Content Types

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1

IMAGES

2

VIDEO

3

TEXT

4

LINKS

BY JENELL B STEWART

# CONTENT IDEAS

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## 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 QUESTIONS
- QUOTES
- POLLS
- TWEETS OF YOUR THOUGHTS
- TWITTER CHATS
- MILSTESTONE CELEBRATIONS

## LINK POSTS

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