



## SIX TYPES OF ENGAGING CONTENT TO POST

### ENTERTAINMENT

Funny. Highly shareable. Give your perspective on news and holidays. Use holiday hashtags. Fun Holidays - Memes - Jokes - Throwback/Nostalgia - Contests & Giveaways - Puzzles - Comics

### INSPIRING

Quotes - Trivia/Amazing Facts - Gorgeous images - Personal stories of your or your clients' triumphs

### EDUCATIONAL

Share tidbits of your wisdom to build "know, like, and trust". Give them a taste of your expertise. Link to your and others' blog posts - Tips & Tricks - Industry Research - Free Resources (reports and guides) - Answers to FAQs - Case Studies - Live Video Training

### CONVERSATIONAL

Try to incite conversations. Don't just post. Share what you think about it. Questions - Polls - Fill in blanks - Ask for advice - "Caption this" photos

### CONNECTION

Behind the Scenes - Product Previews just for followers - Photos of Your Life (hobbies, vacations, family) - Stories - Nostalgia Shoutouts of complementary businesses or groups - Employee features - Photos from events you're attending - Thanking fans - Share your favorite cause - Ask for opinions/feedback

### PROMOTION

Only 20% of the content. Freebies for email signups. Client testimonials. Webinars for Products / Services - Discounts